



**September 13, 2023**

**8:30 a.m.**

**MINUTES OF MEETING**

**BOARD OF DIRECTORS MEETING**

**THE WOODLANDS CONVENTION & VISITORS BUREAU**

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas, held their Board Meeting on September 13, 2023, at The Woodlands Township, located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 8:30 a.m. The roll was called and those in attendance were:

**Present:**

Brad Bailey, Chairman  
Fred Domenick, Vice Chairman  
Richard Franks, Secretary/Treasurer  
Cameron Klepac, Director  
Linda Nelson, Director  
Monique Sharp, Director  
Jenny Taylor, Director

**Staff Present:**

Bret Strong, Legal Counsel; Nick Wolda, President; Elizabeth Eddins, Executive Director; Ashley White, Marketing Director; Josie Lewis, Sales Director; Mary Murphy, Public Relations Coordinator; Julie Quinn, Sales & Servicing Specialist; Amber George, Communications Coordinator; Ashley Fenner, Senior Sales Specialist; Gabby Pena, Administrative Analyst

**Attendees:**

Kellan Shaw, The Woodlands Township Director of Finance, Quentin Durgan, The Woodlands Township Help Desk Analyst, Chris Nunes, The Woodlands Township Chief Operating Officer, Jennifer Gohagan, The Woodlands Waterway Marriott General Manager

**1. Pledge of Allegiance;**

Led by Chairman Brad Bailey.

**2. Call to order and adoption of Agenda;**

The meeting was called to order at 8:31 a.m., and a motion to adopt the meeting Agenda passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Linda Nelson

**Vote: 7 - 0 Passed**

3. Public Comment;

None.

4. Consider and approve Minutes from the August 2023 Special Board Meeting;

Motion to approve the Minutes as read passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Vice Chairman Fred Domenick

**Vote: 7 - 0 Passed**

5. Consider and approve Financial Report through July 2023;

Kellan Shaw, Township Director of Finance, delivered the Financial Report. At the end of July, year-to-date revenues totaled \$1,886,992, compared to a \$1,921,866 budget, resulting in an unfavorable variance of \$34,874. The supplemental hotel tax revenue showed a favorable variance of \$95,109, and there was a favorable variance in interest income. There was an unfavorable variance in operating transfers of \$145,965. The unfavorable variance was a result of The Woodlands Township transferring less supplemental tax to Visit The Woodlands than budgeted due to expenditures being less than budgeted.

The year-to-date expenditures at the end of July totaled \$1,886,992, compared to budgeted expenditures of \$1,921,866. The unfavorable variance of \$34,874 is primarily attributed to timing differences of line items within the budget.

As of July 31, 2023, the undesignated fund balance for Visit The Woodlands was \$1,235,799.

Motion to approve the Financial Report through July 2023 passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Cameron Klepac

**Vote: 7 - 0 Passed**

6. Receive, consider and act upon the retirement of Vice Chairman Fred Domenick;

President Wolda congratulated Vice Chairman Fred Domenick on his retirement from The Woodlands Waterway Marriott as General Manager and Visit The Woodlands thanked him for the role he has played as a founder of The Woodlands Convention & Visitor Bureau.

The action for this agenda item was taken in conjunction with agenda item #7.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

**Vote: 7 - 0 Passed**

7. Receive, consider and act upon the election of a Director to Visit The Woodlands Board of Directors;

Legal Counsel Bret Strong advised and opened the floor to nominations to fill the vacant position due to Director Domenick's resignation.

Secretary/Treasurer Richard Franks nominated Jennifer Gohagan.

Motion to accept the resignation of Director Fred Domenick and elect Jennifer Gohagan to Visit The Woodlands Board of Directors passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Linda Nelson

**Vote: 7 - 0 Passed**

8. Receive, consider and act upon the appointment of a Vice Chairman;

Legal Counsel Bret Strong led the Board in the appointment of a Vice Chairman.

Secretary/Treasurer Richard Franks nominated Jennifer Gohagan.

Motion to appoint Jennifer Gohagan as Vice Chairman of Visit The Woodlands passed unanimously.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

**Vote: 7 - 0 Passed**

9. Receive, consider and act upon the request to negotiate a contract for Destination Marketing Media Buying & Creative Services;

Executive Director, Elizabeth Eddins, presented to the Board the history of Visit The Woodlands' branding background. In 2018, the "We Hear That A Lot" campaign and the Brand Guide was developed. In 2019, the campaign was rolled out and the printed collateral was updated with new branding. In 2020, due to a global pandemic, advertising was paused with the Agency of Record at the time and was brought in-house with a reduced budget. In 2021, advertising remained in-house with reduced budget. In 2022, the Fashion Forward campaign was developed. In 2023, the Brand Guide was updated. In 2024, Visit The Woodlands will explore new markets and opportunities, update website creative, and update the print collateral. In July 2023, an RFP was issued to find a new Agency of Record. Over 100 questions were answered and, eighteen proposals received. Six people, with a collective seventy years of experience, reviewed the proposals. After the final four were chosen, the vendor was picked based on key scoring metrics. The scoring metrics included, Media Buying & Management, Creative Design & Production, Staff Qualifications, Tourism Experience, and Service Fees.

Director Cameron Klepac mentioned that she was able to review the Top 4 finalists and acknowledged how the companies viewed this as a great opportunity for them.

The motion to allow the Chairman and President to negotiate a contract with Adcetera Design Studio passed unanimously.

Motion by Director Jenny Taylor, seconded by Director Linda Nelson

**Vote: 7 - 0 Passed**

10. Receive, consider and act upon Staff Initiatives;  
**NOTE: Due to technical difficulties, Agenda Item #11 was heard immediately following Agenda Item #9 and prior to Agenda Item #10.**

Marketing Director, Ashley White, gave an update on Media and PR initiatives, including being featured on KPRC Channel 2 *New 2 Hou*: Town Center Trolley in September and Community Magazine submission covering The Woodlands Resort's recent renovations. For Asset Development, photos were taken at Play Street Museum and The Woodlands Childrens Museum. There have been three recent Ambassador collaborations and ten Partner collaborations on social media.

Sales Director, Josie Lewis, gave an update on Sales Initiatives. The Sales Team is busy planning for Connect Texas, which is being hosted in The Woodlands in October. Josie Lewis and Ashley Fenner, Senior Sales Specialist, recently attended Connect Marketplace. The Sales Team will be traveling to TSAE New Ideas Conference later this month. Visit The Woodlands recently hosted The Woodlands Firefighters Association, Texas Association for College Admission Counseling, Vital Care Specialty Group, and Reach Meetings for site visits. Mrs. Lewis gave a Servicing Update and gave kudos to Julie Quinn, Sales & Servicing Specialist, for all her work towards procuring promotional items including Trolley-shaped stress balls and custom The Woodlands artwork, stickers, and t-shirts.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

**Vote: 7 - 0 Passed**

11. Receive, consider and act upon the request to negotiate a contract for Destination Marketing and Management Reporting Software;  
**NOTE: Due to technical difficulties, Agenda Item #11 was heard immediately following Agenda Item #9 and prior to Agenda Item #10.**

Ms. Eddins updated the Board on the search for a new Destination Marketing and Management Reporting Software system. With the need to add Spend Data to current analytic reports, Visit The Woodlands staff met with Symphony to discuss a switch to their system. The software will provide Visit The Woodlands with in-depth information on visitors to The Woodlands, allowing the organization to make educated decisions related to sales and marketing efforts. She touched on what the software will provide which includes Daily Visitation Intelligence, Visitor Spend Data, Destination Management Data, and Marketing Performance. Some of the questions it answers include: the overall visitation movement before, during, and after an event; where do visitors come from; how does visitation change over a given time period; which markets drive the most visitor spend; and which markets should be targeted to increase overnight visitors.

Chairman Bailey asked if we will be able to connect the geofencing data of visitors. For example, at The Pavilion shows and Market Street, to people staying in our hotels in order to quantify more solid numbers for over-night stays. Ashley White, Marketing Director, said that we already have access to that data and the Spend Data we would be gaining is showing how much and where visitors are spending their money while here in The Woodlands.

Director Klepac attested to the fact that having access to Spend Data at The Pavilion has been remarkable to see.

Director Nelson asked if we were still in a contract with Visit The Woodlands current Data Analytics agency and how long it would take to switch over to a new agency. Mrs. White said

that the contract that is up for renewal and that if the Board were to approve to move forward with switching vendors, Visit The Woodlands should be operating in six to eight weeks. The new contract would start as a yearlong agreement and could be renewed annually, pending Board approval.

Vice Chairman Jennifer Gohagan asked if there will be the ability for year-to-year comparison. Mrs. White said that yes, that ability will be included and should

Chairman Bailey asked if sports fields were geofenced and if we are already able to collect over-night stay data. Mrs. White confirmed and said that this data is being shared with the Township, but that a missing piece is spend data, which would provide further insight into where visitors and residents are spending their money and time while in The Woodlands.

Ms. Eddins told the Board that one of the big selling points for this new software was that it offers international data. The airport system is geo-fenced, allowing the ability to track a visitor to The Woodlands.

The motion for the Chairman, President, and Legal Counsel to request to negotiate a contract for Destination Marketing and Management Reporting Software passed unanimously.

Motion by Director Jenny Taylor, seconded by Director Linda Nelson

**Vote: 7 - 0 Passed**

12. President's Report;

President Wolda congratulated Mary Murphy, Public Relations Coordinator, on winning best newsletter for *#SoWoodlands* through the Texas Association of Convention & Visitors Bureau Annual Awards.

He also congratulated Ashley White, Marketing Director, on becoming the co-chair of the International Marketing Task Force with Destinations International.

13. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

Recessed at 9:14 a.m.

14. Reconvened in public session at 9:36 a.m.;

15. Board Announcements;

Director Klepac announced that The Cynthia Woods Mitchell Pavilion has brought in 400,000 attendees so far this season.

Director Taylor announced that the College Park High School Pep Rally will be held on September 13, 2023; the Market Street Concert Series begins on September 21, 2023, and will continue through the end of October; and on October 5, 2023, Market Street will host the Wine Walk.

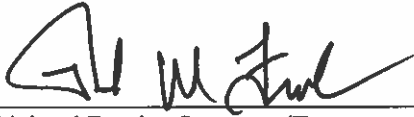
16. Agenda items for next meeting;

None.

17. Adjournment at 9:38 a.m.

Motion by Secretary/Treasurer Richard Franks, seconded by Director Jenny Taylor

**Vote: 7 - 0 Passed**



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Richard Franks, Secretary/Treasurer  
The Woodlands CVB Board of Directors

18 Oct. 2023

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Date