



THE WOODLANDS

CONVENTION & VISITORS BUREAU

September 29, 2009

8:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Meeting on September 29, 2009 in The Woodlands Township Board Room at 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Montgomery County, Texas. The roll was called and those in attendance were:

Nelda Blair, Chairman

Peggy Hausman, Vice Chairman

Lloyd Matthews, Treasurer

Claude Hunter, Secretary

Nick Wolda, TWCVB President

Karen Hoylman, Director

Fred Domenick, Director

Don Norrell, Director

Kent Johnson, Director

Board Director Karen Hoylman was absent from the meeting.

Also in attendance were Bret Strong, Legal Counsel for the TWCVB, The Strong Firm; Steve Sumner, Vice President of Operations & Public Safety for The Woodlands Township; Monique Sharp, Finance Director for The Woodlands Township; Casey Snyder, TWCVB General Manager; Kelly Overbeck, TWCVB Business Development Manager; Julie DeGuerre, TWCVB Event Manager; Sharon Swaim, TWCVB Marketing Assistant; and Rachel Finley, TWCVB Marketing Intern.

Agenda Item No. 1 Adoption of Agenda: Chairman Blair called the meeting to order at 8:35 a.m. and called for the adoption of the Agenda for this meeting that was developed and duly posted as required by law. A motion was made by Director Domenick to adopt the Agenda and seconded by Director Hunter and carried by unanimous vote.

Agenda Item No. 2 Public Comment: There was none.

Next Agenda Item No. 3 Consider and approve minutes from the July 14, 2009 meeting: Motion was made by Director Hunter to accept the minutes from the July 14, 2009 TWCVB Annual Board meeting and seconded by Director Norrell. Motion carried by unanimous vote and the minutes were approved.

Next Agenda Item No. 4 Consider and approve minutes from the August 25, 2009 meeting: Motion was made by Director Hunter to accept the minutes from the August 25, 2009 TWCVB Special Board meeting and seconded by Director Norrell. Director Matthews offered that on page 13, second paragraph of the August 25, 2009 minutes, the wording needed to be changed to reflect more clearly that he suggested to have one insurance policy to cover all events for the whole year. Reflect change in minutes for August 25, 2009.

Next Agenda Item No. 5 Consider and receive Financial Reports for July/August 2009 meetings: TWCVB President Wolda offered discussion and presentation of the Financial Reports.

After discussion, a Motion was made by Director Matthews to accept the Financial Reports for July 2009 and August 2009 as presented. The Motion was seconded by Director Norrell and passed by unanimous vote.

Next Agenda Item No. 6 Receive an update on Fall Events in The Woodlands: No Board action needed.

Fall Event Update (Update presented by President Wolda and Julie DeGuerre.)

1. **Summer Nights Waterway Lights** was a program of activities held at Waterway Square. This was funded by TWCVB and produced by the Parks and Recreation Department. There were activities every Friday and Saturday night from 6 p.m. to 8 p.m. beginning July 31, 2009 through September 19, 2009. There was a total collective estimated attendance for all the events of 5,300. Surveys were taken and from these surveys it was learned that 62% of attendees were from The Woodlands and the events were rated overall as excellent or good. These surveys reflected that residents would like to see more events like these.

2. **Mundo Continental Reception** was held Monday, September 21, 2009 in Market Street. There were travel agents from 31 different cities in Mexico. This reception was just a part of many other activities and presentations taking place at The Woodlands Resort. Presenters came from CVBs such as New York City, Las Vegas, New Mexico and Mall of America in Minnesota. This program is a partnership with Continental Airlines and brought the top Latin American travel agents to The Woodlands to experience it firsthand.

3. **Live at Five (Special Tribute Series)**
Starting Wednesday, September 30, 2009 and every Wednesday until October 28, 2009 from 5 p.m. to 8 p.m. there will be live entertainment at Waterway Square. Entertainment will range from a tribute to American Rhythm & Blues to Motown, Jazz, Classic Rock and Roll and ending the series with The Kelly Peters Trio. This will be a six week program.

4. **Live at Lunch**
Every Tuesday starting September 29, 2009 through October 27, 2009 there will be live music by Ramon Torres at Waterway Square. Kelly Overbeck, TWCVB Business Development Manager, has secured several sponsors to be present during the Live at Lunch and Live at Five events to provide food and beverages. Sponsors include Kirby's, Crush, Jasper's, Rio 24, Rise & Dine, Americas, Tesar's, Berripop and Which Wich.

Other Upcoming Events

National Night Out	October 3, Northshore Park
Nike South Cross Country Invitational	October 9-10, Bear Branch Park
10 For Texas	October 10, Market Street
Taste of the Village	October 17, Indian Springs Village
Wildflower Festival	October 24, Cochran's Crossing Village
Conference USA Cross Country	October 28-31, Bear Branch Park
7 th Annual Jr. League Holiday Market	November 5-8, Waterway Marriott
Community Involvement Day	November 7, Creekside in Panther Creek
14th Annual Children's Festival	November 14-15, Cynthia Woods Mitchell Pavilion

Director Hausman brought up several points:

- What is being done to help promote other village activities?
- Suggested getting with Mary Connell at The Community Associations to assist with village events
- Questioned why TWCVB is involved in the Community Day on November 7 as this is more a Township event
- What is being done for the merchants in the villages from a CVB standpoint?

President Wolda responded that the primary focus of TWCVB is visitors; however, it is important to let the residents know what is happening in the community as well.

Holiday Events (Update presented by Julie DeGuerre)

- Preview of The Ice Rink, November 14 -15, 2009
- 27th Annual Lighting of the Doves & iWOW, November 21, 2009
- Opening of The Ice Rink and Donoho's Jewellers Winter Wonderland, November 21, 2009

The Ice Rink will be located at the northeast corner of Lake Robbins and Six Pines.

Connections – The Woodlands Retail Network

The next meeting will be held on Friday, October 2, at McAlister's Deli at 8:30 a.m. All TWCVB board members are invited to attend. This is a great networking opportunity for the merchants of The Woodlands.

The Woodlands Township Holiday Budget Recommendations (memo handout)

President Wolda presented a memo pertaining to TWCVB production costs for the holiday events. All the costs for the four major events: Lighting of the Doves, iWOW, The Ice Rink and Winter Wonderland were presented to The Woodlands Township Board for approval at by the marketing staff who represent TWCVB and the costs were approved, a request by TWCVB Board members was made to see how costs could be reduced based on the current economic climate.

After extensive and exhaustive efforts and research by TWCVB marketing team, various costs with multiple sub vendors have been negotiated diligently to arrive at the best price for the best value for every service and product contracted for these holiday events. The memo outlined the costs of each event. (A copy of the memo will be placed on file with the Minutes of the meeting.)

Update on Destination Marketing (Update given by Casey Snyder)

Communication Outreach

- 51,977 Visitor Maps requested (English)
- 1,714 Visitor Maps requested (Spanish)
- 1,540 different zip codes
- Distributed at 76 different locations

Current Newsletter

- 3,765 direct mailed (per issue)
- Mailed to businesses and others who have expressed interest in CVB activities
- Distributed to hoteliers & visitor centers

Website

- 99,661 unique website hits

Discovery Guide (Spring/Summer)

- 395 were sent to different zip codes
- The Fall/Winter issue will be ready October 1, 2009

Visitor Services

- 57,100+ visitors
- 413 different zip codes
- 58 countries
- 50 states represented

Media Activity

- 800 published articles
- 137 responses to media
- 72 media kits distributed

Public Relations

- PR value = \$431,470
- Featured in:
 - Forbes.com
 - Fort Worth Star Telegram
 - Greater Houston Weekly
 - Houston Modern Luxury
 - Texas Highways

Destination Marketing Efforts Fall 2009

- See Texas First (Fall)
- Discover The Woodlands
- Houston Woman Magazine
- MapHouston
- GHCVB Fall Integrated Campaign
- Business Today (SMCW Chamber)
- Chamber F.Y.I. (Greater Conroe/Lake Conroe Chamber)
- Interfaith of The Woodlands Dining & Shopping Guide
- WHERE Houston Guestbook
- Texas Meetings & Events

Mobilization of CVB Website

This is a new service which will be available on mobile devices. This new service should be launching within a week or two.

Facebook for TWCVB

Continuing Facebook page. If you are not a fan yet, please join.

Comments:

Director Hausman offered that at the Mundo event several travel agents asked if there was a concierge package service delivery available at Market Street. President Wolda offered there is not a service like that, they will hold packages at the visitor services for shoppers to come back and retrieve, but no delivery service.

Why would the Trolley system not take passengers to the Pinecroft Center? (Particularly mentioned was Toys R Us) Chairman Blair responded that The Township is looking into expanding the Trolley route.

President's Report

President Wolda reported that efforts are being made to meet with all the Village Associations to familiarize them with what TWCVB is doing and to give an update on economic development taking place. Presentations have been made to the Indian Springs Village Association in September; Alden Bridge is scheduled for next February and working on a date for Creekside. Plans will continue to schedule a meeting with all of them.

President Wolda reported he will be making a presentation to the Urban Land Institute on Wednesday, September 30 to address the impact of the hotel industry in The Woodlands.

President Wolda reported that he met with Grimaldi's Pizzeria. This will be a great concept coming to Waterway Square. Grimaldi's will be opening very soon.

Board Announcements:

Director Hausman reminded everyone that the community Flea Market will be held on Saturday, October 3, at Town Center Garage from 7 a.m. to 10 a.m.

Director Hunter reported that Oktoberfest was very successful. There will be a debriefing meeting on Friday, October 2. Everyone is invited to attend. Oktoberfest will come back next year.

Director Domenick reported that hotel industry is still down, but there are some indicators that the industry has hit the bottom and will ride the bottom for a while. There are some short term indicators on the transient side that things are improving especially in the last two to three weeks, but it is still a little too early to tell. The biggest year over year declines that will be seen in The Woodlands and in Houston are going to be in the 4th Quarter because this time last year we had the hurricane related business here.

Hotel occupancy is happening, but not the rates that were seen last year especially in the 4th Quarter. There is some softening of the holiday party demand as well. The 4th Quarter is projected to be the worst Quarter in 2009.

Director Johnson reported that The Woodlands Resort's 4th Quarter is not particularly good either. Holiday bookings are down as well. The Resort offered a 25% discount to book a holiday party back in September and October and had very little response. Transient business is up for the Resort for this year. Recovery will be slow.

Other Matters of Record: None

Agenda items for next meeting: None

Chairman Blair called for Adjournment. Motion to adjourn made by Director Domenick and seconded by Director Hunter and carried by unanimous vote. Meeting adjourned at 9:16 a.m.