



THE WOODLANDS CONVENTION & VISITORS BUREAU

MINUTES OF MEETING
BOARD OF DIRECTORS
THE WOODLANDS CONVENTION & VISITORS BUREAU
July 14, 2009
Annual Meeting

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Annual Meeting on July 14, 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, Secretary
Claude Hunter, Treasurer

Karen Hoylman, Director
Fred Domenick, Director
Don Norrell, Director
Nick Wolda, President

Also in attendance were Bret Strong, Legal Counsel for the TWCVB, The Strong Firm; Casey Snyder, TWCVB General Manager; Kelly Overbeck, TWCVB Business Development Manager; Julie DeGuerre, TWCVB Event Manager.

Agenda Item No. 1 Adoption of Agenda: Chairman Nelda Blair called the meeting to order at 8:34 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 Hunter to adopt the Agenda and seconded by Director Domenick and carried by unanimous vote.

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

Agenda Item No. 3 Adoption of Minutes: Motion was made by Director Hunter to accept the meeting minutes from the May 12, 2009 TWCVB Board meeting and seconded by Director Hoylman. Motion carried by unanimous vote and the minutes were approved. Director Hunter called attention to some minor changes and he will give to TWCVB staff to make the corrections.

Next Agenda Item No. 4 offered by Chairman Blair: Consider and receive the Finance Reports for the TWCVB May and June 2009. May 2009 was included in the board book and June 2009 was a handout. TWCVB President Wolda offered discussion and presentation on the Financial Reports.

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

Next Agenda Item No. 5 offered by Chairman Blair: Members to consider and elect Directors to The Woodlands Convention & Visitors Bureau in accordance with the Bylaws. In accordance with the Bylaws of TWCVB members of the TWCVB are charged with the responsibility of electing Directors to serve on the Board of Directors of TWCVB. The election of Directors by members shall occur at the Board of Directors' and Members' Joint Annual Meeting at the principal office of TWCVB, at 10001 Woodloch Forest Drive, Suite 600 , The Woodlands, Texas.

Directors under consideration for election by incoming members of TWCVB are as follows:

- Nelda Blair, CVB Member, Township Director
- Lloyd Matthews, CVB Member, Township Director
- Peggy Hausman, CVB Member, Township Director
- Claude Hunter, CVB Member, Township Director
- Don Norrell, CVB Member, President – The Woodlands Township
- Karen Hoylman, CVB Member, President – The South Montgomery County Woodlands Chamber of Commerce
- Fred Domenick, CVB Member, General Manager – The Woodlands Waterway Marriott Hotel & Convention Center
- Kent Johnson, CVB Member, local hotel property representative

Motion made by Director Matthews to approve the individuals named above to the Board of Directors of TWCVB to serve from July 2009 to June 2010. Motion seconded by Director Hoylman. Motion passed by unanimous vote.

Next Agenda Item No. 6 offered by Chairman Blair: Consider and elect officers of TWCVB in accordance with Bylaws. In accordance with the Bylaws of TWCVB members of the TWCVB are charged with the responsibility of electing Directors to serve on the Board of Directors of TWCVB. The election of officers by directors shall occur at the Board of Directors' and Members' Joint Annual Meeting at the principal office of TWCVB, at 10001 Woodloch Forest Drive, Suite 600 , The Woodlands, Texas.

Officers under consideration for election by incoming Directors of TWCVB are as follows:

- Chairman, Nelda Blair
- Vice Chairman, Peggy Hausman
- Treasurer, Claude Hunter
- Secretary, Lloyd Matthews
- President, Nick Wolda
- General Manager, Casey Snyder

Motion made by Director Hunter to approve the roster of officers named above and Motion seconded by Director Norrell.

Discussion: Director Hunter requested that he be made Secretary and Director Matthews be made Treasurer. Motion was amended, voted on and Motion passed as amended by unanimous vote.

Next Agenda Item No. 7 offered by Chairman Blair: Receive a six month update on advertising and Destination Marketing by Casey Snyder, General Manager of TWCVB. No Board action needed.

Destination Marketing Update

- 22.1 million impressions generated (TV, print, e-newsletter, online)
 - TV Spots (ABC, CBS, NBC, Comcast are running)
 - Tyler/Lufkin/Nacogdoches – April and May
- Houston – June and July Print Ads
 - Local: The Villager, local event programs
 - Statewide: *Texas Monthly*, See Texas First-Spring, Texas Town & City
 - International: *Continental Magazine*, *Status*
- E-Newsletters
 - TWCVB e-newsletters circulation: 7,000+
 - Averaging 350+ clicks each month
- Online
 - Banner Ads: generated 4,300+ unique website visits
 - Pay-Per-Click: generated 2,400+ unique website visits

Destination Marketing Highlights:

- TV Spots
 - 136 more spots throughout Houston area
- Interfaith Dining Guide
 - Distribution: 60,000
- WHERE Guest Book – Houston
 - Over 1.6 million readers annually
 - Distribution: 13,000+ hotel rooms
- See Texas First – Fall
 - 4.5 million impressions
- Business Today
 - Distribution: 5,000

Agenda Item No. 8: Public Relations Update: (January 09 – June 09)

- PR Value = \$329,840
- Featured in:
 - 002 Houston magazine
 - Austin American Statesman
 - Forbes.com
 - Fort Worth Star Telegram
 - Houston Modern Luxury
 - Texas Highways
 - Continental Magazine June 2009
 - Southern Living – January 2009

Next Agenda Item No. 9 offered by Chairman Blair: Receive an update on 2010 Operating Budget by President Wolda. The 2010 operating budget of TWCVB was presented to the Board of Directors at the May 2009 meeting. Since the May 2009 meeting, the 2010 TWCVB Budget has been merged with the overall budget of The Woodlands Township in preparation of sending to its Board of Directors for a series of Budget Workshops beginning Wednesday, July 29, 2009 at 9 a.m. A draft of TWCVB budget was a handout to each Board member. Discussion was held. No Board action needed.

Next Agenda Item No. 10 offered by Chairman Blair: Receive Fourth of July update by Julie DeGuerre, Event Manager for TWCVB. No Board action needed.

Survey Results: (Results based on 204 total surveys collected)

- Over 25,000 estimated festival attendees
- Over 100,000 viewed the fireworks display

- 58 different zip codes represented
- 54% of visitors from outside The Woodlands
- Visitors were tracked from Waco to Galveston
- 4th of July Parade estimated attendance: 18,000
- Attendance at Riva Row Boat House and Northshore Park: 4,750
- Star-Spangled Salute concert attendance: 11,500
- 99% rated the festival location as excellent or good
- 96% rated festival as excellent or good
- 96% rated parking as very easy or good
- 65% rated entertainment excellent or good
- Favorite part of festival was fireworks

Children's Activities included inflatables, putting range, face painting, balloon artist, jewelry making, eating contests, Caricaturist and much more.

Advertising and Public Relations for the Fourth of July

- 44% heard about the festival online while 23% heard from other multiple sources and 19% newspapers
- Public Relation value was \$57,757. This event was promoted through magazines, newspapers, radio, print, television and online.
- Festival sponsored by Micro-Mainframe Consultants, Inc.
- Fireworks Extravaganza sponsored by Woodforest National Bank

No action needed on Agenda Item No. 10

Next Agenda Item No. 11 offered by Chairman Blair: Update on Marketing Activities of TWCVB by Casey Snyder, Marketing Manager. No Board action needed.

Marketing Activities update: (Partnership with The Woodlands Chamber)

- 40,500+ visitors
- 341 different zip codes
- 50 states represented
- 46 countries
- Regional visitors coming from all over Texas
- National visitors coming from all over the United States
- International visitors coming from all over the world

Communication Outreach

- 38,166 requests (English visitor maps)
- 1,336 requests (Spanish visitor maps)
- 1,288 different zip codes
- Distributed at 76 different locations
- Current Newsletter: 4,451 direct mailed (per issue) as well as distributed to hotels and visitors centers
- Discovery Guides: 420 requests
- Discovery Guides are tracked via TWCVB website
- Discovery Guides mailed to 298 different zip codes
- TWCVB is now on Facebook and has 538 fans and is growing

Next Agenda Item No. 12 offered by Chairman Blair:

President's Report

- Discussion on location of Ice Rink returning to Lake Robbins and Six Pines
- Possibility of having an August CVB Special Board meeting
- Considering a market research advertising program with local colleges
- Discussion of Administaff Small Business gold classic involvement by TWCVB
- Director Hausman suggested having a bi-lingual survey at events

Board Announcements: None

Other Matters of Record: None

Agenda items for next meeting: None

Chairman Blair called for Adjournment. Motion to adjourn made by Director Hausman and seconded by Director Hunter and carried by unanimous vote.

Meeting adjourned at 9:25 a.m.