



THE WOODLANDS

CONVENTION & VISITORS BUREAU

September 1, 2010

11:30 p.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 Annual Meeting on September 1, 2010 in The Woodlands Township Chambers 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

Lloyd Matthews, Treasurer/Secretary

Claude Hunter, Vice Chairman

Kent Johnson, Director

Don Norrell, Director

Fred Domenick, Director

Karen Hoylman, Director

Nick Wolda, TWCVB 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 Specialist; Julie DeGuerre, TWCVB Event Specialist; and Sharon Swaim, TWCVB, Administrative Assistant.

Agenda Item No. 1 Adoption of Agenda: Chairman Blair called the meeting to order at 11:35 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 Hunter to adopt the Agenda and seconded by Director Domenick and carried by a unanimous vote.

Agenda Item No. 2 Public Comment: Chairman Blair called on Mike Littrell, President, South Montgomery County Girls Softball League (SMGSL) and Lynda Cimera, Vice President and Public Relations with SMGSL. The organization began in 1974. This organization has been selected for the first time to host the nationally recognized Ronald McDonald Softball Tournament during the last two weekends in October 2010. Even though the league has four new fields, it also has four aging fields and the league is seeking to partner with organizations such as TWCVB in the community.

SMGSL will be bidding against other Texas cities to host an Amateur Softball Association (ASA) State Tournament at their local softball complex. State tournaments can bring 60 to 70 teams and draw hundreds of players, parents, siblings and would bring a solid revenue stream to hotels, restaurants, malls and area attractions. SMGSL wants to showcase its amenities The Woodlands community has to offer to help make the softball park a choice for upcoming years.

Chairman Blair thanked them for coming and addressing TWCVB Board of Directors and sharing the needs and future plans of the SMGSL.

Chairman Blair recognized elected official Tom Campbell, The Woodlands Township Board Member who present at this meeting.

Next Agenda Item No. 3 Consider and Approve Minutes from the July 13, 2010 meeting: Director Matthews asked that corrections be made on Page 2 to reflect that Director Claude Hunter was present at the July 13 meeting and on Page 7, second paragraph, remove the word 'to' in making the sentence read correctly. With the changes noted a Motion was made by Director Hunter to accept the minutes with the noted corrections and seconded by Director Hoylman and Motion carried by unanimous vote.

Next Agenda Item No. 4 Consider and receive Financial Report for July 2010: President Wolda called on Monique Sharp to review the Financial Report for July 2010. President Wolda handed out a spreadsheet of the Budget and Actual with Encumbrances which included some notes and comments to the Board.

After discussion, Chairman Blair called for a Motion to accept the July 2010 Financial Report. A Motion was made by Director Matthews to accept the Financial Report for July 2010 as presented. The Motion was seconded by Director Hoylman and carried by a unanimous vote.

Next Agenda Item No. 5 Receive an Update on The Woodlands Virtual Tour: Chairman Blair called on President Wolda to discuss. President Wolda told Board members that Epic Software Group is continuing to work on The Woodlands Virtual Tour Project.

This will be a perfect tool to showcase The Woodlands for meeting planners, visitors, and those involved in sport tournaments coming to the area. There was a detailed handout outlining the progress and a copy of the “Notice of Filming” being used to notify the general public that photography and video footage is taking place in a public area.

President Wolda introduced Vic Cherubini with Epic Software Group who made a short presentation on the progress of the filming and production of the virtual tour. He reported that the project is on track and filming and photography are on schedule. He reviewed the “micro-site” and after the presentation and a few questions, President Wolda thanked Mr. Cherubini for his presentation.

Next Agenda Item No. 6 Consider and approve expenses related to producing the 2010 Woodlands Winter Wonderland: President Wolda showed a Power Point with photos and explained the importance of the three holiday events.

The next three Agenda Item Nos. 6, 7 and 8 were combined for discussion below:

The Woodlands Winter Wonderland is a spectacular lighting display surrounding The Ice Rink and features more than 250,000 sparkling lights on display. It lasts six weeks and is free to the public. This event attracts an excess of 100,000+ visitors. It will be constructed in the same location as last year; the flat parking lot owned by The Woodlands Development Company on the northeast corner of Lake Robbins Drive and Six Pines Drive.

The 28th Annual Lighting of the Doves kicks off the holiday season in The Woodlands. This event brings thousands of visitors and residents to the area to see the grand entrance of Santa and enjoy the opening of The Ice Rink and brings to life the world’s holiday traditions at International Winter On the Waterway (iWOW).

TWCVB is scheduled to present International Winter on The Waterway (iWOW) in conjunction with the 28th Annual Lighting of the Doves. As the result of research from Interfaith of The Woodlands, there was an estimated 98 countries represented in The Woodlands population of 92,000 and this number continues to grow each year.

The International Winter on the Waterway (iWOW) celebrates various countries through food, arts and crafts, music and entertainment. TWCVB plans to continue developing this event to become a stand-alone event. In addition, TWCVB has met with representatives from the Lone Star College System in recent weeks to discuss the opportunities to work together to grow this event.

TWCVB has set a goal of \$20,000 in outside sponsorships and generated 100% of that goal at this time for The Woodlands Winter Wonderland. Advertising is \$20,000 and private security is \$12,500. The total production budget is \$85,000. Actual production costs from Spectrum Events are not to exceed \$55,000 of the total production budget.

Chairman Blair called for a Motion to contract Spectrum Events to produce The Woodlands Winter Wonderland at a cost not to exceed \$55,000; and authorization for the president of TWCVB to execute contracts in connection therewith. Motion made by Director Matthews and seconded by Director Johnson and Motion carried by a unanimous vote.

TWCVB has set a goal of \$25,000 for outside sponsorships and is currently in negotiations with a number of potential sponsors for the 28th Annual Lighting of the Doves. At this time, TWCVB has generated 98% of the sponsorship goal. Additional budget items include advertising of \$20,000 and private security at \$7,500. The total production budget is \$70,000. Actual production costs from Spectrum Events are not to exceed \$56,500 of the total production budget.

Chairman Blair called for a Motion to contract Spectrum Events to produce the 28th Annual Lighting of the Doves at a cost not to exceed \$56,500; and authorization for the president of TWCVB to execute contracts in connection therewith. Motion was made by Director Hunter and seconded by Director Hoylman and Motion carried by unanimous vote.

TWCVB has set a goal of \$25,000 for outside sponsorships and is currently in negotiations with a number of potential sponsors for iWOW. At this time, TWCVB has generated 78% of that sponsorship goal. Additional budget items include advertising at \$20,000 and private security at \$7,500. The total production budget for iWOW is \$96,300. Actual production costs from Spectrum Events are not to exceed \$80,000 of the total production budget.

Chairman Blair called for a Motion to contract Spectrum Events to assist in the production of the 2010 iWOW festival at a cost not to exceed \$80,000; and authorize the president of TWCVB to execute contracts in connection therewith. A Motion was made by Director Hoylman and seconded by Director Norrell and Motion carried by unanimous vote.

Agenda Item No. 9 Consider and approve proposed policy regarding business listings on TWCVB marketing materials: President Wolda discussed that TWCVB has been asked by several businesses to be included on TWCVB promotional materials including TWCVB website, The Woodlands Visitor Guide & Map and The Woodlands Discovery Guide & Savings Book.

TWCVB currently includes service providers on the above listed materials as long as they fall within The Woodlands Township boundaries. TWCVB did research to find out what other CVB's policies were and discovered most do not have a policy. The questionnaire was sent to an estimated 175 other CVB organizations. The City of Waco had a policy that TWCVB would like to consider using as a guideline for TWCVB.

Bret Strong, Legal Counsel for TWCVB drafted a Web Site Listing and Linking Policy. After discussion of the draft policy, Legal Counsel will make suggested changes and additions and draft a new policy to be presented at the next regularly scheduled CVB Board meeting in November.

No action needed by the Board at this time.

Agenda Item No. 10 Consider and approve billboard campaign promoting The Woodlands as a destination: Chairman Blair called on President Wolda to discuss. He offered for discussion to the Board that a billboard campaign for the fourth quarter of 2010 is being considered to be used to promote the amenities of The Woodlands as not only a great place to live but a great place to shop as well. There are budget dollars in the Destination Marketing line item to do a trial billboard campaign in October, November and December. TWCVB is working with John Manlove Marketing and Communications (TWCVB's advertising agency of record) to create concepts.

Suggested concepts include the following:

- Weekends were made for The Woodlands
- Where Houston Goes for Fun
- Houston, you've got to see this!
- Best Shopping in the South (used in Southern Living Magazine from last year)

Locations of billboards suggested:

- I-45 South (Approaching Houston from the North – going South)
- 249 – Tomball Parkway
- Rotators in high income zips (Up to five locations would be selected in high income areas. Flight One has 5 boards in various locations for up to 6 weeks. They would then rotate to different locations until the approval budget is exhausted. The value of this campaign is that you get into a number of “neighborhoods” for the same budget as one board on a major freeway.)

After discussion regarding location, messaging and budget, a Motion was made by Director Johnson to move forward with the billboard campaign as presented and authorize the President of TWCVB to issue requisitions at a level not to exceed \$60,000. Motion seconded by Director Matthews.

Before voting took place, there was more discussion regarding Approach #1 to remove the billboard totally from the Shenandoah area and move the other billboard further to the north of Conroe and this was part of the Motion. Motion carried with one opposed vote by Director Hunter. Motion carries.

Agenda Item No. 11 Consider and discuss the Water Taxi Operations Service Agreement: Chairman Blair explained to the Board the Water Taxi Service Agreement is currently being developed. Thru the Township Board's recent budget process approved funding for the Water Taxis will come from the hotel tax which goes into effect next year. The first one cent will fund Water Taxi operations over a five year period.

Bret Strong, Legal Counsel, called to the Board's attention that there are actually four agreements that are being developed and will need to be approved at a later date regarding the Water Taxis and they will all come back before this Board:

- Operations Agreement between TWCVB and Brazos
- Funding Agreement between The Township and TWCVB
- Bill of Sale between the The Woodlands Land Development Company and TWCVB
- Interlocal Agreement between Brazos and The Woodlands Township

There will be a special meeting of this Board in October before the next regularly scheduled meeting in November to approve these documents. Research is being done to secure the name change from Waterway Taxis to Waterway Cruisers. No Board action needed.

Agenda Item No. 12 Receive CVB initiative reports: Casey Snyder, Advertising Specialist for TWCVB, distributed the most recent Current Newsletter.

Chairman Blair called on Julie DeGuerre, Event Specialist for TWCVB, to give details regarding the new Labor Day event:

Celebrate Labor Day at Waterway Square
Saturday and Sunday, September 4 & 5
6:30 pm to 9 pm (both nights)
Live music each night

Kelly Overbeck, Business Development Specialist, reported that TWCVB is at 84% of the holiday goal. For the year's overall goal, TWCVB is at 91% of sponsorship sales. TWCVB has extended its in-kind sponsorships from last year. It is over \$38,000 which includes such items like printing, stages, port-a-lets, etc.

Agenda Item No. 13 President's Report:

- Discussed handout - The Hotel Market Cycle – Moving Past the Rough showing the hotel industry is on the upswing.
- Distributed a copy of an article from USA Today regarding hotels book more meeting, convention groups this year.
- Reported visited with new hotel – Candlewood Suites
- Will begin the process soon of issuing RFQ's and RFP's for event production, website, fireworks, public relations, graphic design, Discovery Guides and holiday events for next year.

Agenda Item No. 14 Board Announcements: Director Hunter mentioned that Oktoberfest being held the last weekend in September is still looking for volunteers.

Agenda Item No. 15 Agenda items for next meeting: None

Agenda Item No. 16: Chairman Blair called for Adjournment. Motion to adjourn made by Director Hunter and seconded by Director Matthews and carried by unanimous vote. Meeting adjourned at 1:20 p.m.

The Board members moved downstairs in the main lobby and a group photo was taken by Ted Washington.