



# THE WOODLANDS

## CONVENTION & VISITORS BUREAU

**November 3, 2010**

12:30 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 Meeting on November 3, 2010 in The Woodlands Township Board 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

Claude Hunter, Vice Chairman

Lloyd Matthews, Treasurer/Secretary

Kent Johnson, Director

Don Norrell, 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 12:30 p.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 Hoylman and carried by a unanimous vote.

Agenda Item No. 2 Public Comment: There was no Public Comment.

Agenda Item No. 3 Consider and Approve Minutes from the September 1, 2010 meeting: Motion was made by Director Hunter to accept the minutes and seconded by Director Matthews and Motion carried by a unanimous vote.

Agenda Item No. 4 Consider and Approve Minutes from the October 19, 2010 Special meeting: Motion was made by Director Norrell to accept the minutes and seconded by Director Hoylman and Motion carried by a unanimous vote.

Agenda Item No. 5 Consider and Receive Financial Report for September 2010: President Wolda reviewed the Financial Report for September 2010. Director Matthews asked the cost of the Billboard Campaign and if any billboard locations changed due to the Houston and Conroe city ordinances. President responded the cost was \$60,000 and no changes.

Director Matthews also asked if TWCVB's information was being distributed by the City of Shenandoah's new Visitor Center. President Wolda responded 'yes' and added there is discussion of possibly creating a wall of The Woodlands history inside the new visitor center. The wall would include items such as photos, a timeline, and sights to see and things do in The Woodlands.

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

Agenda Item No. 6 Consider and Approve Renewal of the Service Agreement with The Woodlands Township: Chairman Blair called on President Wolda to discuss the Service Agreement and the renewal of the funding coming from The Woodlands Township to TWCVB to provide significant marketing, public relations and special events/festivals in promoting The Woodlands as a destination.

President Wolda offered there is one change in the Service Agreement and that is to allow TWCVB to retain and carry over unspent budget funds at year end to apply to the next year's programs or projects. President Wolda distributed a copy of the 2011 Budget for TWCVB. This Service Agreement was approved by The Woodlands Township Board of Directors at the October 27, 2010 Board meeting.

A Motion was made by Director Johnson and seconded by Director Hoylman to approve the renewal of the Service Agreement between The Woodlands Township and TWCVB.

Discussion was held and Director Norrell called attention to the fact that this Service Agreement goes into affect for 2011 and that there is no carryover policy in place for 2010 funds.

After discussion, Chairman Blair called for a vote to approve the Motion to renew the Service Agreement and Motion passed by a unanimous vote.

Agenda Item No. 7 Consider and Approve Policy Regarding Business Listings on TWCVB Website: Chairman Blair called on President Wolda to present. President Wolda offered that TWCVB has been approached by several businesses wanting to be included on TWCVB website. As a result, TWCVB has developed a policy regarding business listings on TWCVB website. This policy being presented today was prepared by TWCVB's Legal Counsel of record, The Strong Firm. Currently, TWCVB allows website listing service to providers as long as they fall within The Woodlands Township boundaries. Chairman Blair called for a Motion to approve the website policy for business listings on TWCVB website as presented. Motion made by Director Hunter and seconded by Director Matthews.

Discussion was held and Director Matthews questioned if there was a way for a listing to occur if that entity is outside Township boundaries. Chairman Blair responded there are sponsors who support TWCVB's events listed on the website and this inclusion on the website is a part of their sponsorship package. They are listed on the website as a sponsor in the area of the event they are supporting, but they are not listed in the area of The Woodlands Township businesses.

Chairman Blair called for a vote on the Motion to approve the website policy for business listings on TWCVB website. Motion passed by a unanimous vote. (A copy of the policy will be included in Public Records.)

Agenda Item No. 8 Consider and Approve Code of Ethics for TWCVB: Chairman Blair called on Bret Strong, Legal Counsel, for TWCVB to present. Mr. Strong explained this Code is intended to advise each Director of his or her duties and responsibilities as a Board Member for TWCVB as well as provide guidance to the Directors to help them recognize and deal with ethical issues, provide a mechanism to report unethical conduct, and to help foster a culture of honesty and accountability.

Chairman Blair called for a Motion to approve the Code of Ethics for TWCVB. Motion made by Director Hunter and seconded by Director Hoylman. Motion passed by a unanimous vote.

Agenda Item No. 9 Discussion of Sister City Program: Chairman Blair called on President Wolda to discuss. President Wolda explained TWCVB had been approached by The Woodlands Township regarding participating in a Sister City relationship, as established through Sister Cities International. This program connects the local community with a city in another country on the basis of commonality to encourage global cooperation at a local level.

Chairman Blair asked if any Directors on TWCVB Board were associated with another organization that would be interested in participating in a Sister City Program for The Woodlands Township at this time.

Director Hoylman offered that she researched this program and found it is a long term project needing a large amount of time and commitment to the program. She offered that at this time, TWCVB would not be able to make such a commitment with time and budget dollars. TWCVB Directors agreed it was not a good time to undertake such a commitment.

Chairman Blair offered that TWCVB might be interested in the future, but not at this time to participate in such a program. President Wolda will send a letter back to The Woodlands Township expressing this decision of TWCVB Board not to participate at this time.

No Board Action required.

Agenda Item No. 10 Consider and Review the Waterway Cruiser Plan for 2010:

Chairman Blair called on President Wolda to discuss and he handed out a draft of the plan. He reminded TWCVB Board Directors this is a working document in progress.

The following items were discussed regarding the document:

- Objectives
- Goals
- Ridership
- Marketing
- Public Relations

- Advertising Efforts
- Event Programming
- RFP Process for catering
- RFI for naming rights and sponsorship
- Official Dedication Event
- Route Cards/Maps

President Wolda asked TWCVB Board Directors to review the Waterway Cruiser Plan and submit suggestions and ideas to him.

Director Matthews commented that he would like to see an objective or goal added to the Waterway Cruiser Plan to create a reporting procedure to measure and evaluate the operations of the Waterway Cruisers.

Director Norrell commented that under the Objectives Section of the document the additional sales tax/room tax is not mentioned. He recommended that this should be added as one of the objectives and to explain that TWCVB will be using this revenue to increase and maintain visitor traffic which results in an increase in room and sales tax to The Woodlands Community.

President Wolda offered that there is a need to have a CVB Board Workshop Meeting in December to further discuss the Waterway Cruiser Plan. A meeting notice will be sent out.

Chairman Blair asked TWCVB Board Directors to send additional ideas or suggestions as they study and review this drafted Waterway Cruiser Plan to President Wolda.

Agenda Item No. 11 Receive TWCVB Initiative Reports: President Wolda called on Casey Snyder, TWCVB General Manager, to give an update on Destination Marketing and Group Sales.

### **Communication Outreach – January thru September 2010**

- Visitor Map request English – 117,117
- Visitor Map request Spanish – 6,669
- Visitor Maps have been distributed to 70+ different locations
- Current Newsletter – 13,432 are mailed each quarter
- All of the above items are distributed at events, hoteliers and visitor centers
- Website – 155,462 total unique website visits

- Discovery Guides – 12,241 requested from over 680 different zip codes
- Facebook Page – 1,855 fans currently and estimated 400 daily active users
- Billboard Campaign – currently have eight billboards up and five are rotators
- Billboard locations: I-45 North of Willis, 249 Tomball Parkway, rotators are in the Houston area
- Visitor Services (January – September 2010) 70,000 visitors from 485 different zip codes, 66 countries and 48 states

Director Norrell asked if a comparison could be done with last year's numbers and this year's numbers to see what areas have increased where visitors are coming from to visit The Woodlands.

Director Matthews requested that Visitor information be placed at Terminal C at the Bush Intercontinental Airport. Ms. Snyder responded that this has been done.

#### **Update on Group Sales Efforts**

Snyder reported that the Meeting Planner website will be updated with Hotel Photos and meetings will continue with all the area hotels. Also working with the Parks and Recreation Department on sporting events coming to the area and will be sending out a Meeting Planner Quarterly E-Blast. Ms. Snyder also reviewed the continually growing list of "Who's been to The Woodlands and Who is coming to The Woodlands?"

Chairman Blair called on Julie DeGuerre, Event Specialist for TWCVB, to give details regarding events in The Woodlands:

#### **Celebrated Trick or Treat Trail**

Date: October 10, 2010

Location: Waterway Square

Attendance: 5,000+

Survey results (120+ surveys collected during event) showed 55% planned on dining, 60% planned on shopping and 71% planned on spending up to \$50 during the event and while they were here for the event. Guests heard about the event from internet, flyer/magazine and friends.

- **Movie Night** – Every Saturday through November 3, 2010 @ 7 to 9 pm  
Waterway Square (it was a four-week series)
- **Caroling on the Square** – Sundays: December 5, 12, 19, 2010 @ 6 to 8 pm

- **2010 Holidays in the Woodlands**

**Weekend Preview of The Ice Rink** held on Saturday & Sunday,  
November 13 – 14, 2010

**28<sup>th</sup> Annual Lighting of The Doves & iWOW** held November 20, 2010

**The Ice Rink & Winter Wonderland** opened November 20, 2010

**Business Development Update**

Kelly Overbeck, TWCVB Business Development Specialist, reported that TWCVB is at 101% of the holiday sponsorship goal. The Donoho's Jewellers Food Drive is happening again this year and can goods can be dropped off at Donoho's Jewellers in The Woodlands. Huntsman is sponsoring the Toy Drive this year at The Ice Rink so bring an unwrapped toy to be dropped off at The Ice Rink and skate for free. Ms. Overbeck extended a thank you to Director Matthews for bringing in Rico's at this year's iWOW event.

The 2010 Sponsorship Goal was met overall.

**Agenda Item No. 12 President's Report:**

1. Waterway Cruisers numbers
2. Update on Ironman Texas – all hotels nearly sold out as well as Shenandoah being sold out. Chairman Blair would like to see come coordination for people who want to rent their homes for Ironman visitors and participants. Bret Strong suggested this needs to be done directly through the Ironman website. Director Matthews asked what is being done in The Woodlands Community magazine to promote and get out the word. President Wolda said will check into this further after the first of the year.
3. RFPs and RFQs will be sent out for:
  - a. Event Production
  - b. Website
  - c. Fireworks
4. Event Listing on CVB Website – Policy is needed to determine what should and should not be listed on the CVB website. This is being researched.
5. Preview Opening of Ice Rink – November, 13-14, 2010
6. Ice Rink Sponsor Party – November 16, 2010 @ 5:30-9pm
7. Lighting of The Doves and iWOW – Snow Play area open for sponsors and guests from 1-3pm on Saturday, November 20, 2010
8. Board Business Cards will be ready and handed out at the December Workshop
9. Tickets and information for the Junior League Holiday Market and the Children's Festival are available, contact Casey Snyder

Agenda Item No. 13 Board Announcements: None

Agenda Item No. 14 Agenda items for next meeting:

Update on the Virtual Tour at next meeting. This will be included in the Destination Marketing Update report given by Casey Snyder, TWCVB General Manager.

Agenda Item No. 15: Chairman Blair called for Adjournment. Motion to adjourn made by Director Hunter and seconded by Director Hoylman and carried by unanimous vote. Meeting adjourned at 1:25 p.m.