



THE WOODLANDS

CONVENTION & VISITORS BUREAU

June 23, 2010

4:30 p.m.

MINUTES OF SPECIAL 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 Special Meeting on June 23, 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

Peggy Hausman, Vice Chair

Lloyd Matthews, Treasurer

Claude Hunter, Secretary

Nick Wolda, TWCVB President

Karen Hoylman, Director

Kent Johnson, Director

Don Norrell, Director

Fred Domenick, Director

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 4:30 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: None.

Next Agenda Item No. 3 Consider and approve minutes from the May 5, 2010 meeting: Motion was made by Director Hunter to accept the minutes from the May 5, 2010 meeting and seconded by Director Matthews and passed by a unanimous vote.

Next Agenda Item No. 4 Consider and give President authority to sign Sponsorship Agreement with World Triathlon Corporation in bringing its Ironman event to The Woodlands: Chairman Blair called on President Wolda to present.

President Wolda offered that The Woodlands has long been known for its quality of athletes from professional sports figures to Olympic Gold Medalist Diving Champions and many state champions. The Woodlands is also known for its long distance track programs, swimming programs and diving programs. It also has a well known cycling clubs.

The ultimate brand in the triathlon world wants to call The Woodlands home for this new event here in Texas. That event is known as Ironman® and it will be called the Memorial Hermann Ironman Texas located and held here in The Woodlands and surrounding areas.

Memorial Hermann approached The Woodlands Township and The Woodlands Convention and Visitors Bureau about establishing this event in The Woodlands and the surrounding areas. A “drafted” executive summary is in your book along with a Host Venue Sponsorship Agreement. The Chief Operations Officer of World Triathlon Corporation, Steve Meckfessell, is here to make a presentation regarding Ironman Texas.

Mr. Meckfessel showed a two-minute video of coverage of other Ironman events from around the world. He expressed that Ironman was attracted to The Woodlands because of The Woodlands’ residential, corporate, commercial and hospitality infrastructure. Residents of The Woodlands will be invited to participate, be spectators and volunteer. This event will also commit \$100,000 annually to local charities.

World Triathlon Corporation has been working diligently to secure all the necessary approvals to produce the Ironman event in and around The Woodlands with various entities including local law enforcement, county commissioners, railroad authorities, local hotels and businesses, and The Woodlands Township and TWCVB.

Memorial Hermann Ironman Texas consists of a 2.4 mile swim, 112-mile biking event and 26.2 mile run which is completed in succession within a 17-hour timeframe. In addition to these event elements, the event includes two banquet functions, an expo, press conferences and volunteer appreciation party. This will be about a five day event.

This event will attract 2,500 participants from nearly all 50 states and 25+ countries. This event in The Woodlands will also serve as one of 23 global qualifying races for the Ford Ironman World Championship held each October in Kailua-Kona, Hawaii. Other races in the Ironman series have included events in Nice, Frankfurt, Cozumel, Lake Placid, Brazil, Zurich, Tempe, New Zealand and others.

Memorial Hermann Healthcare will serve as the title sponsor of this event. Memorial Hermann – The Woodlands will provide comprehensive event medical care on race day. Other local and regional businesses will be invited to participate.

The event will create an economic impact of \$15.9 million annually through the sale of thousands of hotel room nights, retail shopping, food & beverage sales and other spending. The Woodlands will be featured in a one-hour national (NBC's Universal Sports – 55 million households) and international (ESPN International – 216 million households) television broadcasts.

Chairman Blair called for questions or discussion. President Wolda recognized and thanked Assistant General Manager of The Woodlands Township, John Powers, for all his hard work, dedication and direction in helping to bring Ironman Texas to The Woodlands. President Wolda also asked Mr. Meckfessell to comment on the venues for the Ironman event in The Woodlands.

Mr. Meckfessell offered that the venues would include Northshore Park, Lake Woodlands, The Woodlands Waterway, Town Green Park, Waterway Square, The Woodlands Waterway Marriott Hotel & Convention Center as well as The Woodlands Resort and Conference Center.

Director Matthews asked about the five year contract and if the contracts were renewable. Mr. Meckfessell commented that the contracts are generally always renewed. A great deal of research goes into the selection of an area to have this event and Ironman feels The Woodlands is a perfect fit from an operational standpoint and a perfect fit from a corporate aspect to come back in future years and feels renewal would not be problem.

A Motion was made to authorize TWCVB President to sign the Host Venue Sponsorship Agreement with the World Triathlon Corporation based on approval by The Woodlands Township Board Directors by Director Matthews. The Motion was seconded by Director Hunter and passed by a unanimous vote.

Next Agenda Item No. 12 President's Report. Nick Wolda reported:

President Wolda reminded the Board members that there is a great July 4th weekend coming up with the Red, Hot & Blue Festival being held on Sunday, July 4, from 6 pm to 10 pm.

The Fourth of July Parade will be held Saturday, July 3, at 9 am. The Star Spangled Salute free concert at the Pavilion will be Saturday, July 3, beginning 8 pm.

He also reminded the Board members that the summer series of Waterway Nights begins Friday, July 2, in Waterway Square from 6 pm to 8 pm for families and visitors of all ages.

Board Announcements:

Director Domenick announced that a press release will be going out June 24 to announce the \$6.2 million renovation for The Woodlands Waterway Marriott to begin in September 2010. The first stage of the renovation is the new design of the rooms. The Woodlands Waterway Marriott will be the first Marriott to implement the company's new room décor package. The renovation will include all 336 guest rooms and 7 suites. Additionally, 60,000 square feet of meeting space will begin renovations in December 2010, with both projects slated for completion by January 22, 2011.

Agenda items for next meeting: None

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 4:50 p.m.