



# THE WOODLANDS

## CONVENTION & VISITORS BUREAU

**December 8, 2010**

1:30 p.m.

MINUTES OF MEETING

BOARD OF DIRECTORS WORKSHOP MEETING

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Workshop Meeting on December 8, 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

Don Norrell, Director

Karen Hoylman, Director

Kent Johnson, 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 1:30 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 Review an Update on The Woodlands Waterway Cruisers Marketing Plan: Chairman Blair called on President Wolda to present. A newly updated draft was distributed. President Wolda explained this is a working draft and will serve as a guide for TWCVB as it goes thru the process in 2011 to achieve objectives as outlined in the document. Discussion was held.

Discussion Topics:

- Electronic devices for each boat for better communication and to receive information updates
- Coordinate information distribution with The Chamber's Guest Services
- Keep signage for Waterway Cruisers as generic as possible
- Waterway Cruisers signage is great location for messaging
- Make correction in Section B Event Programming by deleting the word find. This correction has been done.
- Advertise more to the public that the Cruisers are "green." They are hybrid and electric and include this fact in the Marketing Plan document.

President Wolda asked the Board to submit any ideas and suggestions for this plan.

President Wolda showed a PowerPoint with the survey results conducted by GoThink! regarding the Waterway Cruisers. These results will be used to help develop a re-launching/re-branding of the Waterway Cruisers. There were 118 one-to-one surveys completed (101 riders and 17 non-riders) during November 14 – 21, 2010. As a result, clear opportunities for improving the Waterway Cruisers experience and making it a key part of *The Woodlands Experience* came to light. A full copy of this Survey Result PowerPoint is attached as Exhibit A. President Wolda went through the results listing the following needs:

- Update the boats
- Run more regularly
- Update the tour information
- Update signage
- Need more to see while riding the Cruisers
- Make tour more interesting
- Create atmosphere at the waiting dock

Discussion was held as President Wolda presented the survey results report. No Board action needed.

Agenda Item No. 4 Consider and Approve Sending out Request for Proposal (RFP) for Catering Services on The Woodlands Waterway Cruisers: Chairman Blair called on President Wolda to present. He explained that as survey results indicate, there is a need for catering and other activities on the Waterway Cruisers. The objective of awarding catering privileges on the Waterway Cruisers is to provide individuals, groups and entities the highest level of service, good quality and a great experience.

Through this RFP, TWCVB is seeking a caterer and/or restaurant who will be able to handle reservations, market events using the Cruisers, have proper permits through the Texas Alcohol Beverage Commission, is creative in nature, and fully embraces the tourism appeal of The Woodlands for meetings, conventions, and special events including weddings, reunions, and general travel. President Wolda recommended that TWCVB not accept the catering fee cost, but only accept the fee for the Cruiser rental.

Chairman Blair offered this example: If Restaurant A holds the catering license for a Cruiser and an outside group wants to charter the Cruiser for an event, Restaurant A receives the catering fee charge, is responsible for setup and cleanup, and TWCVB only receives the revenue from the rental of the Cruiser.

Motion was made by Director Hunter to approve and send out the Request for Proposal for Catering Services on The Woodlands Waterway Cruisers and Motion seconded by Director Matthews. Chairman Blair accepted the Motion and called for further discussion. Chairman Blair asked President Wolda to go through the details of the RFP.

President Wolda offered that TWCVB is looking for a qualified and established caterer and/or restaurant that will be able to provide the following:

- Cater events on the Waterway Cruisers
- Handle reservations of catered events on the Waterway Cruisers
- Provide marketing expertise to promote such services
- Excel in Guest Satisfaction
- Secure and maintain proper license(s), insurance and legal documents
- Perform superior accounting practices

Director Johnson made a suggestion regarding Appendix A to the RFP. Maybe change the percentages required for the RFP in the areas of the Marketing Plan (40%), Customer Service and Reservation Management (40%), and the Menu (20%). He recommended changing the 20% for Menu to a higher percentage. He said you want quality food and great caterers. President Wolda explained TWCVB will market the Cruisers generically, but looking for a company that can market these Cruisers effectively. Director Johnson recommended marketing Plan (30%), Menu (30%), and Customer Service and Reservation Management (40%).

Director Matthews asked for an explanation on the “Buy-Out Fee.” President Wolda explained this Fee is authorized catering and you pay the holding entity an amount to use the facility on a one-time basis. After discussion, it was recommended to change the \$200 Buy-Out Fee in the RFP to a \$500.

Director Johnson also recommended TWCVB take a very close look at the cleanup charge that is proposed in the RFP should the caterer fail to do their part. President Wolda assured the Board this will be reviewed and considered. Right now it is \$150 with a two hour minimum making it \$300. TWCVB is anticipating the charter time to be a 2.5 to 3 hours. These suggestions will be considered, and the measured results will be monitored as these charters occur to create benchmarks.

Director Johnson also raised the question as to who will be responsible for checking the boat when it returns from a charter rather it be early in the day or a late night charter. Director Norrell suggested putting in the catering contract wording such as “If the boat is not returned in a clean and acceptable condition there will be an extra fee charged to cover the cost and cleanup and Brazos would determine that the condition if acceptable.”

It was suggested that TWCVB not send out a press release announcing the RFP being distributed until the RFP is actually sent out and see if there are responses then send out a press release. The RFP will be sent to restaurants, retailers, hotels and a media base of 500+ and will be posted on TWCVB and Township websites. Chairman Blair suggested doing some follow up with businesses to make sure RFP was received.

Director Matthews suggested there needs to be more clarification regarding upgrading and renovation that will be made to the Cruisers by TWCVB so the caterer/restaurant making the bid is clear on what renovations TWCVB will be doing and that these will not be at their expense. Chairman Blair offered that something to this affect needs to be added under the Background Section in the RFP. President Wolda will work these suggestions into the RFP.

Chairman Blair called for a vote on the Motion that has been made and seconded as drafted with some discretion by the staff. Motion carries by a unanimous vote.

Agenda Item No. 5 Consider and Approve Sending Out Request for Interest (RFI) for Naming Rights and Advertising Opportunities on The Woodlands Waterway Cruisers: Chairman Blair called on President Wolda to present. This document is the recommended Request for Interest (RFI) for The Woodlands Waterway Cruisers as TWCVB approaches local businesses with marketing, advertising and sponsorship opportunities available on the Cruisers for 2011. This document will be sent to all

TWCVB sponsors and potential sponsors. The list consists of an estimated 300+ contacts. This will be sent out in December with a submission date January. President Wolda offered that at the January 12, 2011 CVB Board Meeting an update will be given on the RFP and RFI process.

Chairman Blair called for a Motion to approve the Request for Interest in its draft form with flexibility for TWCVB Marketing staff to make changes if needed. Motion made by Director Hunter and seconded by Director Hoylman.

Discussion was held and Director Norrell suggested with this RFI and same as for RFP, to not send out the press release until some responses have been returned. Director Matthews has some changes and he will discuss with Kelly Overbeck, Business Development Specialist, directly. Chairman Blair called for a vote and the Motion passed by unanimous vote.

Agenda Item No. 6 Consider and Approve 2011 Regular Meeting Schedule for The Woodlands Convention and Visitors Bureau Board of Directors: Chairman Blair called attention to the 2011 meeting schedule as follows:

All meetings will be held on the first Wednesday of every other month with the exceptions of the January meeting to be held on the second Wednesday and the Annual Meeting in July 2011 which will be held on the second Tuesday according TWCVB by-laws. All meetings will begin at 11:30 a.m. with the exception of the first meeting in January and it will begin at 1:30 p.m.

- Wednesday, January 12, 2011
- Wednesday, March 2, 2011
- Wednesday, May 4, 2011
- **Tuesday, July 12, 2011 (Annual Meeting)**
- Wednesday, September 7, 2011
- Wednesday, November 2, 2011

Chairman Blair called for a Motion to approve the meeting schedule. Motion was made by Director Matthews and seconded by Director Norrell. Motion passed by unanimous vote.

Agenda Item No. 7 President's Report:

1. Update on Ice Rink
  - Up 986 skaters from last season
  - 73% of skaters are from outside of The Woodlands
  - 27% of skaters are from inside The Woodlands (zip codes 77380, 77381, 77382)
  - Daily Promotions (*we looking into doing more*)
    - MONDAY – Bring a Friend Day  
Purchase one full price admission with skate rental and get the next one FREE!
    - WEDNESDAY – Dollar Off Day  
Save \$1.00 off the usual price adult admission of \$7.00. Admission only \$6.00! (not including skate rental)
    - THURSDAY – Hot Cocoa Day  
Warm yourself and your skaters with 1 (one) complimentary cup of Hot Cocoa at The Ice Rink indoor concession area only.
    - FRIDAY – Rock n' Skate Night  
Skate to great rockin' music (by a DJ) and enjoy a fun-tastic light show from 8 p.m. to 11 p.m.
2. Waterway Taxi Ad Hoc Committee Meeting
  - Monday, December 13, 2010
  - 9 a.m. at The Woodlands Township Offices Board Chambers Board Room
  - Items on Agenda:
    - Discuss and Review Report of Inspection of Waterway Cruisers
    - Review Budget for 2011 Waterway Cruisers
3. Update on Caroling on the Square
  - Join us Sunday, December 12, 2010 and December 19, 2010 from 6 to 8 p.m. for holiday music at Waterway Square
  - Santa will make an appearance on December 19, 2010 and there will be hot chocolate served for free.
4. RFP's will be sent out for the following:
  - Event Production Company
  - Fireworks
  - Catering
5. Redesign of CVB website will take place in 2011
  - Begin process now, over 1,000 pages

Agenda Item No. 8 Board Announcements: Director Matthews commended TWCVB staff on their work and accomplishments. He said advertising is excellent and it is working.

Agenda Item No. 9 Agenda items for next meeting: None

Agenda Item No. 10: Chairman Blair called for Adjournment. Motion to adjourn made by Director Hoylman and seconded by Director Hunter and carried by unanimous vote. Meeting adjourned at 2:55 p.m.