



NOTICE OF MAY 2011 BOARD OF DIRECTORS MEETING

To: Board of Directors and Members

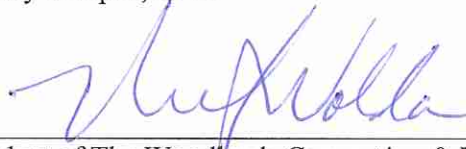
PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Texas 77380, on the 4th day of May, 2011, at 11:30 a.m., for the purpose of:

1. Call to order and adoption of Agenda;
2. Public Comment;
3. Consider and approve Minutes from March 2, 2011 Board Meeting;
4. Consider and approve Minutes from April 12, 2011 Special Board Meeting;
5. Consider and receive Financial Report for March 2011;
6. Consider and approve policy regarding event listings on TWCVB website;
7. Consider and approve Sponsorship policy for TWCVB Business Development Program;
8. Consider and approve the event production company for TWCVB's five major events for the calendar years 2011 and 2012;
9. Consider and approve fireworks expenses for the 14th Annual Red, Hot & Blue Festival on July 4, 2011;
10. Consider and approve expenses related to producing the 14th Annual Red, Hot & Blue Festival on July 4, 2011;
11. Consider and approve advertising sponsorship for the 2011 Oktoberfest;
12. Consider and approve a Proclamation regarding Travel & Tourism Week in The Woodlands;
13. Consider and approve the naming of the Waterway Cruisers;
14. Consider and discuss the external signage for the Waterway Cruisers;
15. Discussion of Special Board Meeting in June and possible monthly meetings;

16. Receive Waterway Cruiser Updates;
 - Marketing/Advertising
 - Catering/Events
 - Sponsorships
17. Receive CVB Initiative Reports;
 - Destination Marketing & Group Sales
 - Events
 - Business Development
18. President's Report;
19. Board Announcements;
20. Agenda items for next meeting;
21. Adjournment.

This notice is given in accordance with the Bylaws of the Corporation and the Texas Business Organization Code. In accordance with state law, notice of this meeting was posted at least 72 hours in advance. This posting occurs at the Montgomery County Courthouse, the Harris County Courthouse and inside the boundaries of the Township at its office building.

Dated at The Woodlands, Texas, the 29th day of April, 2011.



President of The Woodlands Convention & Visitors Bureau

