



**NOTICE OF NOVEMBER 17, 2021 REGULAR MEETING OF  
MEMBERS AND BOARD OF DIRECTORS**

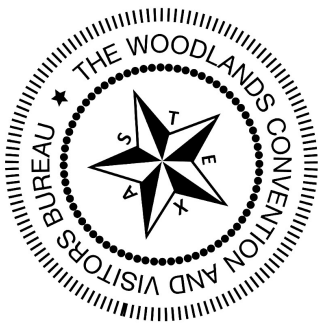
**To:** Board of Directors and Members

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 2801 Technology Forest Boulevard, The Woodlands, Texas 77381, on November 17, 2021, at 11:30 a.m., for the purpose of:

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;
3. Public Comment;
4. Receive, consider and approve Minutes from September 2021 Special Board Meeting;
5. Receive, consider and act upon the Financial Report through September 2021;
6. Receive, consider and act upon a presentation by Cindy Decker, Vice President, Business Intelligence and Market Strategy for HoustonFirst;
7. Receive, consider and act upon the request to negotiate a contract for Destination Marketing and Management Reporting Software;
8. Receive, consider and act upon the 2022 Media Allocation Plan;
9. Receive, consider and act upon the 2022 staff travel and participation in support of Sales, Marketing and Tourism efforts outside of The Woodlands;
10. Receive, consider and act upon the 2022 Visit The Woodlands Board of Directors Meeting Schedule;

11. Staff Initiative Reports;
12. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
13. Reconvene in public session;
14. President's Report;
15. Board Announcements;
16. Agenda items for next meeting;
17. Adjournment.

Dated at The Woodlands, Texas, the 12th day of November, 2021.



A handwritten signature in cursive script, appearing to read "Mark J. Wolda".

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President of The Woodlands Convention & Visitors Bureau

**CVB Special Board Meeting**

4.

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and approve Minutes from September 2021 Special Board Meeting;

**BACKGROUND:**

**RECOMMENDATION**

Approve as presented.

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**Attachments**

September 2021 Meeting Minutes

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## **SEPTEMBER 15, 2021 BOARD OF DIRECTORS MEETING**

The following is an unofficial summary of the September 15, 2021 Regular Board of Directors Meeting of The Woodlands Convention & Visitors Bureau, a 501 (c) (6) organization located in The Woodlands, Texas. Official Minutes of this meeting will be received, considered and approved at the next Board of Directors Meeting. The entire meeting can be seen at this website <http://thewoodlandstownship-tx.gov/1070/CVB-Meeting-Videos>.

Directors Present: Bruce Rieser, Chairman; John Anthony Brown, Vice Chairman; Shelley Sekula-Gibbs, Director; J. J. Hollie, Director; Jeff Jones, Director; Jenny Taylor, Director; Ted Harris, Director and Cameron Klepac, Director.

Directors Absent: Fred Domenick, Secretary/Treasurer.

Others in attendance: Nick Wolda, TWCVB President; Bret Strong, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Executive Director; Josie Lewis, TWCVB Director of Sales; Ashley White, TWCVB Marketing Director; Amber George, TWCVB Marketing Specialist; Sonia Guerrero, TWCVB Administrative Analyst; Laura Haces, Tourism Specialist; Ashley Fenner, TWCVB Sales & Servicing Specialist; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; Tuan Nguyen, The Woodlands Township Help Desk Analyst and Ana Cosio, The Woodlands resident. The meeting was held in The Woodlands Township Board Chambers.

1. Pledge of Allegiance;
  - Led by Bruce Rieser, Chairman.
  
2. Call to order and adoption of Agenda;
  - The meeting was called to order at 11:37 a.m. and a motion to adopt the meeting Agenda passed unanimously.

Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

3. Public Comment;
  - None.

4. Receive, consider and approve Minutes from August 20, 2021 Regular Board Meeting;
  - Motion by Director Shelley Sekula-Gibbs, seconded by Director Jenny Taylor to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

5. Receive, consider and act upon the Financial Report through July 2021;

*J. J. Hollie, Director, arrived to the meeting during this item at 11:41 a.m.*

- Motion by Director Shelley Sekula-Gibbs, seconded by Director Ted Harris to approve the Financial Report. Motion carried by unanimous vote. Agenda adopted.

6. Receive, consider and act upon a Service Agreement between The Woodlands Convention & Visitors Bureau, known as Visit The Woodlands, and The Woodlands Township;
  - Nick Wolda, President explained that reviewing this agreement is an annual requirement. The agreement outlines the services to be provided by each party and defines the funding requirements for the 2022 budget year at \$2.5 million.
  - Staff recommends changing the organization's mission designation from Destination Marketing Organization to Destination Management Organization, since Visit The Woodlands continually offers to The Woodlands not only marketing but also training to hotels and partners, transportation services, sponsorships, film initiatives, and others.
  - Jenny Taylor, Director, agrees with Mr. Wolda's sentiment and requested an amended to the agreement to show Visit The Woodlands as the official Destination Marketing and Management Organization for The Woodlands, Texas.
  - Motion to approve the Service Agreement between The Woodlands Convention & Visitors Bureau, known as Visit The Woodlands, and The Woodlands Township with amendment requested by Director Jenny Taylor, seconded by Director Ted Harris. Motion carried by unanimous vote.

7. Receive, consider and act upon the request to negotiate a contract for Destination Marketing Media Buying & Creative Services;
  - Elizabeth Eddins, Executive Director, provided a presentation to explain the RFP process from the creation of the new brand campaign in 2018, launch in 2019, launch of new website in 2020 and the Covid impact in Hotel Tax collections creating an advertising halt for the organization. Also, Ms. Eddins presented a timeline deadline and review for RFP submission; the overview and the goals of the Destination Marketing RFP which included media buying & management, and creative services. All of these with the goal to re-allocate staff efforts and be able to support the organization's local partners as an extension of their team.
  - Staff recommends Madden Media as the Destination Marketing Media Buying & Creative Services partner. Besides bringing fresh ideas to the organization, Madden Media brings extensive experience, having partnerships with over 200 travel and tourism organizations nationally each year. They bring a media-buying plan that includes TV & Video, earned media, digital & print advertising, email marketing, website landing pages and more. Madden's strong buying power and relationships with key vendor such as Google, Facebook, TripAdvisor, iHeart Media, regional broadcast affiliates and more, enables them to negotiate better rates for the organization. Finally, madden will provide a key

differentiator metrics through the company's destination intelligence platform. This will enable the organization to receive information strategies, measure impact, and fulfill the fiduciary duty.

- Motion to approve the Board Chairman and TWCVB President to negotiate a contract for Destination Marketing Media Buying & Creative not to exceed the approved budget allocation set in the 2022 was made by Director Dr. Shelley Sekula-Gibbs and seconded by Jenny Taylor and passed unanimously.

*John Anthony Brown, Vice Chairman, arrived to the meeting during this item at 11:53 a.m.*

8. Staff Initiative Reports;

- The Sales Department is currently working on 19 leads and 12 Cvent leads, in-person Sales Advisory Committee meeting, and Texas Electric Cooperative Site Tour, from which The Woodlands booked two events. The department continues preparations for a HelmsBriscoe FAM event on September 28th, a hospitality hotel program, the annual All Hotel Partner meeting, and an end of year FAM event. Upcoming tradeshow include TSAE "New Ideas Conference" in September, TACVB "Sales Blitz" in October, "Connect Texas" in October, "IMEX America" in November and "Destination Texas" in December.
- The Marketing Department continued to push advertising with co-op placements with Around Houston and The Woodlands Waterway Marriott. International placements (in Spanish) includes "City Magazine" and "Food & Travel Mexico." Website updates include new content to partner's information, new tracking to features such as "buy tickets," "book you climb," and others. The department continues updates to the "Emergency" microsite on the Visit The Woodlands website. This microsite includes weather alerts, hotel availability, Township news, COVID-19 information and related to help residents and visitor during emergency situations. Lastly, the department updated the Hotel Map collateral, photography for the Embassy Suites, area restaurants and public art.
- The Tourism Department staff assisted and attended the TACVB "2021 Annual Conference" in Conroe, Texas. The department continues to work in partnership with Visit Houston with the "Around Houston" program and "Houston's Marketplace." Upcoming tradeshow include "2021 IPW" in Las Vegas.
- Congratulations to Amber George, Marketing Specialist, for receiving the coveted TDM Certification. Visit The Woodlands received several following awards at "2021 Texas Association of Convention and Visitors Bureau Annual Conference" to include Judges Choice for Convention Promotion, first place for Convention Promotion, first place for Video. Partner awards include "Travel + Leisure:" Top 10 Resorts in Texas for The Woodlands Resort.
- Jenny Taylor, Director, congratulated the Marketing Department for the outstanding effort rolling out emergency information to partners.
- Motion to approve the Staff Initiative Reports was made by Vice Chairman John Anthony Brown and seconded by Director Dr. Shelley Sekula-Gibbs and unanimously.

9. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

- Chairman Rieser shared that it would not be necessary to recess to Executive Session.
10. Reconvene in Public Session;
- It was not necessary to reconvene in Public Session.
11. President's Report;
- Nick Wolda, President, expressed the importance of staying relevant as a destination and thanked the Board for allowing The Woodlands brand to grow stronger every year.
12. Board Announcements;
- Bruce Rieser, Chairman, corresponded with President Wolda's sentiment and shared that The City of Conroe is using a financing tool that is only available to incorporated cities in Texas, and that is an Economic Development Zone. With the implementation of an Economic Development Zone, the State of Texas allows the local entity to keep the State's portion of the Sales and Hotel Taxes for a period of 10 years. The total amount that Conroe is expected to collect is \$15 million. If The Woodlands were to keep the Sales and Hotel Taxes the rebate would be for about \$30 to \$35 million. Discussion followed regarding this statement.
  - Dr. Shelley Sekula-Gibbs, Director, also mentioned that The Woodlands community is unable to collect a beverage tax rebate due to The Woodlands' current special designation. Discussion followed regarding this statement.
  - John A. Brown, Vice Chairman, agrees with the sentiment to continue to look at the future and where we want to be situated in 5-10 years. The "Big Idea Group" Vice Chairman Brown formed before the pandemic started was an advocate for future economic growth.
  - J. J. Hollie, Director, invited everyone to The Woodlands Area Chamber of Commerce to the "4 o'Clock Series on Incorporation" taking place September 15, 2021.
  - Cameron Klepac, Director, updated the Board regarding The Cynthia Woods Mitchell Pavilion. The Pavilion continues to see attendance growth. Director Klepac also noted that just as her hospitality colleagues, The Pavilion is in need of staff and invited interested candidates to apply.
  - Jenny Taylor, Director, updated the Board regarding Market Street The Woodlands. Openings in September include Peloton and Press Juicery. Future openings include El Tiempo, Design Within Reach, Chanel Beauty, Mastro's Ocean Club and Lululemon. Lastly, Director Taylor invited everyone to Thursday's "Concert in The Park" at 6 pm during the fall season.
  - Ted Harris, Director, updated the Board regarding The Woodlands Mall. Future openings include Miss A, Bigotes Street Tacos and Ta'bleyah Mediterranean Cuisine.
13. Agenda items for next meeting;
- None.
14. Adjournment at 12:55 p.m.
- Motion to adjourn was made by Vice Chairman John Anthony Brown and seconded by Chairman Bruce Rieser and passed unanimously.





**CVB Special Board Meeting**

5.

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon the Financial Report through September 2021;

**BACKGROUND:**

See attachment "A."

**RECOMMENDATION**

Accept the Financial Report through September 30, 2021.

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**Attachments**

Attachment A - September 2021 CVB Financial Statement

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THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*



**GENERAL PURPOSE FINANCIAL STATEMENTS**  
**September 30, 2021**

*These financial statements are unaudited and intended for informational and internal discussion purposes only.*

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Balance Sheet**  
**As of September 30, 2021**

**Assets and Other Debits**

Cash	1,447,328
Other Receivables	2,512
Due from Other Funds	210,673
Prepaid Expenses	7,965

**Total Assets** 1,668,478

**Liabilities and Fund Balance**

**Current Liabilities**

A/P and Accrued Liabilities	46,376
Due to Other Funds	216,907

**Fund Balance**

Undesignated - CVB	1,405,194
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**Total Liabilities and Fund Balance** 1,668,478

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Budget and Actual**  
**For the Eight Months Ended September 30, 2021**

	9/30/2021 YTD Budget	9/30/2021 YTD Actual	Favorable/ (Unfavorable)
<b>REVENUE</b>			
Operating Transfers	641,128	150,952	(490,176)
Supplemental Hotel Occupancy Tax	1,374,553	963,187	(411,366)
Other Income	-	-	-
Interest Income	365	1,815	1,450
Sponsorships	-	-	-
<b>Subtotal</b>	<b>2,016,046</b>	<b>1,115,955</b>	<b>(900,092) (A)</b>
<b>GENERAL EXPENSES</b>			
CVB Township Staff	626,139	555,768	70,371
Staff Development	51,000	20,503	30,497
Facility Expense	52,011	52,013	(2)
Equipment Expense	10,186	5,067	5,119
Contracted Services	39,000	40,387	(1,387)
Promotional Supplies	24,500	13,539	10,961
Administrative	26,300	28,479	(2,179)
<b>Subtotal</b>	<b>829,136</b>	<b>715,756</b>	<b>113,380 (B)</b>
<b>STRATEGIC PARTNERSHIPS</b>			
Visitor Services	65,500	30,000	35,500
Community Festivals & Events	135,000	21,659	113,341
Market Research	25,000	36,128	(11,128)
<b>Subtotal</b>	<b>225,500</b>	<b>87,788</b>	<b>137,712 (C)</b>
<b>MARKETING</b>			
Contracted Services	175,000	123,010	51,990
Program Expense	530,000	157,162	372,838
Public Education/Relations	20,000	10,969	9,031
Printing	3,750	-	3,750
<b>Subtotal</b>	<b>728,750</b>	<b>291,140</b>	<b>437,610 (D)</b>
<b>CONVENTION SALES</b>			
Sales Missions and Tradeshows	113,000	20,450	92,550
Computer Support	12,500	16,500	(4,000)
Program Expense	128,500	278	128,222
Site Tours and FAM Tours	25,000	3,243	21,757
<b>Subtotal</b>	<b>279,000</b>	<b>40,471</b>	<b>238,529 (E)</b>
<b>Transfers Out</b>	<b>-</b>	<b>-</b>	<b>- (F)</b>
<b>Waterway Cruisers</b>	<b>-</b>	<b>-</b>	<b>- (G)</b>
<b>TOTAL EXPENDITURES</b>	<b>2,062,386</b>	<b>1,135,155</b>	<b>927,231</b>
<b>REVENUE OVER/(UNDER) EXPENDITURES</b>	<b>(46,340)</b>	<b>(19,200)</b>	<b>27,140</b>
<b>BEGINNING FUND BALANCE</b>	<b>-</b>	<b>1,424,394</b>	<b>1,424,394</b>
<b>ENDING FUND BALANCE</b>	<b>(46,340)</b>	<b>1,405,194</b>	<b>1,451,534</b>

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Operating Budget Variances**  
**For the Eight Months Ended September 30, 2021**

**A) Revenues**

- Operating Transfers – The unfavorable variance is due to lower than budgeted hotel tax transfers from the Township due to lower than budgeted expenses.
- Supplemental Hotel Occupancy Tax - The unfavorable variance is due to Supplemental HOT revenues being lower than budgeted primarily as a result of financial impacts related to COVID-19.

**B) General Expenses**

- CVB Township Staff - The favorable variance is due to lower than budgeted salary and employee benefit expenses.
- Staff Development - The favorable variance is due to lower than budgeted training and conferences expenses.
- Equipment - The favorable variance is due to lower than budgeted expenses.
- Contracted Services - The unfavorable variance is due to unbudgeted expenses related to the convention center expansion study.
- Promotional Supplies - The favorable variance is due to lower than budgeted expenses.
- Administrative - The unfavorable variance is due to higher than budgeted dues and subscriptions expenses.

**C) Strategic Partnerships**

- Visitor Services - The favorable variance is due to temporarily suspending services due to COVID-19.
- Community Festivals & Events - The favorable variance is due to the cancellation of certain events due to COVID-19.
- Market Research - The unfavorable variance is due to higher than budgeted expenses.

**D) Marketing**

- Contracted Services - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Program Expense - The favorable variance is due to temporarily suspending certain programs due to COVID-19.
- Public Education/Relations - The favorable variance is due to temporarily decreasing marketing activities due to COVID-19.
- Printing - The favorable variance is due to lower than budgeted expenses.

**E) Convention Sales**

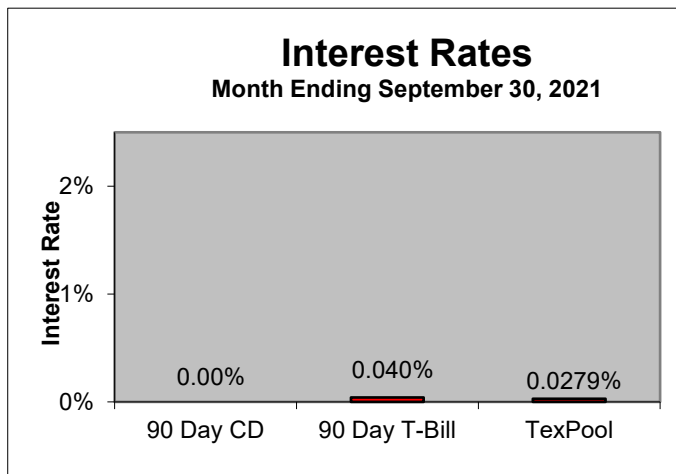
- Sales Missions and Tradeshows - The favorable variance is due to temporarily suspending activities related to convention sales due to COVID-19.
- Computer Support - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Program Expense - The favorable variance is due to lower than budgeted expenses.
- Site Tours and FAM Tours - The favorable variance is due to temporarily suspending tours due to COVID-19.

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Cash Report as of September 30, 2021**

Investment Type	Description/ Location	Maturity	Beginning Balance	Monthly Activity	Earnings	Ending Balance	Beginning Market	Ending Market	Avg. % Yield
Choice IV Commercial Checking with Interest	Wells Fargo Checking Account	Open	\$ 1,384,647	\$ 74,430	\$ 194	\$1,459,271	\$1,384,647	\$1,459,271	0.05%
			<b>Total</b>	<b>\$ 74,430</b>	<b>\$ 194</b>	<b>\$1,459,271</b>	<b>\$1,384,647</b>	<b>\$1,459,271</b>	<b>0.05%</b>

YTD

**\$ 1,815**



\*\* The 90 day CD rate is taken from the Federal Reserve website. "An average of dealer bid rates for CD's that are actively traded in the secondary market and are issued by top-tier banks. Bids are generally for CD's issued in denominations of \$1,000,000 or greater. Responses are not reported when the number of respondents is too few to be representative."

**CVB Special Board Meeting**

**6.**

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon a presentation by Cindy Decker, Vice President, Business Intelligence and Market Strategy for HoustonFirst;

**BACKGROUND:**

Visit The Woodlands staff has invited Cindy Decker, Vice President, Business Intelligence and Market Strategy of HoustonFirst/Visit Houston to present an in-depth forecast for the Houston MSA including The Woodlands.

Visit Houston uses advanced STR data and industry tools to forecast future opportunities as well as see insight into current trends. This presentation is an added benefit included in Visit The Woodlands' Around Houston Partnership program.

Ms. Decker will give detailed report and be available for questions from the Board of Directors.

**RECOMMENDATION**

Approve presentation as presented.

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**Attachments**

*No file(s) attached.*

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Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon the request to negotiate a contract for Destination Marketing and Management Reporting Software;

**BACKGROUND:**

The Woodlands Convention & Visitors Bureau (TWCVB, dba Visit The Woodlands) is the official destination marketing & management organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Our mission is to establish The Woodlands, Texas as a beautiful, lively and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel. Visit The Woodlands is a 501 (c) (6) organization funded by The Woodlands Township Hotel Occupancy Tax and managed by a Board of Directors whom oversee the mission, vision and budget of Visit The Woodlands.

With these things in mind, Visit The Woodlands has done extensive research into destination marketing and management reporting software. The software will provide Visit The Woodlands with in-depth information on visitors to The Woodlands, allowing the organization to make educated decisions related to sales and marketing efforts. An overview of the software is provided below.

**REPORTING SOFTWARE OVERVIEW**

**Daily Visitation Intelligence:**

Daily visitation data for domestic and international travel to The Woodlands. Includes: top origin markets, length of stay, opportunity markets, 50 points of interest.

**Quarterly Spend Data:**

Quarterly spend data for domestic travel to The Woodlands with access to 70% of credit card transactions. Includes: total transactions, average purchase per visitor, revenue by category (retail, grocery, hotel, dining / nightlife, entertainment / recreation, gas stations and more), revenue by market, total visitors and total visitors by market.

**Destination Management Data:**

Integrates all Visit The Woodlands current reporting including: STR Reports, HOT Tax Reports, Simpleview CRM, Google Analytics, Meltwater PR and others. Will also receive access to short-term rental data.

**Marketing Performance:**

Tracks paid media and paid social performance as well as Visit The Woodlands website contribution to visitation. Includes competitive intelligence for paid media, keywords insights and more.

**Questions this Software Answers:**

- What is the overall visitation movement before, during and after an event?
- Where do visitors come from?
- How does visitation change over a given time period?
- Which markets drive the most visitor spend?
- Which markets should we be targeting to increase overnight visitors?

**RECOMMENDATION**

Seeking approval for the Board Chairman and TWCVB President to negotiate a contract for Destination Marketing and Management Reporting Software. At a cost not to exceed \$50,000.



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Attachments

*No file(s) attached.*

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Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon the 2022 Media Allocation Plan;

**BACKGROUND:**

The Woodlands Convention & Visitors Bureau (TWCVB, dba Visit The Woodlands) is the official destination marketing & management organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Our mission is to establish The Woodlands, Texas as a beautiful, lively and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel. Visit The Woodlands is a 501 (c) (6) organization funded by The Woodlands Township Hotel Occupancy Tax and managed by an independent Board of Directors whom oversee the mission, vision and budget of Visit The Woodlands.

With these things in mind, Visit The Woodlands' marketing approach for 2022 has been established to align with key strategic initiatives – continuing to strengthen brand recognition and voice, showcasing the value of Visit The Woodlands and optimizing overall marketing spend.

The Marketing Department has worked in conjunction with the Sales and Tourism Departments to plan campaigns at optimal times that will best support Visit The Woodlands staff efforts and create the most impact for The Woodlands. Creative campaigns will be activated across numerous channels, targeting both domestic and international leisure travelers as well as meeting planners and businesses.

Visit The Woodlands will work with the Marketing Committee to develop robust cooperative marketing campaigns to amplify The Woodlands message further. These things combined with additional support from the agency and enhanced reporting will allow Visit The Woodlands to take advantage of opportunities and provide ROI on marketing investments.

**2022 MEDIA PLAN OVERVIEW**

**Budget Allocations:**

Leisure 55%, Meetings 27%, Cooperative 12% and International 6%

**Audience & Target Markets:**

Leisure and Business Travelers (domestic & international)

Meeting and Convention Planners, Businesses

**Campaigns and Activations:**

Traditional, Digital (Social, Display, Native, Email), Video, Audio, Out of Home, In-Market

**RECOMMENDATION**

Approve the 2022 Media Plan for Visit The Woodlands as presented.

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Attachments

*No file(s) attached.*



**CVB Special Board Meeting**

**9.**

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon the 2022 staff travel and participation in support of Sales, Marketing and Tourism efforts outside of The Woodlands;

**BACKGROUND:**

As Visit The Woodlands transitioned into operating as a traditional Destination Management Organization, Staff has been increasingly active in the meeting planner and tourism sales tradeshow circuit as well as media/PR missions. These tradeshow offer Visit The Woodlands staff an opportunity to meet face-to-face with meeting planners and convention decision makers. During these appointments staff highlights the convention amenities that The Woodlands offers. These personal connections help guide business to The Woodlands hotel properties.

The Meetings industry was one of the hardest hit by the COVID-19 pandemic. Tradeshow partners responded immediately to implement the highest safety standards and extensive protocols to ensure the safety of attendees.

Attachment "A" includes a full list of proposed tradeshow and media/PR travel for 2022.

Sales, Marketing and Tourism missions could include but are not limited to the ones presented.

**RECOMMENDATION**

Approve the Visit The Woodlands President and Chairman of the Board to authorize staff travel and associated expenditures to include but not limited to the events presented in the 2022 Travel and Tradeshow Plan and in the adopted 2022 Budget.

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**Attachments**

2022 CVB Travel and Tradeshow Plan

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# 2022 Travel and Tradeshow Schedule

EVENT	DATE	LOCATION	STAFF
<b>Convention Sales &amp; Tradeshows   \$75,000</b>			
Chicago Marketplace	January 19-20, 2022	Chicago, IL	2
CVENT Connect	April 11-14, 2022	Las Vegas, NV	1
Connect Marketplace Corporate	May 22-24, 2022	Puerto Rico	1
MPI WEC	June 21-23, 2022	San Fransisco, CA	2
Smart Meetings 3 Day	TBD	TBD	1
TACVB Sales Blitz	TBD	Austin, TX	2
Connect Marketplace Specialty/Association	August 8-10, 2022	Detroit, MI	2
Texas Education Conference (TEC) MPI Hill Country	August 28-30, 2022	Austin, TX	1
TSAE New Ideas Conference	September 11-13, 2022	Irving, TX	1
IMEX America	October 24-27, 2022	Las Vegas, NV	1
Connect Texas Marketplace	November, 14-16, 2022	El Paso, TX	3
Destination Texas	December TBD	Texas TBD	1
Holiday Showcase 2022	December TBD	Chicago, IL	2
<b>Media &amp; PR   \$10,000</b>			
Texas Tourism: Media Mission	April	TBD	1
Summer Media Mission	TBD	Midwest	1
<b>Tourism Sales   \$70,000</b>			
US Travel: IPW	June 04-08, 2022	Orlando, Florida	3
Texas Travel Expo	March 30-31, 2022	Grapevine, Texas	1
Mexico Sales & Media Mission	Jan 30-Feb 4, 2022	Mexico City, Leon, Merida, Mexico	2
Canada Media Mission	Mar 21-24, 2022	Montreal, Toronto, Canada	1
Visit Houston: UK Sales Mission	TBD	TBD	1
Destinations International Annual Conference & CDME Certification	July 19-21, 2022	Toronto, Canada	2
<b>Advocacy &amp; Developmental   \$25,000</b>			
Texas Travel Alliance: Unity Dinner	TBD	Houston, TX	4
Simpleview Summit	April 10-13, 2022	Phoenix, AZ	3
eTourism Summit	June 6-8, 2022	Orlando, FL	1
Texas Travel Alliance: Travel and Tourism College	June 13-17, 2022	College Station, TX	1
TACVB Winter Conference	February 7-10, 2022	Odessa, TX	3
US Travel: ESTO	August 6-9, 2022	Grand Rapids, MI	2
Texas Travel Alliance: Travel Summit	September 19-21 2022	Galveston, TX	3
TACVB Annual Conference	August 29 September 2, 2022	South Padre Island, TX	3

**CVB Special Board Meeting**

**10.**

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Receive, consider and act upon the 2022 Visit The Woodlands Board of Directors Meeting Schedule;

**BACKGROUND:**

The Woodlands Convention and Visitors Bureau, publicly known as Visit The Woodlands, proposes the following meeting dates for 2022 with the addition of proposed special meeting dates if necessary.

- Tuesday, January 11, 2022 (Annual Meeting)
- Wednesday, February 16, 2022
- Wednesday, March 16, 2022 (Special meeting if necessary)
- Wednesday, April 20, 2022
- Wednesday, May 18, 2022 (Special meeting if necessary)
- Wednesday, June 15, 2022
- Wednesday, July 20, 2022 (Special meeting if necessary)
- Wednesday, August 17, 2022
- Wednesday, September 14, 2022 (Special meeting if necessary)
- Wednesday, October 19, 2022
- Wednesday, November 16, 2022 (Special meeting if necessary)
- Wednesday, December 14, 2022

Each meeting will occur at 11:30 a.m. in The Woodlands Township Board Chambers, 2801 Technology Forest Boulevard, The Woodlands, Texas 77381.

**RECOMMENDATION**

Approve the 2022 meeting schedule of the Visit The Woodlands Board of Directors.

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**Attachments**

2022 CVB Board Meeting Schedule

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The Woodlands Convention and Visitors Bureau (TWCVB), known as Visit The Woodlands, will conduct the following meeting dates for 2022 with the addition of proposed special meeting dates if necessary.

- Tuesday, January 11, 2022 (Annual Meeting)
- Wednesday, February 16, 2022
- Wednesday, March 16, 2022 (Special meeting if necessary)
- Wednesday, April 20, 2022
- Wednesday, May 18, 2022 (Special meeting if necessary)
- Wednesday, June 15, 2022
- Wednesday, July 20, 2022 (Special meeting if necessary)
- Wednesday, August 17, 2022
- Wednesday, September 21, 2022 (Special meeting if necessary)
- Wednesday, October 19, 2022
- Wednesday, November 16, 2022 (Special meeting if necessary)
- Wednesday, December 14, 2022

Each meeting will occur at 11:30 a.m. in The Woodlands Township Board Chambers, 2801 Technology Forest Boulevard, The Woodlands, Texas 77381. All dates and times are subject to change. For current information, please visit the CVB Board of Directors [website calendar](#).

**CVB Special Board Meeting**

**11.**

Meeting Date: 11/17/2021

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SUBJECT MATTER:

Staff Initiative Reports;

BACKGROUND:

RECOMMENDATION

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Attachments

*No file(s) attached.*

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**CVB Special Board Meeting**

**12.**

Meeting Date: 11/17/2021

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**SUBJECT MATTER:**

Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

**BACKGROUND:**

**RECOMMENDATION**

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**Attachments**

*No file(s) attached.*

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