January 18, 2012

8:30 a.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 January 18, 2012 in The Woodlands Township Board Chambers Board Room at 2801 Technology Forest Blvd., The Woodlands, Montgomery County, Texas, 77381. The roll was called and those in attendance were:

Nelda Blair, Chairman
Claude Hunter, Vice Chairman
Lloyd Matthews, Treasurer/Secretary
Fred Domenick, Director
Karen Hoylman, Director
Kent Johnson, Director
Don Norrell, Director
Nick Wolda, President

Also in attendance were Bret Strong, Legal Counsel, The Strong Firm; Casey Snyder, TWCVB General Manager; Kelly Ingram, TWCVB Business Development Specialist; Julie DeGuerre, TWCVB Event Specialist; Sharon Swaim, TWCVB Administrative Assistant; and Monique Sharp, The Woodlands Township, Assistant General Manager of Finance and Administration.

Agenda Item No. 1 Pledge of Allegiance: Chairman Blair called on Director Hunter to lead the Pledge of Allegiance to the United States flag and the pledge to the Texas flag.

Agenda Item No. 2 Adoption of Agenda: Chairman Blair called the meeting to order at 8:30 a.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. Motion carried by unanimous vote. Agenda adopted.

Agenda Item No. 3 Public Comment: No public comment.

Agenda Item No. 4 Consider and Approve Minutes from November 2, 2011 Board Meeting: Chairman Blair called for a Motion to approve the minutes from the November 2, 2011 Board meeting. A Motion was made by Director Hunter to accept the minutes and seconded by Director Johnson. Motion carried by unanimous vote. Minutes were approved as presented.

Agenda Item No. 5 Consider and Approve Minutes from December 14, 2011 Special Board Meeting: Chairman Blair called for a Motion to approve the minutes from the December 14, 2011 Special Board meeting. A Motion was made by Director Hunter to accept the minutes and seconded by Director Matthews. Motion carried by unanimous vote. Minutes were approved as presented.

Agenda Item No. 6 Consider and Receive Financial Report for November 2011: Chairman Blair called on Monique Sharp, Assistant General Manager of Finance and Administration, The Woodlands Township, to review TWCVB's November 2011 financials. After presentation and a brief discussion, Chairman Blair called for a Motion to approve the Financials as presented. A Motion to approve the Financial Report was made by Director Hoylman and seconded by Director Matthews. Motion passed with a unanimous vote.

Agenda Item No. 7 Receive Update on The Woodlands Film Commission: Chairman Blair called on Connie DeGuerre to present this update. Mrs. DeGuerre reported that the Biggest Loser producer filmed footage here in The Woodlands will be airing in February. Another group came to The Woodlands to film a segment of "What Not to Wear." This will air in early summer 2012. A segment of "House Hunters" was filmed here and aired in January 2012. M.D. Anderson filmed a commercial in Market Street. There was photography done by the Waterway for Total Body Magazine cover which is a Houston publication.

The list continues to grow for all types of requests to come to The Woodlands to film or do photography. The Woodlands Film Commission's popularity continues to grow and its website is very well designed for easy use and its Facebook page is routinely updated.

Agenda Item No. 8 Receive Update on Visitor Services for 2011: Chairman Blair called on President Wolda to give update. President Wolda reminded the Board members that this visitor services program began in 2007 between TWCVB and South Montgomery County Woodlands Chamber of Commerce to provide visitor services at Market Street, The Woodlands Mall, and the Chamber offices.

The 2011 Visitor Services program generated:

- 113,152 visitors
- 635 different zip codes
- 80 countries
- 49 states

To date, the program has benefitted over 442,600 people.

Anticipation is that the program will continue to grow in 2012 and expectation is that by May or June 2012 the 500,000th visitor will come through the program and a special promotion to recognition that individual is being planned. More will be released on this special event as it is developed.

Agenda Item No. 9 Receive Presentation on The Woodlands CVB Market Research: Chairman Blair called on President Wolda to introduce Gina Manlove with John Manlove Marketing & Communications to make this presentation. Mrs. Manlove reported on the results from a survey conducted in the fall of 2011 by Opinions Unlimited. Andy Martin with Opinions Unlimited was present with Mrs. Manlove to answer any possible questions concerning the survey or its results.

TWCVB was interested in increasing weekend getaway visits to The Woodlands and making sure the right "message" was being used to promote The Woodlands as a destination. The most likely source of increased visits is from the Houston metro population due to proximity. The survey gave a sample of Houston area residents.

It was conducted on the Internet over a four week period with 1,000 respondents selected at random from a database of over 50,000 Houston area residents and screened for household income over $75,000. Results can be viewed on TWCVB website: www.TheWoodlandsCVB.com.

Agenda Item No. 10 Consider and Approve the 2012 Destination Marketing media placement schedule: Chairman Blair called on President Wolda to introduce Gina Manlove, Manlove Marketing and Communications. TWCVB is charged with promoting The Woodlands as a destination point for shopping, dining, lodging and entertainment. TWCVB worked with John Manlove Marketing and Communication to develop a media plan to promote this message. TWCVB is seeking approval of the 2012 Destination Marketing Media Buy which includes production and placement for a variety of media including television, radio, billboard, print advertising and electronic marketing.

The majority is the Greater Houston area, but The Woodlands does have international appeal as well with visitors from Mexico, Central America and beyond. Chairman Blair called for a Motion to approve TWCVB Destination Marketing Media Placement Plan for 2012. A Motion was made by Director Hunter and seconded by Director Domenick. Motion passed with a unanimous vote. The 2012 Media Placement Plan will be posted on TWCVB website: www.TheWoodlandsCVB.com.

Agenda Item No. 11 Consider and Approve the 2012 CVB Event Schedule:
Chairman Blair called on President Wolda to present. A copy of the schedule for 2012 events was distributed. The goal in producing all of these events is to bring visitors and residents to The Woodlands to shop, dine, stay and be entertained. All of these events significantly increase the flow of visitors, residents and groups into The Woodlands, continuing the economic viability of the shopping, dining, hospitality, overnight accommodations and entertainment. Most of these events were moved from a weekday to Saturdays to help create a destination type weekend for our hotel properties.

Chairman Blair called for a motion to approve the 2012 CVB Event schedule. Motion made by Director Matthews and seconded by Director Hunter. Motion passed with a unanimous vote. The 2012 CVB Event Schedule will be posted to the TWCVB website: www.TheWoodlandsCVB.com.

Agenda Item No. 12 Receive Waterway Cruiser Updates:
Chairman Blair called on President Wolda to discuss. President Wolda called on Casey Snyder to present the update. Ms. Snyder reported that 2011 ended with 27,563 riders. Advertising continues to promote the new operating hours along with a new brochure which includes both the Cruiser and Trolley routes. Also, efforts are being made to continue to promote the charter information on TWCVB Facebook page and TWCVB Website.

Kelly Ingram, Business Development Specialist, reported that flat screen televisions have been installed in four of the six the Cruisers for advertising purposes. The last two cruisers, The Cynthia and The George are currently being installed. Advertising opportunities will be available to advertisers on the inside of the Cruisers. Mrs. Ingram reported that she is continuing to meet with multiple potential advertisers and is receiving positive feedback. Please send any leads to the CVB team and each one will be contacted.

Agenda Item No. 13 Receive TWCVB initiative reports:

- **Destination Marketing & Group Sales** PowerPoint presented by Casey Snyder, TWCVB General Manager, for the period of January 2011–December 2011. A copy of the PowerPoint presentation can be viewed on TWCVB website: www.TheWoodlandsCVB.com.

- **Events Update** PowerPoint presented by Julie DeGuerre, TWCVB Event Specialist, can be viewed on TWCVB website: www.TheWoodlandsCVB.com.

- **Business Development** PowerPoint presented by Kelly Ingram, TWCVB Business Development Specialist, can be viewed on TWCVB website: www.TheWoodlandsCVB.com.

Agenda Item No. 14 President's Report:

- Meet the Township Day, Saturday, January 28, 2012 to be held and a dedication of the new building will take place during that event.

Agenda Item No. 15 Board Announcements:

- Taste of the Town announced by Director Hoylman will take place February 2, 2012 at The Woodlands Waterway Marriott.

Agenda Item 16 Agenda items for next meeting: There were none.

Agenda Item No. 1 7 Adjournment:
Chairman Blair called for Adjournment. Motion to Adjourn was made by Director Hunter and seconded by Director Hoylman. Motion carried by unanimous vote.

Meeting adjourned at 9:53 a.m.

Lloyd Matthews, Secretary/Treasurer Date
The Woodlands CVB Board of Directors