

Convention & Visitors Bureau Advisory Board Regular Meeting Minutes
Wednesday, July 17, 2019 – 10:30 a.m.
Johnnie Arolfo Civic Center, Meeting Room 1 & 2
400 W. Walker, League City, TX 77573

I. Call Meeting to Order

Called to order by Kalpesh Patel at 10:29 a.m.

II. Roll Call and Declaration of a Quorum

Members Present: Amber Murphy, Annette Conwell, Kalpesh Patel,
Shawna Reid, Richard Allen, Bridget Bear and Tejal Patel

Members Absent: Cory Thomas

Staff Present: Bryan Roller and Ranya Botros

Guests Present: Larry Millican and Richard Olin

A quorum has been established.

III. Citizens Requests to Address the Board

None

IV. Discuss and Consider Approval of Meeting Minutes

Motion: Bridget Bear

Second: Kalpesh Patel

Vote: 6 (for) 0 (against) 2 (absent) 0 (abstain)

V. Post-Event Report – Bayou Bowl (Richard Olin)

Richard talked about how successful the event was. Proceeds from the event went to scholarship recipients. The event attracted a little over 4,000 people. Players went to Kemah. Overall, the hotels were great. He showed a sample of the rings and the tumbler that players received at the banquet. He also discussed player safety and how they follow NCAA rules. They had good exposure on Twitter. Richard said they are getting better at promoting these events. Once the DVDs of the tournament are available, he will give everyone a copy. Next year, the tournament will be held in Cy Fair.

Larry mentioned he saw the game on T.V.

Bryan said there were 171 total room nights. The broadcast of the tournament on T.V. reached 24,000 households. It was the sixth most watched broadcast. He said the event did very well. The tournament accomplished what they wanted with Hotel Occupancy Tax funds. He is talking with other Convention and Visitors Bureaus to work out a rotation to bring this event back to League City every third or fourth year. He'd also like to involve the CCISD director. Bryan also mentioned each team signed one of the footballs, and Sarah will work on getting them displayed.

Richard Allen asked how this event ranked against other events.

Bryan answered Richard Allen's question by indicating it is one of the top two events they host. He also said the League City Convention and Visitors Bureau will keep supporting these events as long as they keep having an impact on the Hotel Occupancy Tax.

VI. Post-Event Report – League City Music Festival (Melaine Sweeney)

Bryan said Melaine was hospitalized, which was why she wasn't present at the meeting. He wants her to be able to give a full report when she is able to.

VII. CVB Advisory Board Openings Update

Bryan said they are considering Dee Scott and Jim Molena to join the committee. They are waiting to hear back from the Mayor.

Larry said he wants to know what other committees Dee is a part of. He said she is already on the Tourism Board. He believes there is a regulation that limits a person to serve on only two committees.

Bryan responded to Larry and said Dee is no longer on the CCISD Board. They considered Dee to join the committee because having a former CCISD Board member will help. He said he will look into any regulation to make sure everything is done right. Bryan also said if anyone shows interest in joining the committee, pass their name along, as there may be positions open as term limits end.

VIII. Monthly Convention & Visitors Bureau (CVB) Reports (Bryan Roller)

Bryan said Ranya Botros helped with the website. They will continue to work on increasing visitors to the website. He said they saw a small increase in May with regard to social media followers. They are slowly improving their social media presence.

He said the Bayou Bowl event went well and wanted to reiterate that they reached 24,000 households. Parents weren't tracked because all of the hotels were full.

In June, Bryan said they hosted a training session for cruise line tour group organizers, planners and guides. He said they received some interest from those groups. He will follow-up with meeting planners, and start to build a database. They will have 161 people in the database, and continue to add to that database. In addition, they will try to give them advance notice about upcoming events in the community. They also invited people from Moody Gardens to show them how close League City is from Galveston. They also showed them the Butler Longhorn Museum.

He discussed brochures and folders that were created for those groups. They also included brochures from partners in the packets. Originally, they had 161 people registered for the training, but because of Hurricane Barry, only 75 people attended. They spent \$10,000. In the future, Bryan said they may use South Shore Harbor to conduct future training sessions. He said relationships bring conventions and meetings.

This weekend, the Wilfork's Rings & Ribs Summer Classic will take place. Bryan said this is a tournament for teams that didn't make regionals. They will have 17 to 22 teams, which is not bad for an inaugural event. He also said sometimes it's good to start small and then build on it.

He added that League City and Webster were both recognized as scenic cities by the Community Impact Newspaper.

Bryan is currently working on a blog about restaurants in League City that have fun play areas for kids. He knows Jimmy Chagas, Red River BBQ and an Asian restaurant all have play areas. He asked for the committee's input on other restaurants that have play areas.

Richard Allen said King's BierHaus has an outside play area.

Amber said T-Bone Tom's and La Brisa's both have play areas.

Richard Allen said Lupe Tortilla's in Webster also has a play area.

Bryan responded to Richard and said he'd like to keep the restaurants that will be listed in the blog within the Bay Area Convention and Visitors Bureau.

Bryan mentioned that Amber sent him an email about the Active Shooter training.

Amber said the Active Shooter training will be held on August 13 from 6:30 to 8:30 p.m. Everyone is invited. The training helps prepare people, and there is no age limit. A master trainer will provide training on how to be aware of one's surroundings, hotel room safety, etc. The event is free and two hours long.

Bryan said it would be good to bring organizers of various events to attend this training because hotels and special events tend to be targets.

Bryan mentioned the Lone Star Shootout event, which hosts softball tournaments at Big League Dreams advertised hotel rates, but none of the hotels knew anything about these rates. This group hosts several events and have given Kalpesh and Tejal issues.

Bridget said the organizer of the event is Greg Hutchington.

IX. Future Agenda Items

None

X. Announcements

Amber said the Teddy Bear parade is a fun event, and they had 86 kids register. That's the most kids they've seen register for this event. They also hosted a "Passport Tour" event at Butler's Courtyard. Out of 100 registrants, only 27 people came out to the event because there was a storm. She said they are hosting the Active Shooter training, which is lifesaving. They also had a bridal tour and will host a block party in September. Amber said they also made brochures for hotels to distribute to their customers. She also said that on July 18, the Historic Society will be hosting a dinner. It is their largest fundraiser event, and they will bring a well-known speaker to the event.

Annette brought up the training session for cruise line tour group organizers, planners and guides. She said HEB did a remarkable job with the cheese setup. They were pleased that a lot of locals attended this training session at Butler

Longhorn Museum. Annette said they have been busy with tours at the museum. They have an upcoming Christmas in July event, which will include a card contest. They created flyers with QR codes on them, so people can scan them with their phones to get more information about each event. All events are posted on their new website.

Bridget said the League City Chamber will be hosting a Business Expo on July 25. It's a free event with a mix of businesses from League City. They will have over 40 outdoor related vendors. In addition, they will host "Taste of the Bay" in September and are expecting 500 people to attend.

Shawna said the "State of the Bay" held on June 30 had a great turnout, and the presentation went well. The Bay Area Convention and Visitors Bureau would like to create an event to mark over 25,000 followers on their Facebook page. The social media training held back in June helped them increase their followers. They will focus on digital marketing in September or October.

Kalpesh said the Hampton Inn recently completed renovations. He also said he will open a new liquor store soon.

Bryan asked if anyone else wanted to make comments about the "State of the Bay."

Larry said he enjoyed the "State of the Bay." He thought it was nicely done.

XI. Next CVB Advisory Board Scheduled Meeting – August 21, 2019

Bryan said they will now start the meetings at 10:30 a.m. to help Sarah, Mike and others get to the meetings.

XII. Adjournment

Adjourned at 11:30 a.m.