

AMENDED
Convention & Visitors Bureau Advisory Board Regular Meeting Minutes
Wednesday, January 15, 2020 – 10 a.m.
Johnnie Arolfo Civic Center, Meeting Rooms 1 & 2
400 W. Walker, League City, TX 77573

I. Call Meeting to Order

Called to order by Kalpesh Patel at 10:01 a.m.

II. Roll Call and Declaration of a Quorum

Sarah said Annette's term expired, so now Jacob Pratt of Esteban's Restaurant is a new member of the CVB Board.

Members Present: Kalpesh Patel, Tejal Patel, Dee Scott, Shawna Reid, Bridget Bear, Jacob Pratt, Cory Thomas, Amber Murphy

Members Absent: Jim Molina

Staff Present: Sarah Greer Osborne and Ranya Botros

Guests Present: Larry Millican, Greg Gripon, Justin Gripon and Roy Green
A quorum has been established.

III. Citizens Request to Address the Board

Greg Gripon League City Councilman said he is representing the League City Lions Club. He mentioned that the League City Lions Club will be hosting an Annual District Cabinet meeting on July 17 and 18 at the Civic Center. About 150 Lions Club members are expected to attend.

Greg also said the League City Music Festival will be held from April 30 through May 2.

Justin Gripon said this year they will have Karaoke at the Music Festival. Saturday will be "Family Day" with tickets costing \$5. He said they are bringing back the following bands to perform: "Nick and the Groove" and "Bag of Donuts," as they were popular last year.

Kevin Fowler and Roger Creager will also perform at this year's Music Festival. The Music Festival will be providing hotels with a free listing on their website, and all hotels will be given free tickets to give to their guests.

Cory said the rules state that the HOT Fund application needs to be submitted 90 days prior to the event, but it doesn't require a meeting.

Sarah mentioned that it shouldn't be a problem to meet in February, but the CVB Board should hold a special meeting.

The CVB Board decided to schedule a special meeting on January 29, 2020 at 10 a.m. to discuss the Music Festival Hot Fund application.

IV. Discuss and Consider Approval of the December 18, 2019 CVB Advisory Board Meeting Minutes

Motion to approve December 18, 2019 meeting minutes: Cory Thomas

Second to approve December 18, 2019 meeting minutes: Dee Scott

Vote: 8 (for) 0 (against) 1 (absent) 0 (abstain)

V. Hot Application Presentation – Salute to Heroes

Roy Green said that 17 years ago Michael and Deborah Hutchinson lost their son, who served in Afghanistan. To honor him, they setup a fundraising event called "Salute to Heroes" to raise scholarship funds for students. The event raised over \$400,000 during a ten-year period.

Now, "Salute to Heroes" beneficiaries are veterans. Roy said they decided to hold the event every other year.

This fundraising event supports veterans. This year, they are asking for less money than in 2018. He said they are asking for \$12,000. Roy mentioned they are projecting to receive \$50,000 for "Wounded Worriers." The goal is to have 300 to 400 people in attendance. His team already created ads for the event.

They will have Gary Puckett and the Union Gap perform at the event. He added that room nights will be an important component.

Dee said it always feels good to know where the money is going. She said she likes how they reduced the amount they requested.

Sarah said it's good to see people benefit from that cause. She added that the actual cause is highlighted in the event.

Roy said they are "short on program and long on fun." The event is casual with rodeo attire. He said they ensure that whoever is benefitting from this event is part of the program.

Dee added that this is a “program of hope.”

Sarah also said the Communications Department will push this event on the website and on social media.

Bridget said she won’t be voting because she is working hand-in-hand with the event organizers.

Roy reiterated that this event is for a good cause, and in the past, it raised money for scholarships.

Cory wanted to make a note that the table reserved at the event is not for the CVB Board members, it is for the Council and Mayor.

Roy said the table is not for the CVB Board members.

Kalpesh inquired about UTMB’s sponsorship.

Roy responded to Kalpesh and said UTMB’s sponsorship is \$15,000.

VI. Consider and Take Action on Salute to Heroes Application

Motion to approve \$12,000 in HOT funds for Salute to Heroes: Dee Scott

Second to approve \$12,000 in HOT funds for Salute to Heroes: Amber Murphy

Vote: 7 (for) 0 (against) 1 (absent) 1 (abstain)

VII. Monthly Convention and Visitors Bureau (CVB) report

Sarah gave an update on the CVB Administrator position. Most applicants had extensive CVB experience. She said she was a little worried about that, as many of them managed staff. Out of ten applicants, seven people were not interested in the position. She said she wants to be very honest with applicants. Three of the applicants were still interested in the position, who all have great CVB experience in marketing, branding, etc. This person will need to start from scratch.

She added that she would like the new person to do a SWOT analysis and plan the CVB’s strengths, while also focusing on Return on Investment (ROI). Sarah said that she asked Bridget and Shawna to sit in during the interview process. She also would like a strategic plan that leverages the CVB’s partnership with the Bay Area CVB.

Sarah said she prefers to take time to make sure she hires the right person for this position.

She also mentioned that the State of the City will be held on January 31. It is a League City event, and the Communications Department is putting together an annual report, along with a video. She encourages all of the CVB Board members to attend.

Sarah indicated that the City received results from the Citizen Survey. She said the City scored higher than the national average. Residents want the City to work on traffic and mobility issues. She said residents acknowledge the City's work, and it's nice to know they appreciate and are informed about the work the City is doing. She added that about 427 people filled out the survey.

Larry said the survey itself was very insightful. It was the first survey to capture an accurate sampling of League City's population depending on where they live. He added it was very enlightening reviewing the responses. It takes time to read through the responses, but it would be of benefit to all of the Boards and Commissions to review the survey results.

Sarah said the Communications Department received a high rating with respect to the website and Facebook.

Larry said it would be a good opportunity for the City Communications Department to educate residents about the difference between school and City taxes, as people aren't aware there is a separation between the two taxing authorities.

Sarah mentioned it's the Communications Department's job to educate people about these issues.

Kalpesh inquired about any updates from TXDOT on the FM 646 project.

Larry responded to Kalpesh and said there are project updates in the weekly City Manager's Update. He also said that Propositions 1 and 7 directed money towards transportation rather than from the general fund on an annual basis. He added that TXDOT allocated billions of dollars towards transportation. The City now has 73 million it can use with the passing of the bonds. He also said that TXDOT is looking for projects that they can complete, such as I 45 and FM 646. Larry indicated that the flow of money came at one time, however, it was programmed over a 20-year cycle, and now the City is doing a 10-year cycle.

Sarah said the FM 646 project is not over yet. She added that it will be great when it's all finished.

VIII. Request for Future Agenda Items

Sarah said that a special meeting will be held to discuss the Music Festival HOT Fund application. She also wants the Board to review other events. Sarah expects the Texas Classic Basketball Tournament to apply for HOT funds. She also said it may not be the year to do it again until guidelines are set in place, as the CVB had difficulties last year with regards to referees.

She mentioned that Wilfork's Rings & Ribs will be coming before the Board. Wilfork came from the Patriots. They will make the tournament bigger, which means people will be staying in League City hotels and spending money in League City.

Bridget asked if the CVB Board members can obtain a copy of the latest CVB budget.

Sarah said so far Wings Over Houston obtained \$10,000 and Breakfast with the Sugar Plum Fairy also obtained \$10,000. She mentioned she will add the 2020 budget of \$150,000 in the next packet for the Board to review. She also said she will be requesting funds to go towards other things instead of just events.

IX. Announcements

Shawna said the Bay Area CVB is working on a new visitor guide for all four cities, and it should be ready by mid-March. She also mentioned that the Bay Area CVB is reworking their entire website, which will be heavy on videos and pictures. In terms of social media, the Bay Area CVB has almost 27,000 likes on Facebook, just over 1,400 followers on Instagram and almost 700 followers on Twitter.

Kalpesh said there are some restrictions with respect to Twitter posts. He also said he opened a new liquor store on Highway 96 across the street from Kroger. Ace Hardware will be opening a new location in the same area soon. He added that they have a wine specialist, their own wine labels, etc.

Jacob said Esteban's Restaurant purchased a property in Santa Fe. He mentioned they are working on permits for drainage from TXDOT. The menus will remain the same.

Bridget said the League City Rotary Club will be sponsoring Brews 'N More on March 26 at South Shore Harbour. They will have craft beers and entertainment.

Amber said Butler's Courtyard will be hosting a gala for the Birthday Joy Program, which provides birthday parties for children in foster homes. She said

she has a few tickets left for \$75 on January 24. Amber added that their goal was to raise \$7,000, and they already raised \$12,000.

She said the Open House at Butler's Courtyard was very successful, as it brought 56 visitors, 29 new bookings and others rebooked too. Room nights were \$459 at South Shore Harbour and \$446 at the Hampton. Anyone who booked would receive a free wedding ceremony if the Texans won their game.

Amber said it is engagement season, so their phones are ringing off the hook. They will be doing the Valentine's Promotion, along with vow renewals. Janet Hallisey may be one of their ministers.

X. Next CVB Advisory Board Scheduled Meeting – January 29, 2020

XI. Adjournment

Adjourned at 10:57 a.m.