

**Convention & Visitors Bureau Advisory Board Regular Meeting Minutes**  
**Wednesday, February 19, 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 Bridget Bear at 10:01 a.m.

II. Roll Call and Declaration of a Quorum

Members Present: Bridget Bear, Jacob Pratt, Cory Thomas, Amber Murphy, Tejal Patel, Shawna Reid, and Jim Molina

Members Absent: Dee Scott and Kalpesh Patel

Staff Present: Sarah Greer Osborne, Michael Kramm, and Ranya Botros

Guests Present: Larry Millican, Greg Gripon, Jill Reason, and Shari Sweeney  
**A quorum has been established.**

III. Citizens Request to Address the Board

None

IV. Discuss and Consider Approval of the January 29, 2020 CVB Advisory Board Meeting Minutes

**Motion to approve January 29, 2020 meeting minutes:** Cory Thomas

**Second to approve January 29, 2020 meeting minutes:** Amber Murphy

**Vote:** 7 (for) 0 (against) 2 (absent) 0 (abstain)

V. Presentation by Jill Reason, Executive Director of Bay Area Houston Ballet and Theater Post Event Report for Breakfast with the Sugar Plum Fairy

Jill gave a summary about the Sugar Plum Fairy event, which was a very successful event. She gave stats to everyone present at the meeting. It was suggested that event organizers setup character appearances at the Harvest Festival to draw more people to the event, and hold a ballet workshop at schools to teach students about ballet, especially for underprivileged students. In the future, Jill will ensure they survey people to determine if they are League City residents or not.

VI. Presentation by Shari Sweeney, Vice President of Clear Lake Area Chamber of Commerce - Post Event Report for Christmas Boat Lane Parade

Shari gave a summary of the Christmas Boat Lane Parade. A new route was added to the parade, which was down Constellation Pointe and Davis Road. Homeowners got involved in the parade by decorating their homes. League City connections grew by 20 percent. Forty percent of boaters were connected to League City because they either lived in League City or had boats in League City. In the future, better tracking of room nights needs to occur. South Shore Harbour will create a separate block or a reservation code for the event. It was suggested that hotels work with HR to train their staff to ask guests what event they are staying at the hotel room for and give them goody bags as a way to track room nights.

VII. Review of Financials  
FY 2020 adopted budget and special event fund

A financial report was distributed to CVB Board members. Sarah brought up the point that the CVB Board should look at other ways of spending HOT funds to promote the City instead of only spending HOT funds on events. It was mentioned that HOT funds could be used for public art, birding events and building awareness about human trafficking, as Houston and surrounding cities are on the top of the list when it comes to human trafficking.

Staff, CVB Board members and councilmen discussed using HOT funds to support the Butler Longhorn Museum and how there needs to be another way to help the museum sustain itself. The museum also needs to have better management of the facility. Board members expressed their frustration with the amount of money being spent on the Longhorn Museum. It was also mentioned that HOT funds should not only be used to support the Longhorn Museum, but rather it should be used to support other museums and historical buildings within the City. The Longhorn Museum building is owned by the City, but the City is on a lease agreement with the museum.

VIII. Request for Future Agenda Items

- Utilizing HOT funds for public art.
- Discussing the lease agreement between the City and Butler Longhorn Museum.

IX. Announcements

Shawana said an Auckland, New Zealand TV crew filmed the Butler Longhorn Museum and other attractions, including Space Center Houston for their show.

Amber said Butler's Courtyard held 12 wedding ceremonies during the Valentine's Day promotion thanks to Sarah and her team.

Sarah said that next Saturday, the City will hold a social event with free breakfast to attract parents to attend and learn about the 5k Loop Trail, the Westside Sportsplex, etc. The event will be held at Hometown Heroes Park. She also mentioned information about the social media campaign the City had with HOAs for the “I Love League City” signs. These signs will be handed out during upcoming events, including the hazardous waste event.

X. Next CVB Advisory Board Scheduled Meeting – March 18, 2020

XI. Adjournment

Adjourned at 11:11 a.m.