

# Convention & Visitors Advisory Board Meeting Regular Meeting Minutes

Wednesday, May 20, 2020 10 a.m.

Johnnie Arolfo Civic Center

400W. Walker Street, League City, TX 77573

## I. Call Meeting to Order

Called to order by Bridget Bear at 10:01 am

## II. Roll Call and Declaration of Quorum

Members Present: Bridget Bear, Amber Murphy, Tejal Patel, Sawna Reid, Dee Scott, Kalpesh Patel

Members Absent: Jim Molina, Jacob Pratt, Cory Thomas

Staff Present: Sarah Greer Osborne, Michael Kramm, Ashley Jackson, Stephanie Molina Polk

Guests Present: Larry Millican

## III. Citizens Request to Address the Board

None

## IV. Discuss and Consider Approval of Meeting Minutes

- a. Documents: February 19, 2020 CVB Advisory Board Minutes

**Motion to approve February 19, 2020 meeting minutes: Bridget Bear**

**Second to approve February 19, 2020 meeting minutes: Kalpesh Patel**

## V. Presentation by new CVB Manager Stephanie Polk

Stephanie gave a brief overview of her background and current efforts since joining the CVB. She is using Destination International's Destination NEXT program as a guideline to develop a tourism strategy and marketing plan. She talked about research efforts, recent content creation, branding and positioning, and primary markets. Efforts and plans to grow nature tourism were discussed along with specifics on expanding the birding market. The new CVB website (live at [www.leaguecitycvb.com](http://www.leaguecitycvb.com)) currently being built was shown. The board was also informed about several summer promotions being planned, showed newly ordered downtown banners and talked about the impact from COVID-19 and HOT collections.

## VI. Presentation by Director of Communications Sarah Greer Osborne

Sarah shared the budget and agreements for the Butler Longhorn Museum (FY 2020 Budget and Operating Agreement) with the board for review and discussion for upcoming budget planning for FY 2021. Discussion points centered around the contract renewal for Butler Longhorn Museum with the board asking questions about future funding plans. The board raised questions about the status of their existing business/marketing plan, plans for financial feasibility of improvements, programming, hours and staffing. The board discussed the percentage of dedicated funding, an audit and considering an application process for the

support of historic attractions. The board would like to make a recommendation to council. For an audit and explore a possible sub committee to oversee this effort.

**Motion to move \$325k allocated for BLM and put it in CVB reserves for next year:**

**Bridget Bear**

**Approved: Unanimous**

VII. Review of Financials

A financial report was distributed to CVB Board members. Sarah mentioned that planning and budget meetings are underway. Hotels are closed due to COVID-19 which have changed funding projections dramatically. Fund balances in advertising were held due to staffing changes and remain. Plans for post-COVID-19 summer promotions are in the works. Bay Area CVB payments are being excused for the year so funds will be re-allocated for recovery promotions. Stephanie will make a presentation to council on June 9, 2020 to share the CVB's current tourism initiatives. Internal budget meetings will follow, and new financials will be shared with the board at the next meeting. There were no HOT Grant applications to review.

VIII. Request for Future Agenda Items

- Board Member terms are up in December + Open position
- Budget Plans for FY'21

IX. Announcements

Shawna gave an update from the Bay Area CVB regarding COVID-19 budget changes. They are forgiving hot payments for this year and have shut down visitor their public center permanently. Shawn said they are looking at more of a mobile visitor center. They are also working on a visitor profile study and digital advertising are restarting. Kemah Boardwalk Inn, South Shore, Hilton are reopening

X. Next CVB Advisory Board Scheduled Meeting—June 17, 2020

XI. Adjournment

Meeting adjourned at 11:38am