

## Meeting Minutes - Convention & Visitors Advisory Board Meeting

Wednesday, June 24, 2020 10:30 a.m.

Johnnie Arolfo Civic Center

400 West Walker Street, League City, TX 77573

### I. Call Meeting to Order

- Bridgett Bear called meeting to order at 10:35

### II. Roll Call and Declaration of Quorum

Absent: Kalpesh, Jimmy Molina, Jacob Pratt

### III. Citizens Request to Address the Board

### IV. Discuss and Consider Approval of Meeting Minutes

- a. Documents: May 20, 2020 CVB Advisory Board Minutes

Dee Scott - Motion to approve what is presented

Seconded- Unanimous

### V. Application for HOT funding for Taste of the Bay

Presentation by Dewan....

- Potential signature event for the city
- 40 different wineries/restaurants showcasing diverse businesses in the city
- Title sponsorship \$5000
- Recognition, event tickets, spotlight table/booth at entrance, website/social media recognition
- Date TBA early September
- Existing relationships with restaurants
- Restaurants expected to engage in this event

Tejal – contingency plan?

- Push event back to possibly November, flexible dates and potential venues

Tejal – Other cities?

- LC is the first and only city involved, so far

Dee Scott - Restaurant involvement? Raised concerns about restaurant commitment

Shawna Reid – raised concerns about marketing in the current involvement

Sarah Greer Osborne – Vendors are hesitant to make decisions and commit to involvement in other events

Amber Murphy – raised concerns and spoke about marketing budgets possibly diminished across the industry

Bridgett Bear – What day of the week?

- Thursday or Friday

Sarah Greer Osborne – suggested Saturday afternoon instead to avoid taking week night dinner traffic away

Bridgett Bear - Thursday night worked very well in the past

Cory – make exceptions? Utilize technology and zoom meetings to shorten event planning/marketing

Dee Scott – does it fit into guidelines previously set up for other events?

Stephanie Molina – local event, reach local foodie influencers/groups and expand market, food competition component

Tejal – outreach to other regions

Dee Scott – raised concerns about ticket expense. Will customers spend the money to attend?

Sarah Greer Osborne – Houston has a huge foodie population, potential to attract more Houston people to visit

Stephanie Molina – dates for Houston/Galveston restaurant week?

Amber – more of a potential for partnership in the future, not this year

- Sugarland Wine and Food affair, eventually to scale to create a 3-day event

Sarah Greer Osborne – suggested more of a localized “Mom and Pop’s” shops experience

Unanimous – Which restaurants participated last year?

Sarah Greer Osborne – Maybe this isn't the year, or maybe wait until September and plan accordingly

Tejal – rethink as a board and decide to discuss at a later time?

Dee Scott – suggested to Dewan to involve more members and set up a committee, come back at a later time with a more defined plan

Bridgett Bear – committee/chair has been effective in the past – suggested to Dewan to form a committee and “get the pulse” of the restaurant community

**Cory – motioned to table this to August meeting**

**Tejal – seconded**

Bridgett Bear – 1<sup>st</sup> & 2<sup>nd</sup> all approved – unanimous

VI. Presentation by new CVB Manager Stephanie Polk

a. Current project updates

- Plan book -
- Destination Next – framework to develop things
  - Currently in explorer category
  - Moving into basic SWAT analysis
  - Bridgett Bear requested more copies
  - Destination awareness – content strategy, social media strategy, new website is now live
  - Content being developed, better design than previous website

Content – Inspire traveler, showcase experiences, sharing moments, attract travelers

- Brand development and copy strategy
- Logo? Not necessarily the priority
- Travel campaigns, destination messaging
- Visitor Survey from local population – will help direct creative with data
- Market research is coming – “Mightocology?”

Seasource market -

- Data, visitor insight information, gps mobile and geopoint points of interest, demographic information, programmatic marketing

Sarah Greer Osborne – importance of research and need for data

- Short term rental, hot tax collection fix
- Registration form downloadable/system in place – eventually will be digital (LodgingRevs?) - subscription to software, pays for itself quickly

Dee Scott – permit for short term rental? Yes

- Short term rental owners pay taxes directly

Tejal – raised concerns about locating short term rental owners out of compliance

Stephanie – potential software company could handle that entire process

Sarah Greer Osborne – AirBnb seeing big rise as more people are comfortable staying in short term rentals vs. Hotels

b. Tourism Strategy & Marketing Plans

- Billboards 6/29 - 10/4
- Sarah Greer Osborne – other billboard designs possible as well, “The water starts here”
- Community impact newspaper and website, editorial, placed in Sugarland and Katy markets
- Online advertising, Houston metro-wide directing traffic to CVB website, monitoring traffic

Tejal – Hobby and IH airport advertising?

- WAZE partnership advertising?
- Social media performance, daily posts, improved engagement
- Birding – developing content
  - Lone Star Coastal Alliance strategic partnership
- League City Tourism survey
- Style template guide

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

- Coloring pages – distributed to hotels, etc.
  - Residents do not know landmarks and locations
  - Distributed at July 3<sup>rd</sup> & 4<sup>th</sup> events for kids to color/gain attention of parents and visitors
 Citizen appreciation event – Hometown Heroes 9-1, cars decorated patriotically, drive-by caravan and contests will be announced the following week
- League City bags handed out with hand sanitizer, mask, coloring pages, LC fans, etc.
- Summer of Fun Passport – Hotels place signs in lobbies, includes fun activities for people to safely participate in and collect stickers
  - Tool to attract visitors
  - Inside of City Matters as a tear-out insert, extra copies at City Hall
- “I-3-League City” pins

#### VIII. Review of Financials

##### a. Document: FY 2020 adopted budget and special event fund

- Proposed budget, still evolving
  - Missing revenue report from the city
  - Cutting back on spending for local events
 Sarah Greer Osborne – Tier system? \$5K maximum? Must fall within hot tax guidelines
  - Focus on identity/branding/marketing so that more spending for events can be allocated in the future
  - Murals – bringing in Houston-area mural artists to help build culture
  - Masonic Lodge? Water tower behind League Park?
  - Quick wins, committee to form possibly later

Dee Scott – side of the Dollar Store?

Boxes – painted, guidelines, mimic what other cities have done

Tejal – Recommendation council? Butler Longhorn?

Sarah Greer Osborne – contract ends 2021

Larry – contingent of citizens want the Girardi House as a museum, already-scheduled budget meetings, advised public to speak at upcoming budget hearings, dynamic shift in budget this year

Stephanie Molina – raised concerns about being over budget and in violation of stipulations/outlines for certain percentages of expenditures in specific categories

Sarah Greer Osborne – room for growth in art expenditures

Stephanie Molina – spoke to the importance of plan for direction and ability to back up the changes in budget

IX. Request for Future Agenda Items

Larry – Budget financials, revenues?

Stephanie – missing the new numbers/revenue reports

Sarah Greer Osborne – reserves rolling over into 2021, relationship with Bay Area CVB – budgeted funds will no longer be used in 2020 and will roll over or cushion, will bring quarter updates to next meeting

Stephanie – subscription to software (ZapTax?) that pulls hotel tax revenues, industry-wide reports

Larry – need for a city auditor

Sarah – worth it to invest in software/companies to track

Tejal – amend approval process for requestors of hot tax funds?

Sarah – create future agenda to create official changes in process and make it public

Sarah – terms coming up in September, will remind those at the next meeting

X. Announcements

- Amber – hoping to move forward with open house, moved to entire month of August, a lot of modifications, passport tour with 3 other venues, items for giveaway basket?

XI. Next CVB Advisory Board Scheduled Meeting—July 15, 2020

XII. Meeting Adjourned at 11:59

Please note: Members of the City Council may be attending and participating in the discussion.  
The presence of a quorum of the members of City Council at any time during the proceeding may constitute a meeting of the City Council pursuant to the Texas Open Meetings Act.

This is to certify the above notice was posted on the bulletin board at City Hall by June 19, 2020 prior to 1 p.m. and was posted in accordance with the Texas Open Meeting Act.

Stephanie Molina Polk  
League City Convention & Visitors Bureau Manager