

Meeting Minutes
League City Convention & Visitors Advisory Board Meeting
Jan 27, 2021 10:00 AM

- I. Call Meeting to Order: By Stephanie Polk at 10:10 a.m.
- II. Roll Call and Declaration of Quorum

Members Present: Dee Scott, Shawna Reid, Tejal Patel, Amber Murphy, Bridget Bear. Staff: Ashley Donde, Stephanie Polk, Sarah Greer Osborne. Guests: John Bowen, Larry Millican

- III. Citizens Request to Address the Board: None
- IV. November Meeting Minutes Approved: Bridget Bear, 2nd Dee Scott
- V. League City Development Projects Update

David Hoover, Executive Director of Development Services: Unable to present today. Sarah Greer Osborne provided the following updates: Riverbend: Behind La Brisa, groundbreaking later this year for a mixed-use development, including a marina, restaurants, retail, apartments, office space, hotel, amphitheater, and dedicated budget to public art. The latest Community Impact has an article about it. The bulkheads are in place for marina. This project will help to promote nature tourism, the creek, etc. We are hoping to break ground in the fall and want signage on I-45 to bring more awareness to drive markets.

- VI. League City Art Program Update - Sarah Greer Osborne, Director of Communications

Working with Up Art Studio out of Houston on an art feasibility study. They're putting together a report on how to incorporate public art. By this summer, we hope to have a budget and strategy in place. The studio is also putting together a list of mural artists. This year we will have 5 traffic box murals in 2021, would like to have them birding related. Need to use boxes that are brand new or about to be replaced. Will get 10 years of life from the mural before box is replaced. There are also plans for historic murals in the historic district. The plan after that is to create a community mural program with school districts so the traffic boxes near the schools are wrapped with art designed by student or community artists. The Clean and Green committee will evolve to be called "Keep League City Beautiful" committee. Art and beautification will be the focus.

- VII. League City CVB Manager Update - Stephanie Polk

Stephanie updated the board on various projects and recent programs regarding the Bay Area Houston CVB's board retreat and planning for 2021. The CVB has an RFP out for advertising and has an interim agency working on content development and social media. She updated the board on the holiday shopping campaign which included multiple website promotions, landing places and advertising throughout the holiday season. In December, production focus shifted to planning marketing for Yachty Gras and other related Mardi Gras events. She updated the

board that recently the Taste of the Bay has been rescheduled. The city's first Mardi Gras event, held in League Park, Beads and Bark in the Park was well attended and overall went very well.

In other publicity efforts, she reached out to editors of Texas Highways and Texas Co-Op magazine regarding coverage on League City and the recent efforts for tourism. She's also working on itinerary planning and will host a writer for a visit in March. Advertising – League City is placing an ad in the Texas State Travel Guide and submitted additional attractions to update and refresh editorial. Sarah mentioned an ad placed for Beads and Bark who visited from Houston who saw the ad in Pet Talk magazine. The content program on Tour Texas is performing well. League City has had 234 brochures requests and thousands of engagements. Materials and placement sent for a new Co-op ad with the Texas Heritage Trail in the Texas Events Calendar. Digital advertising via SeeSource was discussed with the board. Stephanie's printed report has full details and graphs with digital media performance. This spring, advertising will focus on spring birding. Regarding social media channels – December was a banner month. Instagram performs the best. Web traffic was excellent for December.

Current efforts are directed to developing birding collateral. Stephanie is working with a photographer for local birding pictures and with Kristine Rivers for additional content, blogs and video. We will be promoting the Great Backyard Bird Count and planning special family friendly event for birding that weekend at the Nature Center. STR Regulation Update - Lodging Revs is ready to get started. Final system training and troubleshooting is currently underway.

VIII. Comments and Reports from members of the Board:

- Bridget requested an updated financial report to see what HOT Grant funds have been paid and what has been delayed.
- Tejal suggested adding LinkedIn to social media channels. She also asked about the impact of the closure of Big League Dreams and how it will impact HOT funds and collections. John Bowen said there is an aggressive plan to get it resolved as soon as possible. It is high on the priority list to minimize impact as much as possible. Larry said they want to get an operator in place ASAP. The facility will need work to get into working condition.
- Shawna: Bay Area Houston CVB will pick a new ad agency, will award contract in mid-March, will start in April and run through December, with renewal option. Mentioned Expedia partnership to provide ads for hoteliers and workshops for our hoteliers. There was discussion of a Clear Lake luncheon coming in May. The TV program YOLO TX filmed last summer, 4 segments. The third segment just aired, had a great reaction to it. Jet Surf out of Seabrook. One featured the local restaurant Ecculent.
- Lobby at the Capitol: Unity Week, educational session. ATT conference center, end of April, Unity dinner on April 28.

IX. Request for Future Agenda Items:

- Financial update

- Board Chair Election
- Presentation from David Hoover

X. Adjournment: Stephanie adjourned the meeting at 11:12am