

Meeting Minutes: League City Convention & Visitors Advisory Board Meeting

Wednesday, March 17, 2021 10 a.m. | League City Civic Center

The meeting was called to order at 10:05 a.m. by Stephanie Polk. New board member, J'Neen Henderson, was sworn in and administered her oath of office. Attendance records taken established a quorum with board members present: Shawna Reid, Bridget Bear, Dee Scott, Jacob Pratt, Amber Murphy, J'Neen Henderson, Kalpesh Patel, Tejal Patel. Guests present: Larry Millican, David Bowen, Kelly Williams. Staff present: Stephanie Polk, Ashley Donde, Sarah Greer Osborne, David Hoover.

There were no citizens in attendance to address the board. February and January 2021 meeting minutes were reviewed. A motion was made to approve the minutes by Dee Scott, and seconded by Bridget Bear. Minutes were approved. Stephanie welcomed the new board members and reviewed the CVB and advisory board's purpose, bylaws and guidelines. A hard copy of the CVB's monthly production report was also provided to the board members.

HOT grant application presentation was made by Kelly Williams, an experienced pageant director proposing a Miss League City annual pageant for the City. If League City becomes the major underwriter for Miss League City, the winners become ambassadors of the city for their entire reign. These pageants are part of the Miss Universe system. The pageants aren't a one-day event. Typically, the event is 2-3 days, plus other events leading up to the pageant weekend. It's a great opportunity for businesses to get publicity and will also provide heads in beds. Celebrities, athletes, business owners, etc. will come to League City for the event. South Shore Harbour will be the main hotel, but the pageant will also be promoting two other hotels, Candlewood and Fairfield Inn. Local businesses can promote themselves with items in goodie bags given to contestants (coupons, etc) and can become sponsors. The cost of the event would be between \$35-\$50k. Kelly is asking League City for \$25k as major underwriter, as well as in-kind contributions along the way. The event would be held March 24-26, 2022.

An update on League City Riverbend project was provided by David Hoover, Director of Development Services. Talking points: Work on Riverbend has been underway for about 2 years. The project will have 8-9 restaurants total. The first restaurant will be called Speckled Trout. Hopefully will start seeing some construction by this summer. There will be an internal amphitheater that can hold 600-700 people, along with a marina, trails, 30k-sq.-feet of retail space, 46-48 townhomes, senior living, and office space as well. It's designed to be mixed use area that would generate its own economy. Aloft hotel will be 130 rooms, won't be in place for about 3-4 years. Restaurant will be first thing done, then trails, etc. Many of the "things to do" will be in place during the first phase. Unique architecture and design will look nice and be visible when first driving into the city. Art will be part of the site according to agreement. The whole project is expected to take around 12 years to complete.

Comments and reports from members of the board included the following:

- Bridget - South Shore is kicking off their wine dinners in April, and will have a rum dinner over the summer. Pool opened for spring break. They will host 5 Sip and Sail events in May and also have a Mother's Day brunch.
- Kalpesh said hotels are getting busier. He is also opening a liquor store, Cloud Wine and Spirits, with wine classes, charcuterie classes, etc.
- Shawna said Butler Longhorn episode of YOLO TX will air this week. Converge on the Capitol event is March 26 at 11 a.m. and we can speak to our legislators. Working on BAHCVB website pages and blogs. Spring break is going well at Kemah and Space Center Houston. Bay Area Houston CVB looking

to change to regional marketing approach. Birding also launching with the new virtual birding classes.

- Stephanie discussed FeatherFest in Galveston and spring migration coming up, explained audience building based on our virtual classes, targeting them for field trip events in May. She will be geofencing FeatherFest with SeeSource. League City is trying to get our Bird City certification and is also going to be a Bee City.
- Amber said Butler's Courtyard has been booking well, with record-breaking months in Jan and Feb. She will be attending Bay Area Bridal Show in April 11 (on Sunday) at the Hilton. She is also planning for a pavilion, so they don't need to use the tent for outdoor weddings.
- Tejal said they've been busy, especially after the ice storm. She said they now have a screen-printed League City logo on their bubble wall.
- Esteban's has also been getting busier, booking more banquets.

The CVB Board Elected Chair Positions. Amber Murphy elected CVB Board Chair. Amber was nominated by Bridget, motion was seconded by Dee. Vote: Passed. | Bridget Bear was elected Vice Chair. Bridget was nominated by Dee Scott, motion was seconded by Kalpesh. Vote: Passed

The CVB Board held a discussion regarding the presentation and funding of Miss League City Pageant Grant. Discussion ensued about how funding the grant would benefit League City name recognition and branding. The event would draw families and attendees from many cities to participate and the ROI potential is great. A motion was made to fund the pageant, using half of HOT budget from this fiscal year and half for next. The motion was seconded by Tejal Patel. Obtained: Bridget Bear; the vote passed.

The meeting was adjourned by Stephanie Polk at 11:27 a.m.



Stephanie Polk, CTE, TDM
League City Convention & Visitors Bureau Manager