

Meeting Minutes – April 2021

League City Convention & Visitors Advisory Board Meeting

When: April 21, 2021 10:00 AM
Location: League City Civic Center

- I. Call to order at 10:07 by Bridget Bear
 - a. Swearing in of new CVB Board member, Manish Maheshwari
- II. Quorum was established and attendance recorded as follows. Members present: Bridget Bear, Kalpesh Patel, Manish Maheshwari, Dee Scott, Jacob Pratt, Shawna Reid, Guests present: Larry Millican, John Bowen. Staff present: Stephanie Polk, Sarah Greer-Osborne, Ashley Donde.
- III. Citizens request to address the board: None
- IV. Approval of March meeting minutes - Bridget Bear had a change to Sip and Sail event. Will be May through September. Also caught a spelling error. Dee Scott approved; Kalpesh seconded.
- V. Tourism Manager Update – Stephanie Polk
 - a. Birding: We have a new Bay Area Houston Birding Guide! It will go in the birding bags for hotel packages. They will also be at Texas travel stops, including the highest trafficked one in Orange. Virtual and in-person birding classes have been going well. There are also field trips coming up, first one is Sat., April 24. Promotions running, including birdwatchers ads from SeeSource. Big Sit Weekend: May 14-15 at Heritage Park. May 14 is a movie night, May 15 is bird count for 24 hours.
 - b. Hosted an influencer, Reesa Rei, who spent a weekend in League City and published a blog, took a lot of photos, video and covered her trip on social media.
 - c. Tour Texas advertising program, League City is running in this month's Texas Roadtrip eNewsletter. Stephanie also mailed out 477 visitor guide packets in response to postal requests through the online lead generate program.
 - d. New banners in Historic League City with QR codes.
 - e. Bay Area Houston CVB: They recently selected a new marketing company, focusing on new regional tourism approach. More specific goal setting moving forward.
 - f. Financial report: 2nd Q of 2021 are starting to come in and an updated revenue report will be provided next months. Travel trends are pointing up for the summer.
 - g. Website: Continuing to grow, up from last year. Social Media: Instagram is getting most traction.

VI. Communications Update – Sarah Greer Osborne

- a. Sundays in the Park will be every Sunday in May from 12–4. Sponsored by AmeriWaste. Just submitted new budget last week. Council budget presentation will be Aug. 9. New resident guide was just printed. Distributing it at Realtors breakfast on May 19, and at Sundays in the Park. Have 5,000 copies to start with, Memorial Hermann paying the cost.

VII. Comments and reports from members of the board

- a. John Bowen went to the SSH wine dinner, enjoyed it.
- b. Jacob: Esteban’s had record month last month and looking to be a record month this month as well.
- c. Kalpesh’s new liquor store is open and looking to do new wine and charcuterie events.
- d. Bridget Bear: Recent episode of TLC Out-Daughtered Show featured Sugar Plum event at SSH.
- e. Shawna Reid: May 19 doing Bay Area Houston 101, May 20 at 3 p.m. having a HOT funding seminar from Texas Lodging Association over Zoom, May 25 Clear Lake Area Chamber tourism luncheon, June 24 State of the Bay event at Lakewood Yacht Club.

VIII. Request for future agenda items: none

IX. Adjournment by Bridget Bear at 11:21



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