

May 2021 Meeting Minutes League City Convention & Visitors Advisory Board

When: May 19, 2021 10:00 AM Location: League City Civic Center

- I. Call to order: Amber Murphy called to order at 10:07
- II. Roll call and declaration of quorum - Members present: Shawna Reid, Bridget Bear, Tejal Patel, Amber Murphy, J'Neen Henderson, Manish Maheshwari, Dee Scott, Kalpesh Patel, Pat Hallisey. Staff present: Sarah Greer Osborne, Stephanie Polk, Ashley Donde. Guests: Larry Millican, John Bowen, Jill Reason, Pam Culpepper, Todd Thornton.
- III. Citizens request to address the board: None
- IV. April 2021 Meeting Minutes approved. Motion made by Bridget Bear, seconded by Kalpesh Patel. Passes.
- V. Post-Event Report Presentation - 2021 Thornton Invitational Gymnastics Tournament by Todd Thornton, owner of Thornton's Gymnastics Center.

Post Grant Report: Covid restrictions made things difficult. Stephanie talked with Hometown Heroes and enabled them to have 200 people in the event. Spread it out over 3 days (Fri., Sat., Sun.). Didn't have as many kids this year because of Covid. Had 298 kids this year, last year had 370. Placed QR codes around the event for people to fill out asking about where they're staying, only 4 people filled it out. They also tried to track hotel stays when people checked in by verbally asking them. They counted 117 total nights booked in hotels in League City. Todd wants to grow the event to be much bigger and have out of state gyms come participate. Looking to add a girl's competition next year. Hometown Heroes can only handle 500 people, Todd wants 1200 kids plus 3-4 spectators per kid. He could host regionals if he had a bigger venue, with people coming in from six different states. Most kids are coming from out of League City for the event. They can't host the event with grant money and help from the City. Other groups also want to host here but the venue fee is too much for other groups to pay. Todd wants to keep the event in League City, but wants the City to be on the same page. The group discussed various ways to track hotel stays in the future.

- VI. HOT Grant Application Presentation - Bay Area Houston Ballet & Theatre by Jill Reason, Executive Director (Pam Culpepper also here, the executive chair)

Presentation: Jill explained that we are investing in the growth of the City when providing HOT funds and that part of HOT taxes are to be used for promoting and funding the arts. BAHBT is helping promote the arts in the area and has 60-70 members who train daily. They host four productions a year, and one fundraiser—the Sugar Plum Fairy Breakfast. 2020 was the 30th year for the Sugar Plum breakfast. They didn't cancel due to Covid. They extended the breakfast to have 3 seatings instead of one. They are keeping the Saturday tea this year to offer to more people. Reserved rooms stayed pretty consistent even during the pandemic. They have a good tracking system through their ticket sales with a survey. In recent years they added events like story time with Clara the night before and the After Party to encourage overnight stays. Ticket sales only provide 22% of the BAHTB annual budget.

- VII. Tourism Manager Report – Stephanie Polk

Big Sit held last weekend, went really well. Had "famous" birders in attendance. The president of Houston Audubon Society attended. Got lots of positive comments, well received. Counted 55 species. The night before they had a movie night with kayak rentals and games. Had about 40-50 for the movie night. Zoom birding classes had total registration of 4,535.

Discussion and Vote on BAHBT grant money: Bridget will abstain from voting because it's at her hotel. Dee is asking if we have the money (will be FY 2022). Sarah said this event brings rooms and provides an identity. Dee Scott moves to fund the ballet for \$20k out of FY 2022 budget. Tejal seconds the motion. Amber calls for the vote. Unanimous approval.

VIII. Communications Update – Sarah Greer Osborne

Sundays in the Park is going well. Having a special Memorial Day event during the final one. Will have an interactive art display with poppies. Will also have a ceremony on Memorial Day at Fairview Cemetery. Will have interactive displays at the historical society. Will have living history actors along with food and drinks.

IX. Comments and reports from members of the board

Shawna Reid did an event in Galveston about customer service/hosting/hospitality. State of the Bay is on June 24. Kemah's events are beginning again – Bites on the Boardwalk, Rock the Dock, etc. Butler's Courtyard's improvement project is 90% done. There were 12 weddings booked last month! Kalpesh Patel's business is hosting a cheeseboard class with Cloud Wine this Saturday and on June 17th with Chef Mary.

- X. Requests for future agenda items – Budget '22 plans for HOT funding. Update on Butler Longhorn Museum meeting and business plan presentation.
- XI. Adjournment - Amber Murphy closed the meeting at 11:44 a.m.



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