

League City Convention & Visitors Advisory Board Meeting Minutes

Wednesday, January 25, 2023 10:00 AM

Johnnie Arolfo Civic Center

400 West Walker Street, League City, TX 77573

- I. The CVB Board Meeting was called to order at 10:06am by Amber Murphy.
- II. Attendance was taken and a quorum was established. Present Board members included: Bridget Bear, Amber Murphy, Jode Kaluza, Jacob Pratt, and Jaime Terry. Staff and ex-officio members present: Stephanie Polk, Sarah Osborne, Councilman Sean Saunders, and Councilman John Bowen. Absent Board Members (Tejal Patel and J'Neen Henderson) called Stephanie Polk prior to the meeting to let her know they would be unable to attend.
- III. Citizens Request to Address the Board: Dee Scott, Board Member whose term had expired, spoke briefly to welcome new members, and emphasized the Board's importance and its positive impact on the City. Stephanie thanked Ms. Scott for her service and support over the past few years. Ms. Scott left the meeting after her farewells to the group.
- IV. November 2022 Meeting Minutes were reviewed by the Board. A motion to approve was made by Bridget Bear, second by Jacob Pratt, a vote was taken, and the minutes were approved with no opposition.
- V. Review and Discussion of HOT Tax Funding Guidelines - Stephanie Polk presented the Board with background on hotel occupancy tax funds and explained the use and guidelines for spending hotel occupancy taxes. The Board received copies of *What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes* as a comprehensive resource about the rules regarding HOT expenditures. CVB Board bylaws and mission were also shared along with League City CVB's tourism plan, budget, and destination marketing strategy. The group discussed the CVB's budget and special programs. League City's HOT Grant Program which awards funding to programs through an application process and directly involves the Board was also presented and discussed.
- VI. League City Tourism Report and Financial Update - Stephanie Polk provided the Board with a hard copy of January's Board report. She recapped December 2022 projects: Hometown Holiday Campaign, events and the Holly Jolly Shopping Trail Passport and presented the group with reports on advertising, website traffic, and social media activities. Accomplishments in 2022 were noted in the report. Sarah Osborne commended the League City CVB for being named Best Destination Marketing Organization in Texas and recognized Stephanie's efforts to grow League City tourism. Stephanie also reviewed the latest CVB financial reports with the board.
- VII. Communications Update - Sarah Osborne provided an update on several Communication Department programs including Citizen University, which begins soon. Sarah Osborne and Amber Murphy, spoke highly about the program and encouraged other Board members to consider enrolling. Sarah presented about the City's Arts

Initiative and goals to increase public art and grow art-related events. Sarah also provided an update about the festivities surrounding the opening of the new Dog Park at Hometown Heroes, as well as the unveiling of new sculptures and a live sculpture carving at the event, which is planned for Saturday 1/28/2023 from 10-4 at Hometown Heroes. Sarah added that the Board will be getting an invitation for an upcoming Board and Committee Dinner set for 2/16/23.

- VIII. Reports and Comments from Members of the Board - Jacob Pratt discussed a recent closure over the past weekend involving a water line break that affected his business. Jode Kaluza, shared excitement about being a new CVB Board member and is looking forward to serving. Jaime Terry echoed her statement and asked how many short-term rentals were in League City. Councilman Sean Saunders discussed the difficulties other cities have had with regulating and tracking short term rentals. Discussion ensued about tracking, monitoring and compliance issues surrounding STRs. Amber Murphy mentioned this weekend's open house event at Butler's Courtyard and the upcoming Valentine's Day Elopement special. She added that weddings held at Butler's Courtyard have put 468 heads in beds last year, at South Shore Harbour Resort. Bridget Bear provided information about SSHR's upcoming Wine Dinner and the hotel's updated marketing efforts. She shared a recent market survey and new marketing partnership with Elevate / KPRC and Houston Life. The group discussed the League City show that aired twice and how effective the exposure was for the Houston market. Bridget mentioned the survey findings and the importance of Houston as a primary leisure travel market. Councilman John Bowen updated the group about possible Main Street Grant funding that may become available. Bowen mentioned learning from HGAC about new opportunities that may benefit League City through the Main Street revitalization program.
- IX. Upcoming meeting reminders were shared: February CVB Board Meeting: 2/22/2023, Boards, Commissions & Committee's Dinner: 2/16/2023, 5:30-8:00pm, and the March CVB Board Meeting: 3/15/2023.
- X. The meeting was adjourned at 11:01 by Bridget Bear.



Stephanie Polk, League City Convention & Visitors Bureau