

Meeting Minutes– February 22, 2023
League City Convention & Visitors Advisory Board Meeting

Wednesday, February 22, 2023 10:00 AM
Johnnie Arolfo Civic Center
400 West Walker Street, League City, TX 77573

- I. Call to Order – 10:03 a.m. by Amber Murphy
- II. Roll Call and Declaration of Quorum: Board Members present: Amber Murphy, Bridget Bear, Jode Kaluza, Jaime Terry, Tejal Patel, J’Nean Hendersen; Staff Members and Ex-Officio Members present: Stephanie Polk, Ashley Donde, Sarah Osborne, Devin DePascal, Juliana Aguilar; Guests present: Dewan Clayborn
- III. Citizens Request to Address the Board - none
- IV. Discuss and Consider Approval of Meeting Minutes from January 2023: Motion to approve minutes by Bridget Bear, Second: Jaime Terry. All in favor. Passes.
- V. Review and Discuss League City HOT Grant Follow Up Reports
 - a. Clear Lake Chamber – Christmas Boat Parade
Board members looked over copies and reviewed the Clear Lake Chamber’s post-event report. Members questioned estimates about hotel rooms pick up and discussed hotel impact based on reported banquet expenses at South Shore Harbour Resort. Stephanie will send follow up questions to the Clear Lake Chamber regarding room nights.
 - b. Bay Area Houston Ballet & Theatre – Sugar Plum Fairy Weekend
Board members looked over the Bay Area Houston Ballet & Theatre’s Sugar Plum Fairy weekend post-event report. Discussion included funding thresholds for grants.
- VI. Communications Update - Sarah Osborne
Annual Report is arriving in mailboxes. It is currently a slow period for city events. The City recently had a successful opening for the east side dog park which includes new art sculptures. Preparations are beginning for the White Linen Nights event, which will take place June 10, 2023. Applications for artists will be going out soon.
- VII. Convention & Visitors Bureau Update – Stephanie Polk
Miss League City Pageant will be happening on March 2-4, with the final show being on March 4 at 5 p.m. at South Shore Harbour Resort. A photoshoot for League City Historic District with the pageant contestants will be on March 1. Spring ad placement will include Food & Travel Magazine, 2023 Meet Texas Guide to CVBs, Culture Map Houston, and TourTexas.com. New brochures for Dining and Shopping Guides have been released. A new “Shop Talk” meeting is happening March 6 at 10 a.m., the goal is to bring together shopkeepers in League City to network and share feedback on recent shopping programs. Marketing Spotlight highlighted Visit Widget travel app, January performance, and 2022-2023 stats. League Park Visitor Center & Café will be opening soon.
- VIII. Financial Report – Stephanie Polk
Stephanie reviewed the current financial report with the Board.
- IX. Reports and comments from Members of the Board
J’Nean Hendersen: Recently attended several Living History shows, teas, and fashion shows including one in LLano. Dewan Clayborn: Main St. Bistro moving to Walding Station, Old Time Candy Shop will be there, and other nice amenities in that section of Downtown LC. Amber Murphy: Butler’s Courtyard Valentine’s Day event was packed and went very well. Bridget Bear: KPRC filming going well, next shoot will be Friday, Feb. 25. Easter Mother’s Day brunch coming up. Sip and Sail will be coming up in May. Salute to Heroes in April.
Jaime Terry: Started an Instagram page called HeyLeagueCity for visitors and area newcomers. Jode Kaluza: Hitting busy season with Million Air. Reservations and bookings are associated with Final 4 and Rodeo season events. Goal is to push people this way to League City with private flights. Devin DePascal: Greater Houston Partnership sent out proposal of 50–70-acre project of water park/hotel/shopping.

League City responded and is also working an RFP for with 2-3 groups interested in revising the Blue Building. Tajel Patel: Fairfield doing great, enjoying the post-covid rooming.

- X. Request for Future Agenda Items – n/a. Next Meeting is set for March 15, 10 a.m.
- XI. Adjournment – Meeting adjourned at 10:57 a.m. by Amber Murphy.

A handwritten signature in cursive script that reads "Stephanie Polk".

Stephanie Polk, League City Convention & Visitors Bureau