

League City Convention & Visitors Advisory Board Meeting Minutes

March 15, 2023, 10:00 AM

Johnnie Arolfo Civic Center 400 West Walker Street, League City, TX 77573

- I. The meeting was called to order at 10:01 a.m. by Bridget Bear.
Board members present: Bridget Bear, Jode Kaluza, J'Neen Henderson, Jaime Terry, Tejal Patel, Jacob Pratt. Staff Members and Ex-Officio Members present: Stephanie Polk, Juliana Aguilar, Michelle Villarreal, John Bowen, Sean Saunders, Rick Davis, Dewan Clayborn
- II. Citizens Request to Address the Board - John Bowen gave a brief travel report after a recent visit to Las Vegas. He spoke about the HOT taxes and tourism revenues from the casinos and gambling in Las Vegas and wanted to relate the news to the board for thought.
- III. Discuss and Consider Approval of Meeting Minutes: A brief discussion was held on Clear Lake Chamber's additional information in their post-event report. The board did request future recap report presentations for both Clear Lake Chamber and Miss League City USA pageant. Motion to approve minutes by Jode Kaluza; seconded by Tejal Patel. All in favor. Passes.
- IV. Board Training on Policy, Rules, and Procedures – Michelle Villarreal, Deputy City Attorney gave an overview presentation on boards and board meeting procedures as a refresher on Texas Open Meetings Act rules for the CVB Board. Slides would be shared with the Board after the presentation.
- V. League City CVB Manager Report – Stephanie Polk

February Production – The Miss League City USA Pageant had several events the first week of March including a promotional photo and video shoot, a media brunch, and the pageant final show. Thornton Gymnastics tournament held two weekends of tournaments. The first weekend's Invitational brought over 640 competitors and 1,400 spectators. The second weekend was a Texas State-wide championship competition. The First Shop Talk meeting was held recently, and shop owners commented on the customer traffic from the two big March events. Stephanie provided a financial update for the first quarter and spoke about efforts to collect HOT from short term rentals. She gave a report on website performance and social media channels. Current tourism project updates included updates on website development, birding marketing plans, and a Spring Break e-blast with Culture Map. New dining and shopping guides were published, and work is underway on visitor center floor plans, drafting a RFP for a café vendor, and a meeting regarding minor construction.
- VI. Board Discussion, reports and comments from Members of the Board included:
J'Neen: Met with Kemper League House and will be doing a fashion show there in May.
Bridget: Update on the KCRP ads, looking at final drafts tomorrow. The sixth annual Salute to Heroes event is coming up. Sunday brunch for Mother's Day and Easter is coming soon.
Dewan: There was a women's market last week hosted by the League City Regional Chamber, there is an Infrastructure Summit next week, and in late April will be the State of Space event with NASA.
- VII. Requests for Future Agenda Items – None
- VIII. Adjournment – 11:06 a.m. by Bridget Bear



Stephanie Polk, League City Convention & Visitors Bureau