

League City Convention & Visitors Advisory Board Meeting Minutes

April 19, 2023, 10:00 AM

Butler's Courtyard 122 N. Michigan Ave. League City, TX 77573

- I. Call to Order – 10:07 a.m. by Amber Murphy
Board members present: Amber Murphy, Bridget Bear, J'Neen Henderson, Jode Kaluza, Jacob Pratt, Tejal Patel. Staff Member and Ex-Officio Members present: Stephanie Polk, Juliana Aguilar, Amber Pedigo, Sarah Osborne, Michelle Villarreal, Devin DePascal, John Bowen. Guests: Mike Peterson, Katie Benoit, Ronnie Richards.
- II. Citizens Request to Address the Board – none.
- III. Discuss and Consider Approval of Meeting Minutes – Motion to approve minutes by Bridget Bear; seconded by Jode Kaluza. All in favor. Passes.
- IV. Update on League City Communications Events and Projects
The Art of Paper Gallery submission deadline is May 5. The Gallery will open May 26 and will showcase paper art and creations from the local community. League City will celebrate World Migratory Bird Day with the Wings Along the Water event on May 13. Pups & Pints is on June 3 and will benefit the League City Animal Care. White Linen Night Art Fest on June 10 at League Park. Amber Pedigo briefly spoke about League City Listens and the launch of the platform.
- V. Update on League City Tourism Projects (*Printed Handout Shared*) – Stephanie Polk, CVB Manager
Advertising & Tourism Marketing projects include the Food & Travel Magazine's Spring 2023 issue, new ad placements in the Galveston Daily News publications, digital ad placements with Orange 142, Datafy summer campaigns were submitted to run from 5/1-8/1. New postcards and promotional items were ordered. Marketing collaboration is underway with Lone Star Coastal Alliance who is launching new regional Trip Adventures in May. Around Houston's IPW 2023 will be held on May 20-24 and is an international travel trade show. Bay Area Houston will be part of it through the Visit Houston partnership. Spring Migration campaign was launched, promotion for the campaign extends to promoting birding at Feather Fest in Galveston. The second Shop Talk meeting is on May 18 at 6 p.m. at Butler's Courtyard. Social media and website traffic is steady. Top social post is related to Spring Birding, the COLC shared the Spring Migration Challenge on their social media, and the CVB website received a boost in traffic. Google Analytics has been updated to the latest version, GA4. Top performing web pages are the homepage and the waterfront dining blog. Stephanie Polk also gave a financial update to the group.
- VI. Requests for Future Agenda Items – none.
- VII. Adjournment – 10:49 a.m. by Amber Murphy
- VIII. Walking tour to League Park to see Byrd House and discuss plans for a visitor center.



Stephanie Polk, League City Convention & Visitors Bureau