

## League City Convention & Visitors Advisory Board Meeting Minutes

Wednesday, June 21, 2023, 10:00 AM

League City Civic Center 400 W. Walker Street, League City, TX 77573

- I. Call to Order – 10:04 a.m. by Amber Murphy  
Members present: Jode Kaluza, Amber Murphy, Bridget Bear, Jacob Pratt, Jaime Terry, J’Nean Henderson. Staff + Ex-Officio: Stephanie Polk, Sarah Osborne, Juliana Aguilar, Sean Saunders. Guests: Bill Roach, Roy Green, Angela Bernard with League City Chamber of Commerce.
- II. Citizens Request to Address the Board – None.
- III. Discuss and Consider Approval of Meeting Minutes: [April 2023](#)  
Motion to approve minutes by Bridget; seconded by Jaime. All in favor. Motion passes.
- IV. HOT Grant Follow Up Report Presentation: Salute to Heroes - Roy Green  
Salute to Heroes VI was a success, with 325 attendees at South Shore Harbour Resort’s Crystal Ballroom. The event raised nearly \$50,000 for Clear Creek Education Foundation and Communities in Schools-Bay Area and had 24 room nights that evening. The board awarded \$10,000 for the event, with half given upfront when the board approved the grant last year. The second half needed board approval to be granted. Amber Murphy moved to approve and give the last \$5,000. Jacob Pratt seconded the motion. All board members present were in favor. Motion passed.
- V. HOT Grant Application Presentation: Wings Over Houston Airshow - Bill Roach  
Bill Roach gave a presentation requesting a HOT fund grant of \$15,000 for the annual Wings Over Houston Airshow. He provided statistics from last year’s Wings Over Houston event, with 110,000 attendees and 233 rooms nights at South Shore Harbour Resort. 30-40 additional rooms were booked in League City hotels for the Blue Angels. The event is expected to have 90,000 attendees this year, with the Thunderbirds being the main attraction.  
**Hot Grant Application Discussion:** There is a \$10,000 max limit to the grant, with exceptions. A discussion was held on how to approve the grant. The solution is to present \$10,000 in cash, and \$5,000 as in-kind services for the total of \$15,000. Amber Murphey motioned to approve; J’Nean Henderson seconded. All were in favor. Motion passed.
- VI. League City Tourism Reports – Stephanie Polk, CVB Manager  
Food & Travel, Travel, Taste + Tour Magazine, Destination Galveston County, and I Do magazines all have summertime marketing with ad spreads. See [attachment](#) for more information. Digital ads are happening in TourTexas.com with annual campaign, Culture Map with promoted articles and e-newsletters, Orange 142 with a summer campaign and banner ads, and Datafy with a birding campaign and summer campaign. Recapped the IPW event in San Antonio. Over 50,000 attendees at the event. The Around Houston team had 252 appointments, including trade and media clients. Around Houston has largest activation at the event. League City was represented through Bay Area Houston and Around Houston.  
New City Ordinance, effective 8/1/23, must update to board positions and must change all meeting times to after 5 p.m.. The board had a discussion with Councilman Sean Saunders about the time change and how it affects their businesses. An email will be drafted to plead the case about morning meetings for CVB board.  
Short Term Rental audit update. Stephanie is working closely with the city’s auditor and other departments for process and workflow, city ordinances, and getting permitting and details smoothed out. RFP for the new visitor center is live, will have meetings for construction and site visits happening soon. Financial reports show that HOT tax collection 2023 q1 + q2 are 34% higher than

pre-pandemic numbers in 2019. Working on budget for 2024. [See report.](#)

VII. Reports and Updates from Members of the Board

J'Neen Henderson: Historic fashion show for the League-Kemper House is on July 15. Fundraiser to restore the League-House in Galveston.

Bridget Bear: Summer has kicked off at South Shore Harbour Resort. Hosting DJs over the weekend at the pool. Events include 4<sup>th</sup> of July and End of Summer Bash at the pool, sip and sail cruises, and Thursday night wine dinners.

Sarah Osborne: Art initiative continues. \$22,000 of art budget will go towards more painted traffic box murals. Planning to retrofit League City's entry signs with new lettering/logo. Looking to paint a new mural on the side of the strip mall by the freeway on 518 FM.

Amber Murphy: Preparing for Butler Courtyard's Summer Open House. Venue coaches brought 15 visitors to South Shore Harbour Resort and Stephanie Polk came and spoke to them. White Linen Night Art Fest went well, the 1909 bar was busy. The latest Shop Talk gathering went well.

Jacob Pratt: Repairs to the wall are underway. They are waiting on insurance. The wall is boarded up and the restaurant is open.

Angela Bernard: Changes at the Chamber with new staff, evaluating all of events that are happening and making sure they are impactful and serving their memberships. She is the new event coordinator.

VIII. Requests for Future Agenda Items – Next meeting is July 19 at 10 a.m.

- a. July: Miss League City Pageant Follow Up Report, Bay Area Houston Ballet & Theatre HOT Grant Application Presentation

IX. Adjournment – Meeting adjourned at 11:17 a.m. by Amber Murphy



Stephanie Polk, League City Convention & Visitors Bureau