

## League City Convention and Visitors Advisory Board Meeting Minutes

Wednesday, July 19, 2023, 10:00 AM

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

- I. Call to Order – 10 a.m. by Amber Murphy  
Board members present: Amber Murphy, Bridget Bear, Jaime Terry, J’Nean Henderson, Jode Kaluza, Jacob Pratt, Tejal Patel. Staff: Stephanie Polk, Juliana Aguilar, Michelle Villarreal. Guests & Ex-Officio: Jill Reason, Colton Trout, Councilman Sean Saunders
- II. Citizens Request to Address the Board – None.
- III. Discuss and Consider Approval of Meeting Minutes: June 2023  
Fixed one misspelling to Amber’s last name. Moved to approve as presented by Bridget. Jacob seconded. Motion moved.
- IV. HOT Grant Presentations
  - a. 2023 Miss League City Pageant Follow Up Report – Kelly Williams  
Kelly was unable to attend, but her packet was still presented. Board went over the follow up report, wants to know if the pageant is doing happening again. No follow-up or voting needing.
  - b. 2023 Sugar Plum Fairy Weekend Application Presentation - Bay Area Houston Ballet and Theatre, Jill Reason  
Jill Reason presented for BAHBT’s Sugar Plum Fairy weekend. This weekend is their major fundraiser event. Thanked for League City’s endless support with them. 879 attendants last year, 51 room rates too. Requesting \$20,000 for their annual event. No questions from the board during presentation.
- V. Discuss and Take Action on HOT Grant Requests  

Bridget mentioned the HOT grant request from Wings Over Houston presented in June and clarified the Thunderbirds are not staying at South Shore Harbour Resort this year. League City would no longer getting guaranteed room nights without this contract as previously discussed at the June meeting. The board discussed rescinding last month’s decision of awarding \$10,000 and \$5,000 in in-kind advertising support. No contract has been initiated yet for the grant. There will be an action item added for the August agenda to discuss details and take action on this request.

Bay Area Houston Ballet and Theatre: Asking for \$20,000, the grant award for this project can only be \$10,000 max. Board will grant \$10,000 and continue advertising and marketing services as in previous years. Amber motions to give the max amount of \$10,000; Tejal seconds. Bridget Bear: abstained from vote. Vote: All in favor. Motion passed.
- VI. Update on City Ordinance and Meeting Times – Amber Murphy  
Amber presented to City Council about the committee meeting time changes and how the League City CVB Board is run. City Council received it well, but the case was put on the agenda for the next council meeting and several council members ended up changing their minds. The vote was a four-four split. There is opportunity to convince two council members to change their mind. The board will attempt to go back to a council meeting to state their case again.
- VII. League City CVB Report – Stephanie Polk  
Summer is incredibly busy with summer campaigns running. Stephanie is keeping an eye on

campaign performance from TourTexas, Orange142, and Datafy. Provided monthly stats on the website and Visit Widget from June. Still working on Short Term Rental Audit. Visitor Center updates: construction moving along, painting almost done, bathroom is being redone so it is ADA compliant, and they are currently making decisions on kitchen area. Vendor RFP closed last week, there is one bid. There is a Clear Lake Water Taxi project in the works. A preliminary meeting to gauge interest in the effort was held with nearby cities: Clear Lake Shores, Seabrook, Nassau Bay, Kemah, BAYTRAN and BAHEP. The group scheduled a follow up meeting to create a steering committee and pursue next steps July 26 from 6-7 p.m. The meeting was hosted by Clear Lake Shores. Stephanie also shared 2024 proposed budget documents for the budget workshop on July 31 with the board in the financial report.

VIII. Reports and Updates from Members of the Board

Jacob: Business as usual.

Bridget: Events coming up at SSHR include Sip and Sails, Wine Dinners, Party at the Pool on August 13 with Blue Chair Rum sponsor.

Amber: Butler's Courtyard Open House on July 30. Historical Society still doing Music at the Museum on the last Friday of every month.

J'Neen: Had her fashion show to support and raise funds for the League-Kemper House and it went very well. She might be opening her doors for art classes soon.

Jode: all good

Tejal: Fairfield business is good, the hotel bar is now open during the week instead of just on weekends.

IX. Requests for Future Agenda Items: n/a

X. Adjournment – Meeting adjourned at 11:13 a.m. by Amber Murphy



Stephanie Polk, League City Convention & Visitors Bureau