



NOTICE OF JANUARY 9, 2018 ANNUAL MEETING OF
MEMBERS AND BOARD OF DIRECTORS
11:45 a.m.

To: Board of Directors and Members

PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 2801 Technology Forest Boulevard, The Woodlands, Texas 77381, on January 9, 2018, at 11:45 a.m., for the purpose of:

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;
3. Members Elect the Directors for The Woodlands Convention & Visitors Bureau;
4. Directors Elect Officers for The Woodlands Convention & Visitors Bureau;
5. Public Comment;
6. Consider and approve Minutes from November 15, 2017 Regular Board Meeting;
7. Consider and approve Minutes from November 29, 2017 Special Board Meeting;
8. Consider and approve Financial Report through October 2017;
9. Receive, consider and act upon the addendum to the Service Agreement with Simpleview, Inc.;
10. Receive, consider and act upon the 2018 Media Placement Plan;
11. Receive, consider and act upon the updates to the South by Southwest (SXSW) event in Austin;
12. Receive, consider and act upon lighting process of Lake Robbins Bridge;
13. Receive, consider and act upon the updates to bike share program;

14. Receive, consider and act upon the creation of a merchandising program promoting the Visit The Woodlands brand;
15. Receive, consider and act upon the direction and goals set forth by the Convention Development Advisory Committee;
16. Staff Initiative Reports;
17. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
18. Reconvene in public session and take action on matters from Executive Session;
19. President's Report;
20. Board Announcements;
21. Agenda items for next meeting;
22. Adjournment.

Dated at The Woodlands, Texas, the 5th day of January, 2018.



A handwritten signature in black ink, appearing to read "Mark Wolda". The signature is fluid and cursive, written over a light gray rectangular background.

President of The Woodlands Convention & Visitors Bureau