

**The Woodlands Township**  
**AD HOC ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**Wednesday, November 28, 2018**  
**MINUTES**

The Ad Hoc Economic Development Committee of The Woodlands Township Board of Directors met in regular session, open to the public, on Wednesday, November 28, 2018 posted to begin at 3:00 p.m. The Committee meeting was held in a meeting room at the office of The Woodlands Township, 2801 Technology Forest Boulevard; The Woodlands, Texas 77381 within the boundaries of The Woodlands Township.

**DIRECTORS PRESENT:** Committee Chair Dr. Ann Snyder and Committee Member Carol Stromatt.

**DIRECTORS ABSENT:** Committee Member John McMullan.

**STAFF ADVISORS:** The Woodlands Township President, Don Norrell; The Woodlands Township Director of Community Relations, Nick Wolda; The Woodlands Township Attorney, Robin Cross; The Woodlands CVB Assistant Director, Elizabeth Eddins and CVB Sr. Administrative Assistant, Sonia Guerrero.

**OTHER ATTENDEES:** Amy Lecocq, Community Member and Jane Stueckemann, The Woodlands Villager.

**1. Call to order;**

Committee Chair Ann Snyder called the meeting to order at 3 p.m. There was a quorum of members present; the Committee proceeded to conduct business regarding the following matters.

**2. Receive, consider and act upon adoption of the meeting agenda;**

Motion to adopt agenda was made by Carol Stromatt and seconded by Ann Snyder. Motion passed unanimously.

**3. Public Comment;**

None.

**4. Receive, consider and act upon minutes from October 22, 2018 meeting;**

Motion made by Carol Stromatt to approve the minutes, seconded by Ann Snyder. Motion passed unanimously.

**5. Recess to the Executive Session with counsel, staff and/or affected third parties to discuss matters relating to real property, deliberation of economic development negotiations, discuss personal matters, consult with The Woodlands Township attorney, and discuss funding alternatives and potential agreements with other local, state and federal agencies;**

The Committee did not recess to Executive Session.

**6. Reconvene in Public Session; and take action on matters from Executive Session;**

None.

**7. Receive, consider and act upon recommendation to the Township Board of Directors regarding boundaries and names for the Cultural Arts Area in The Woodlands;**

The Committee received a recommendation by the sub-committee comprised of Nick Wolda, Director of Community Relations; Elizabeth Eddins, Visit The Woodlands Assistant Director; Carol Stromatt, TWT Director and Amy Lecocq, Arts Council member to consider the boundary map presented for the Cultural Arts Area in The Woodlands. The subcommittee looked at the geographical area and focused on The Waterway being the main attraction of the Township. Motion made by Carol Stromatt to accept The Woodlands Arts Area boundary map as presented, seconded by Ann Snyder. Motion passed unanimously.

The Committee received five drafts for the name and logo of the Cultural Arts Area in The Woodlands. The Committee asked Nick Wolda to revise three (3) selected logos and present how these logos would look on signage around the Town Center for the next Committee meeting.

**8. Receive, consider and act upon a recommendation to the Township Board of Directors regarding guidelines for distribution of funds from the Events Admission Tax line item**

Nick Wolda presented a draft for “Guidelines for Cultural Fund Grant Program” to be used in distribution of funds from the Events Admission Tax line item. The Committee discussed the need of the application process. Chair Ann Snyder proposed to table this item to allow for the process of Phase III of the Cultural Arts Study to continue.

**9. Receive, consider and act upon the next meeting date of the Economic Development Committee;**

The Committee discussed next meeting dates and decided to hold the next meeting on Wednesday, December 5, 2018 at 3 p.m.

**10. Consideration of items to be placed on the agenda for the next meeting;**

Committee considerations to be placed on the agenda for the next meeting include the selection of names and/or branding for the designated Cultural Arts Area in The Woodlands.

**11. Adjournment;**

Motion made by Carol Stromatt to adjourn meeting, seconded by Ann Snyder. Motion passed unanimously. Meeting adjourned at 3:55 p.m.