

**The Woodlands Township**  
**AD HOC ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**Wednesday, December 5, 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, December 5, 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, Committee Member Carol Stromatt and 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 and CVB Sr. Administrative Assistant, Sonia Guerrero.

**OTHER ATTENDEES:** Jane Stueckemann, The Woodlands Villager.

**1. Call to order;**

Committee Chair Ann Snyder called the meeting to order at 3:03 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 John McMullan. Motion passed unanimously.

**3. Public Comment;**

None.

**4. Receive, consider and act upon minutes from November 28, 2018 meeting;**

Motion made by Carol Stromatt to adopt the minutes, seconded by Ann Snyder. John McMullan abstained from voting since he was not in attendance during that meeting. Motion passed unanimously.

**The following item was moved up on the agenda:**

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

The Committee received a recommendation by a panel 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 name and logo of the Cultural Arts Area in The Woodlands. Over 25 names were considered for this area, but the panel determined the hub for the majority of the arts in the Township is The Waterway. The name "The Waterway Arts District" was recommended to the Township Board. Nick Wolda presented three recommendations for the logo of The Waterway Arts District in vertical format, in black and white and an alternate color, and mockups of examples on signage around the Township. After much deliberation, the Committee decided to recommend two logos to the Township Board of Directors. Motion made by John McMullan, seconded by Carol Stromatt to accept the recommendation and present options one (1) and three (3) to The Woodlands Township Board of Directors was approved. 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;**

Recessed to Executive Session at 3:30 p.m.

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

Reconvened to Public Session at 3:44 p.m. The Committee took no action after Executive Session.

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

The Committee discussed next meeting dates and decided to wait for the Chairman of The Woodlands Township Board to appoint the members for the 2019 Ad Hoc Economic Development Committee.

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

No considerations to be placed on the agenda for next meeting.

**10. Adjournment;**

Motion made by Carol Stromatt to adjourn meeting, seconded by John McMullan. Motion passed unanimously. Meeting adjourned at 3:45 p.m.