

# Old Town Spring Improvement District



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## Minutes of the Special Monthly Meeting Of Old Town Spring Improvement District Board of Directors

### ESTABLISH QUORUM AND CALL MEETING TO ORDER

The Board of Directors of the Old Town Spring Improvement District (OTSID) held a special meeting, open to the public, on the **27<sup>th</sup> day of September, 2016** at 5:00 pm at the OTSID office, 606 Spring Cypress Rd., Spring, TX 77373, inside the boundaries of the District and the roll was called of the duly appointed/elected members of the Board, to-wit:

|                   |                              |
|-------------------|------------------------------|
| Pam Golden        | Position 1-President         |
| VACANT            | Position 2-Director          |
| Clarence Williams | Position 3-Financial Officer |
| Ron Krueger       | Position 4-Vice President    |
| Mike Rogers       | Position 5-Secretary         |

All of the above Board members were present. Quorum was established. Also in attendance was Elisabeth Meehan, OTSID Office Administrator.

#### 1. CALL MEETING TO ORDER.

The meeting was called to order at 5:10 pm.

#### 2. TO REVIEW, DISCUSS AND TAKE ACTION REGARDING MARKETING AND ADVERTISING STRATEGIES FOR PROMOTING AND BRANDING OLD TOWN SPRING TO BE DEVELOPED AND IMPLEMENTED BY THE DISTRICT.

Pam Golden stated the purpose of this meeting is to discuss the District's role in advertising and marketing, and how to maximize the funds at hand. Pam Golden asked the Board for thoughts on the subject. Ron Krueger asked what the District used to spend on advertising. Pam Golden stated historically it was much higher, in 2007 and 2008 it was around \$100,000.00. Clarence Williams added that number decreased dramatically to almost zero around 2012. Pam Golden reported her attendance a few weeks earlier at a tourism summit put on by the Houston Visitors Bureau which had over 750 attendees. Pam Golden added the majority of the workshop focused on advertising through social media. Clarence Williams added it's imperative to have something fresh and new to offer at the District office for visitors.

Ron Krueger stated a good brand should be the centerpiece of the marketing, noting OTSID has a train letterhead and Spring Preservation League has their own logo. Mike Rogers stated Old Town Spring has been known in the past as a railroad village and asked if the Board wants to develop that or stay away from it. Clarence Williams asked whether or not Old Town Spring needs to be branded as a shopping area or if the District should focus on promoting it as a development area. Pam Golden referenced the branding currently associated with the Visitor's Bureau, the star and shopping bag.

Pam Golden stated the train imagery does not reflect the shopping, dining, and entertainment available in the entire limits of the District's boundaries. Mike Rogers stated even if people only come to one or two stores that contributes to sales tax revenue. Pam Golden noted an additional problem of more shop owners keeping less than regular business hours. Clarence Williams stated he doesn't think the District should brand the town with the shopping bag because the district is not just about shopping. Ron Krueger stated the District encompasses shopping, dining and entertainment.

Pam Golden asked the Board how much marketing and advertising it wants to do. Clarence Williams stated he read some old budgets and the District used to pay \$5,000 for half page ads, as an example. The Board discussed placing an ad with the Old Town Spring Magazine and increasing distribution of it throughout Houston. Clarence Williams stated AI is flexible on pricing. Pam Golden stated AI is still making the guide for November through January and there is still time to place an ad. Pam Golden stated she or Clarence Williams can talk to AI about finalizing an ad for the Visitors Bureau. Mike Rogers suggested the District increase the volume of books so that the area of distribution could be increased.

Pam Golden presented the draft of a marketing/advertising survey to distribute to shop owners in Old Town Spring and asked if the Board had any comments on it. Clarence Williams suggested adding a question about advertising budgets. Mike Rodgers stated the answers could be a multiple choice range. Pam Golden stated the shop owners will be informed the survey is anonymous. Ron Krueger suggested adding direct mail to the list of advertising options.

No motions made.

### 3. ADJOURNMENT.

A motion was made by Ron Krueger to adjourn. The motion was seconded by Clarence Williams. The meeting adjourned at 6:26 pm.

(SEAL)

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Mike Rogers, Secretary

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Prepared by Elisabeth Meehan  
OTSID Office Administrator