

# Old Town Spring Improvement District



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## Minutes of the Special 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 **Wednesday the 25<sup>th</sup> of September at 9:00 am** at the District office at 606 Spring Cypress Rd, Spring, TX 77373, inside the boundaries of the District. The roll was called of the duly appointed/elected members of the Board, to-wit:

Seth Sanders	Position 1-President
Noel Eckberg	Position 2-Director
Dannette Mostyn	Position 3-Vice President
Kelly Speer	Position 4-Treasurer
Mike Rogers	Position 5-Secretary

All of the above Board members were present. Also present were Elisabeth Meehan, Lana Williams, Sue Mallott, Clarence Williams, Tracy Peck, D. Peck, Gloria Williams and Tracee Evans.

### 1. CALL MEETING TO ORDER

The meeting was called to order at 9:00 am.

### 2. TO REVIEW AND APPROVE MARKETING EXPENDITURES FOR THE DISTRICT, INCLUDING THE PURCHASE OF RADIO, TV, PRINT, ONLINE AND SOCIAL MEDIA ADVERTISING

Seth Sanders reported he and Kelly Speer met with the Hallaron ad agency located in The Woodlands. Seth Sanders stated the District has previously discussed working with a marketing or PR firm to promote Old Town Spring. He added the District previously collaborated with the Spring Fire Department on PSAs on cable, with the District and the Spring Fire Department receiving 373 ad spots for four months for \$2,000. Seth Sanders presented an ad campaign proposal from Hallaron to advertise Home for the Holidays in Old Town Spring. Seth Sanders stated the cost would buy a large number of ads in Spring, The Woodlands, Humble and Kingwood. Seth Sanders stated the Board previously voted to approve a \$25,000 budget for advertising for Home for the Holidays and proposed increasing it to \$65,000. Seth Sanders stated the cost for October, November and December would include both the ads and a filmed 30 second and 15 second commercial. Seth Sanders stated the proposal includes a presentation for a 2020 advertising and marketing plan for Old Town Spring. Kelly Speer stated the October ads for \$25,000 would be non-holiday specific, followed by Home for the Holidays themed ads for \$30,000 in November and \$5,000 for December. Mike Rogers stated it would be good to use Hallaron's expertise to advertise Old Town Spring. Seth Sanders stated the ads would highlight Old Town Spring as a destination. Dannette Mostyn stated it would be good to point out more night time openings and Monday openings in town.

A motion was made by Dannette Mostyn to increase the budget for Home for the Holidays advertising from \$25,000 by \$40,000 for a total of \$65,000. The motion was seconded by Noel Eckberg. The motion carried. (SEE ATTACHMENT #1)

**3. TO REVIEW AND APPROVE EXPENDITURES RELATED TO THE DISTRICT'S 2019 HOME FOR THE HOLIDAYS FESTIVAL**

Elisabeth Meehan presented a report of contracts and costs related to Home for the Holidays lighting, decorations and entertainment. No action.

**4. ADJOURNMENT**

The Board adjourned the meeting at 9:15 am.

(SEAL)

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Mike Rogers, Secretary

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Prepared by Elisabeth Meehan  
OTSID Office Administrator

**ATTACHMENTS:**

1. Proposal from Hallaron ad agency for 2019-2020