



NOTICE OF REGULAR MEETING

Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, February 21, 2017 at 9:00 a.m.
Park Board Plaza, Board Room - First Floor
601 Tremont Street, Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee
The public shall be allowed to address the Committee regarding one or more agenda or non-agenda items. All requests to address the Committee must be submitted in writing to the Committee Reporter the day of the Committee meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.
- VI. Approval Of Minutes

Documents:

[JANUARY 17, 2017 TDAC MINUTES.PDF](#)
- VII. Update On Arts & Historic Preservation Ordinance Amendments (Maureen Patton, 15 Minutes)
- VIII. Discuss Port Of Call Activities & General Cruise Marketing Opportunities (Kelly De Schaun, 20 Minutes)

Documents:

[PORT OF CALL DRAFT.PDF](#)
- IX. Discuss TDAC Strategic Plan (Kelly De Schaun, 20 Minutes)
- X. 2017 Tourism Summit Update (Meg Winchester, 10 Minutes)
- XI. Monthly CVB Reports
- XII. Future Agenda Items
- XIII. Announcements
- XIV. Next TDAC Scheduled Meeting - March 21, 2017
- XV. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter

551 of the Texas government Code, on February 17, 2017 before 5:00 p.m.

Approved
to Format

Verbal Approval
Approval

Maureen Patton

Schaun

Chair, TDAC

Board Executive Director

Verbal Approval

Joyce Calver McLean

Chair, Park Board of Trustees

Approved as

Verbal

Kelly de

Park

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)

TOURISM DEVELOPMENT ADVISORY COMMITTEE

MEETING DATE: January 17, 2017

NAME	ATTENDANCE	CONFLICT OF INTEREST	AGENDA V. 1ST, 2ND	FOR	AGAINST	ABSTAIN
			Regular Meeting Minutes December 13, 2016			
Maureen Patton, Chair	✓			✓		
John Zendt, Vice-Chair	✓			✓		
Buzz Elton	Absent		Absent			
Thayer Evans	Absent		Absent			
Claire Reisweg	✓			✓		
Patty Rouse	✓			✓		
Mike Pistone	✓					✓
Leon Garrison	Absent		Absent			
Steve De Felice	✓			✓		
Rick Galyean	✓			✓		
Will Wright	✓			✓		
Diane Olsen	✓		Absent for Vote			
Trey Click	✓					✓
Gina Spagnola	✓			✓		
Jaree Hefner	✓			✓		
Jamie Christy	✓			✓		
Ron Sutula	✓					✓

MOTION AGENDA VI. Will Wright made a motion to approve December 13, 2016 meeting minutes.

Gina Spagnola second the motion.

Wharves Board/ Park Board of Trustees Outline of Initial Discussions

Quantifying the Impact

Economic Impact Study to be Released by County & City. Numbers need to be understood and generally accepted by stakeholders

Support from Park Board on Economic Impact

- Qualification of Port related Group Business
- Qualification of Pre/ Post impacts on hotels

Portion of Overall Port Revenues Generated by Tourism Activities

Opportunities to Leverage Impacts

Pre- / Post- Packages

Update Port website to include a link to accommodation's page at Galveston.com to promote pre and post stays

Inclusion of Galveston link on confirmation letter to parking patrons

Development of a Digital Cruise Guide with port and destination information

Partnering on the realization of FAM Trips for Tour Operators and/ or sponsorship of event at CLIA Cruise 360 conference

Development and commercialization of packaged tours by cruise companies through on-board excursion offices;

- Houston First CVB Packaging Initiative with bandwango software
- Carnival VP Tourist Operations, Amilcar Cascais, phone 305-599-2600, acascais@carnival.com
- Disney & Royal Caribbean, VP Entertainment & Port Adventures, Jimmy Urry, 407-566-3624, jim.urry@disney.com

Port of Call Opportunities

Currently working on German based port of call opportunity for Amadea in 2017. 600 passenger vessel arriving Monday, April 3 and docking from 7:00 a.m. to 8:00 p.m. Itinerary is Progreso, Galveston, New Orleans and Tampa.

Product will be based on packaged experiences with transportation and entertainment options.

Development with Downtown Partnership and CVB on package offerings.

Port of Call will be good for local businesses (mid week business) and can help to build the national brand the CVB/ Park Board strive for.

Cruise Conversion Initiatives

Installation of electronic kiosks in Terminals streamlining custom content from Galveston.TV.

Deployment of live engagement opportunities with costumed, period characters as ambassadors.

Cultivation of passenger database using password protected email registration process (land page development)

Cultivation of collaborative marketing campaigns between cruiselines and destination

Improved Communications between Port, Cruiselines and Local Stakeholders

Relay of delay or fog information to CVB, Chamber of Commerce and Downtown Partnership

Development of a pressroom/page

Research into 'backyard' sales opportunities from maritime business activities

Development of additional group and business opportunities

Organizational Working Relationship

Consider appointment of Wharves Board representative to TDAC

Advocate for an Interagency agreement