



NOTICE OF REGULAR MEETING

Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, March 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:

[FEBRUARY 21, 2017 2016 TDAC MINUTES.PDF](#)

- VII. Update On Seawall Beautification - David Smith, City Of Galveston (15 Minutes)
- VIII. Update On Port Of Call Activities - Joyce Calver McLean (10 Minutes)
- IX. Discuss And Consider Outlined Joint Marketing Efforts With Port Of Galveston, Kelly De Schaun (15 Minutes)

Documents:

[JOINT.MARKETING.EFFORTS.PORT.PARKBOARD..PDF](#)

- X. Discuss And Consider Recommending The Addition Of A Port Of Galveston Representative To TDAC - Maureen Patton (10 Minutes)
- XI. Discuss The Adoption Of Tourism Development Action Plan For 2017-18 And Beyond - Kelly De Schaun (10 Minutes)
- XII. Update On Trolley Timeline - Trey Click, Trolley Committee (10 Minutes)
- XIII. Present Crisis Communication Guidebook - Leah Cast, Melody Smith (15 Minutes)
[HTTP://WWW.GALVESTON.COM/GUIDE/MAGAZINE/](http://www.galveston.com/guide/magazine/)
- XIV. Monthly CVB Reports

XV. Future Agenda Items

XVI. Announcements

XVII. Next TDAC Scheduled Meeting
April 18, 2017

XVIII. 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 March 17, 2017 before 5:00 p.m.

Approved
to Format

E-Mail Approval
Approval

Maureen Patton
Schaun

Chair, TDAC
Board Executive Director

E-Mail 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: February 21, 2017

NAME	ATTENDANCE	CONFLICT OF INTEREST	AGENDA V. 1ST, 2ND	FOR	AGAINST	ABSTAIN
			Regular Meeting Minutes January 17, 2017			
Maureen Patton, Chair	✓			✓		
John Zendt, Vice-Chair	✓			✓		
Buzz Elton	✓			✓		
Thayer Evans	✓			✓		
Claire Reisweg	✓			✓		
Patty Rouse	✓			✓		
Mike Pistone	✓			✓		
Leon Garrison	Absent		Absent			
Steve De Felice	✓			✓		
Rick Galyean	Absent		Absent			
Will Wright	✓			✓		
Diane Olsen	✓			✓		
Trey Click	✓			✓		
Gina Spagnola	✓			✓		
Jaree Hefner	✓			✓		
Jamie Christy	✓			✓		
Ron Sutula	✓			✓		

MOTION AGENDA VI. John Zendt made a motion to approve January 17, 2017 meeting minutes.

Mike Pistone second the motion.

**Wharves Board/ Park Board of Trustees
Proposal for Collaborative Efforts**

Quantifying the Impact

Home port cruise activities generate a significant portion of the overall revenues generated by the Port. These revenues flow directly to the Port from parking revenues. Secondary benefits are derived by local retailers, accommodations, restaurants, maritime services and ground handlers.

The Port of Galveston will release an economic impact study. Dissemination of the benefits of cruise activities at the Port should be widely circulated and embraced by stakeholders and beneficiaries.

The Park Board can support validation and dissemination of economic impact study by;

- Qualification of Port related Group Business (not included in the report)
- Qualification of Pre/ Post impacts on hotels
- Dissemination of report locally and with legislators

Opportunities to Leverage Existing Business

Galveston tourism partners benefit from Port activities as a home port through pre and post stays, patronage to local restaurants and venues and purchases at local retailers.

The Convention and Visitor Bureau commits institutional resources to the cultivation of cruise business on Galveston through the following activities;

- Allocation of marketing dollars to digital advertising (Cruise Critic) promoting pre and post stays,
- Designation of a CVB sales person to work with travel agents who sell to consumers,
- Participation in ship inspections (travel agent 'fam trips') for invited Carnival travel agents,
- Participation in trade shows; Cruise World (2x), Cruise 360 (1x) travel agent based trade show with appointments for sales,
- Cultivation of relationship with travel agents selling to consumers to offer pre and post stays.

One of the limiting factors in quantifying pre and post cruise business is the lack of a packaged product with a fixed (seasonal) price for the CVB to sell to travel agents. We are also unable to gain reliable data regarding the current impact on occupancy on the island. This is due in part to the fact that the ships leave over the weekend when occupancy rates on the Island already spike.

Some of the most impactful actions for leveraging the cruise ship business on Galveston Island include;

- Focus on the brand of ships to be attracted to Galveston, seek value added cruisers from more high-end luxury cruise lines (Princess, Celebrity, Disney for example). Discount cruise lines will generate mass visitation with limited economic impact to the destination and an association of the brand will value oriented clientele.)

- Attract ships willing to leave on a morning as opposed to afternoon schedule in order to force pre-night stays.
- Attract ships willing to depart on off-weekend days such as Monday in order to drive weekday occupancy.

The following activities were identified by Port and CVB staffers as potential areas of immediate collaboration to leverage pre and post package visitation. No discussions regarding allocation of budgets were had.

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.

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.

Opportunities to Create New Business Opportunities

While Port of Call business will not directly benefit hotel occupancy, it will support ancillary visitor dependant businesses such as retail and restaurants. Recognition as a Port of Call will also help build recognition for Galveston as a national treasure and competitive US destination.

Support by the CVB of Port of Call opportunities can be defined by the following activities.

Port of Call Opportunities

- Track and report on passenger preferences and impact from Amadeus Port of Call in April 2017.
- Work with periodic port of call itineraries to identify local excursions and offerings. Collaborate together with business associations (Downtown Partnership and Chamber of Commerce) to bundle and market offerings.
- Provide collateral promotional materials (destination guides, B-roll, photos, itinerates for local excursions).
- Assist in the development of marketing materials for Port of Galveston for cruise business.
- Support at trade or exhibition shows relative to building visitation.

Organizational Working Relationship

In order to formalize working relations, Park Board will consider an appointment of a Wharves Board representative to the Tourism Development Advisory Committee.