



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Parks and Amenities Committee
Thursday, January 13, 2022 at 9:00 a.m.
Park Board Plaza Board Room - First Floor
601 Tremont, 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 provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting or by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting.

Each Person will be limited to three (3) minutes regardless of the number of items addressed. [HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65](https://www.galvestonparkboard.org/forms.aspx?fid=65).
- VI. Discuss And Consider Approval Of Meeting Minutes (Nicole Charlebois)

Documents:

[12.2.2021 - MINUTES.PDF](#)
- VII. Update On Public Private Partnership Opportunities For Stewart Beach (Ann Hobing, 5 Minutes)

Documents:

[UPDATE ON PUBLIC PRIVATE PARTNERSHIP OPPORTUNITIES FOR STEWART BEACH JAN 2022.PDF](#)
- VIII. Update On Park Revenues And Key Performance Indicators (Corey Holcomb, 10 Minutes)

Documents:

[PAC REV UPDATE.PDF](#)
- IX. Discuss Concierge Services (Ann Hobing, 10 Minutes)

Documents:

[PAC AGENDA OVERVIEW - DISCUSS CONCIERGE SERVICES .PDF](#)

- X. Present 2022 Park Marketing Strategies (Melody Smith, 15 Minutes)

Documents:

[PAC COMMITTEE MEETING OVERVIEW 2022 BEACH PARK INITIATIVES.PDF](#)

- XI. 2020-2021 Committee Work Plan

Documents:

[PAC.PLAN.2020.2021.PDF](#)

- XII. Future Agenda Items

- XIII. Announcements

- XIV. 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 or before January 7, 2022, 5:00 p.m.

Approved

Steven Creitz, Chair, PAC

Approved

Spencer Priest, Chair, Park Board of Trustees

Approved as to Format

Kelly de Schaun, Chief Executive Officer

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)



GALVESTON

* ISLAND *

Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Parks and Amenities Advisory Committee**

12/2/2021 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:00 a.m.

II. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee Members present: Steven Creitz, Jason Worthen, Robert Callies, Lisa Carnes, Anna Deichman, Diane Olsen, Alyson Poston, Kristin Vale, and Joe Zdunek.

III. Conflict Of Interest Declarations

There were no conflicts declared.

IV. Requests To Address The Committee

There were no requests to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Kristin Vale motioned to approve the minutes for November 4, 2021 Parks and Amenities Committee meetings.

Second: Alyson Poston seconded.

Vote: Approved (9-0).

VI. Update On Public/ Private Partnership Opportunities For Stewart Beach (Kelly De Schaun, 15 Minutes)

Kelly De Schaun presented an update on the Public/Private Partnership Opportunities at Stewart Beach. The objective of the Public/Private Partnership's is to improve the visitors experience and generate higher revenue from Stewart Beach. Three companies that responded to the Request for Qualifications (RFQ) proposed building a hotel. While the main requirement is to provide public amenities, a hotel would provide a source of funding

to finance the necessary amenities. As of November 16th, 2021, the Board of Trustees voted to move forward on drafting the Request for Proposals (RFP) for two of the three companies. On January 6th, 2022, a meeting with Galveston City Council will be held to present the RFP. Once proposals have been received, the Park Board will come to a consensus with the City of Galveston on selecting one company.

VII. Discuss Table Of Contents For New Park Policies (Kimberly Danesi, 15 Minutes)

Kimberly Danesi discussed the proposed table of contents for new park policy. The purpose of this new policy list is to provide a standard reference point outlining rules, policies and procedures at the parks. Mrs. Danesi asked the committee to focus on the theme of what will be enforced and provide input via email. Mrs. Danesi will then present the table of contents to the Parks and Amenities Committee in its entirety after it is vetted by senior management, the Park Board's Attorney, and staff.

Kristin Vale requested a drone policy be added to the table of contents.

Joe Zdunek suggested adding a QR code to the sign as new policies come about.

VIII. Update On Park Revenues And Key Performance Indicators (Corey Holcomb, 10 Minutes)

Corey Holcomb reviewed the revenues and key performance indicators for the parks as of November 14, 2021. Our year-round parks, Dellanera RV Park, Seawolf Park and Urban Park showed an under performance in monthly budgeted revenue due to the date of submission of the PAC agenda. The adjusted, actual revenue to include November 14th – November 30th are as follows: Dellanera Camping Revenue: \$166,286.81. Seawolf Park Admission Revenue: \$94,853. Urban Park Total Revenue: \$202,150.

Urban Park is \$147,394.84 under actual budget due to the budget being uniformly distributed across 12 months. Finance is in the process of updating the budget to reflect park seasonality. Seawolf Park saw a decline in visitation due to the Flounder moratorium and stated that this moratorium will not be lifted until December 15th, 2021.

IX. Update On Concessionaire Partner Program For 2022 Season (Ann Hobing, 10 Minutes)

Ann Hobing provided an update on the 2022 Concessionaire Partner Program following the Board of Trustees approval of a change to the bylaws. This change now allows for a First Right of Refusal opposed to a required public bid. The purpose of this change is to retain high quality concessionaire partners. In instances where the concessionaire partner does not wish to sign a new agreement a public bid will then be offered. The Trustees discussed and approved several financial policies considering the change in bylaws. Pertaining to fees, the administrative fee will now be based on a flat rate for each location along the Seawall. Concessionaire partners will now pay a percentage of their gross sales that will be documented through a required Point of Sale system.

For smaller businesses with limited availability, a provisional agreement is now available on a case-by-case basis. Their service may not exceed five times annually or more than \$10,000 in gross sales. If they exceed that limit, they must start the process of becoming a

concessionaire with a long-term agreement.

X. East End Lagoon Task Force Update (Nate Stevens, 10 Minutes)

Nate Stevens provided an update on the East End Lagoon (EEL) Task Force development plan for the trails and interpretive signage. Their first three meetings consisted of an introduction to the RESTORE Grant under which the task force is operating, vision and design for the trails, and utilizing community resources such as staff from Port Aransas Nature Preserve and Houston Audubon. The EEL task Force will have an updated work plan in February 2022.

XI. Presentation Of Dellanera RV Park Programming Calendar (Sky Denson, 10 Minutes)

Sky Denson, The Park Board's Parks Program Developer Intern presented a programming calendar for Dellanera RV Park. Throughout his semester long internship, Mr. Denson compiled research on all six parks. He shadowed Park Managers on multiple occasions as well as the administrative roles inside the Park Board. After extensive research, Mr. Denson built a calendar to reflect Dellanera's seasonal guests; long-term campers from October – May and short-term campers from May – September. Some of the programs that were presented: Monthly Meet & Greets, Thanksgiving Cook-Off, Valentine's Day Drawing, Easter Puppy Parade, and an End of the Summer Luau. The Guest Experience Manager plans to put these programs into action following further review.

XII. Update On Stewart Beach Mobile Amenities (Vince Lorefice, 5 Minutes)

Vince Lorefice provided an update on the status of the Stewart Beach Mobile Amenities. Improvements such as the shade structure, restrooms, concessionaire trailer, showers and changing rooms are progressing. Mr. Lorefice worked with the manufacture to replace the metal frame of the trailer with an aluminum frame based on the committee's requirement for approval. December 7, 2021, the mobile amenities will go before the Finance and Operation Committee for their consideration. If approved, it will go before the Board of Trustees on December 14, 2021. Once a unanimous approval is reached Mr. Lorefice will move forward with the purchase of the two trailer units, utility extensions and urinals for the mobile amenities.

XIII. 2021-2022 Committee Work Plan

XIV. Future Agenda Items

SB Drainage Project Update

2022 Parks Marketing Campaign

Seasonal Exemption Options

XV. Announcements

Anna Deichman shared that she will be hosting an East End Lagoon Nature Walk on December 18, 2021, at 8:30 a.m.

XVI. Adjournment

This meeting was adjourned at 10:17 a.m.



Agenda Item: Update on Public Private Partnership Opportunities for Stewart Beach

Background: The Board convened a joint meeting with City Council on January 6 to discuss with Council having Jones Lang Lasalle, in collaboration with an integrated City of Galveston and Galveston Park Board Taskforce, develop a Request for Proposal which will solicit site development proposals from qualified companies.

The purported benefit of such a deal could be the land lease and ad valorem taxes generated, as well as significant public investments on the East End to stimulate visitation and economic development. Ideally, revenues generated from Stewart Beach could be directed towards other municipal needs, such as resident parks.

Staff is providing the committee a synopsis of the joint meeting, as the discussion at the joint meeting is critical to providing direction for the project.

Staff Recommendation: No further action needed.



Agenda Item: Update on Park Revenues and Key Performance Indicators

Background: The Park Board of Trustees manages five City Parks as part of an interlocal agreement. Management tracks the revenues and key performance indicators of our parks on a weekly basis. The information presented today reflects the latest data for the parks as of Sunday, December 26, 2021.

Dellanera RV Park: Staff is making plans to remodel showers. All new Wi-Fi transmitters have been installed to improve the connection for the guest. Staff has started allowing guest to reserve the community room.

Seawolf Park: Staff is working on plans to make up some of the lost revenue from the flounder moratorium such as events and selling ice. Staff installed 3 new shade sails on the playground with plans to re-mulch soon. 16 loads of dirt have been delivered to fill in the eroded area next to the fishing pier. Staff is currently working on installing a sidewalk from the bathrooms to the northern slab.

Urban Park: Staff has polished handicap railings along the Seawall, removed graffiti from the oil derricks, benches, and tables along the Seawall, and started painting sign bases to improve the aesthetics.

East Beach: Staff is on schedule with our off-season project list. By mid-January, all off-season projects at East Beach will be substantially complete. Projects include: boardwalk bench seating, boardwalk electrical pedestals replaced, bathroom faucets replaced, bollards reset throughout the park, conservation area fence repairs, and final painting of bollards and interior ticket booths. The fire sprinkler system replacement capital project is scheduled to go to Finance and the Board for approval in January.

Stewart Beach: Staff is now focused on completing projects at Stewart Beach such as dead tree removal, repairing fencing, ticket booth painting and working on mobile amenity component build-outs.

The table on the next page provides a snapshot of the revenues of the park as of December 26, 2021. These figures do not include revenue sources such as concessionaire collections, grants, loans or FEMA proceeds.

Year to Date Revenues and KPI's



		Year to Date (FY)		
		Actual	Budget*	Diff.
Dellanera	Occupancy	88.6%		
	Camping Revenue	229,746.71	178,000.00	✓ 51,746.71
	Beach User Fees	1,825.00	2,625.00	✗ (800.00)
	Gift Shop/Other Sales*	1,874.09	2,100.00	✗ (225.91)
	Season Pass # Sold			
	Ultimate Pass # Sold			
	Cancellations \$	(18,157.81)		
Seawolf Park	Admission Revenue	118,151.00	114,687.00	✓ 3,464.00
	Fishing Revenue	235,002.00	292,000.00	✗ (56,998.00)
	Free Resident #	870.00		
	CHF Car Count #	3,007.00		
Urban Park	Total Revenue	260,364.00	242,222.70	✓ 18,141.30
	Transactions	45,476.00		
	Season Pass # Sold	1,119.00		



Agenda Item: Discuss Concierge Services

Background: With the increase in smartphone usage by consumers and sophisticated smartphone applications, in addition to pandemic-driven outdoor activities, specialized services have been in demand across the industry.

Beachgoers are seeking convenience and personalized attentive service to enhance their beach experience. These types of services are classified as concierge, and examples include reservations for umbrella and chair rentals, beachside food and beverage delivery, call ahead set up of beach picnic, and attempts to valet park along the Seawall.

The opportunity exists to codify policies and procedures for these concierge services, as these businesses are earning revenue for beachfront operations, even if not occupying the beachfront for an extended period as do concessionaire partners.

Section 8-20 of the City of Galveston Code of Ordinances outlines the requirements for beachfront business operations as follows:

Any person or legal entity offering for lease or rent or sale any items or services from a beach location between 10th and 69th Streets, beachfront property between the westernmost boundary of Dellanera Park and the easternmost boundary of Galveston County Pocket Park Number One, beachfront property not to exceed five hundred (500) feet east and west of Galveston County Pocket Park Two, beachfront property not to exceed five hundred (500) feet east and west of Galveston County Pocket Park Three, excluding beachfront property located directly in front of subdivisions within the pocket park boundaries, and other beach or waterway areas under the control and administration of the park board of trustees for the city shall obtain a lease agreement for such concession from the park board of trustees for the city and shall operate under the terms of such concession agreement.

Staff is seeking input and discussion from the committee to address these concierge services. Staff will share this feedback with Park Board leadership and legal. Any recommendations will likely require input and approval from the Trustees as well as City Council to be enforceable.



Agenda Item: Present 2022 Park Marketing Strategies

Background:

Each year the marketing team meets with Park Board management to develop initiatives to help drive visitation through paid advertising, social media, programming, and public relations efforts. The marketing team will present highlights from 2021 and future strategies to promote the parks through earned, owned and paid media channels.

The team will focus on the five following areas:

1. Build Awareness
2. Create Engagement
3. Increase Visitation
4. Curate Destination Appreciation
5. Foster Sustainable Growth

Parks and Amenities 2020-2021 Workplan

Quarter 1		
<i>October</i>	<i>November</i>	<i>December</i>

Quarter 2		
<i>January</i>	<i>February</i>	<i>March</i>

Quarter 3		
<i>April</i>	<i>May</i>	<i>June</i>
		<i>Let's Talk Trash</i> <i>Discuss Stewart Beach Tours</i> <i>Monthly Reports</i> <i>Urban Park Update</i>

Quarter 4		
<i>July</i>	<i>August</i>	<i>September</i>
<i>Budgets</i>	<i>Kristen Butler-Blue Flag Visitor Intercept Study</i>	<i>Review Blue Flag Water Quality Requirements</i> <i>Present EEL RESTORE Project</i>