



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Parks and Amenities Committee
Thursday, March 2, 2023 at 9:00 a.m.
Park Board Plaza Board Room - 1st 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:

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)
- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[1.5.2023 DRAFT MINUTES.PDF](#)
- VII. Update On Park Revenues And Key Performance Indicators (Corey Holcomb, 10 Minutes)

Documents:

[PAC REV UPDATE.PDF](#)
- VIII. Presentation Of Park Marketing Results And 2023 Strategies (Melody Smith, 15 Minutes)

Documents:

[PARK MARKETING.PDF](#)
- IX. Update From The East End Lagoon Task Force (Sheryl Rozier, 10 Minutes)

Documents:

EEL TASK FORCE.PDF

X. 2022-2023 Committee Work Plan

Documents:

PAC FY22.23 WORKPLAN.PDF

XI. Future Agenda Items

XII. Announcements

XIII. 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 February 24, 2023, 5:00 p.m.

Approved

Jason Hardcastle, Chair, PAC

Approved

Marty Fluke, 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**

1/5/2023 - Minutes

I. Call Meeting To Order

This meeting was called to order at 9:02 a.m.

II. Pledge Of Allegiance

The Pledge of Allegiance was recited.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee Members present: Jason Hardcastle, Jason Worthen, Mary Branum, Anna Deichmann, Sam Malchar, Diane Olsen, Tony Pathyil, Alyson Poston (9:08 a.m.), and Joe Zdunek.

IV. Conflict Of Interest Declarations

There were no conflicts of interest declared.

V. Requests To Address The Committee

There were no requests to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: Mary Branum motioned to approve the minutes for the October 13, 2022, and December 1, 2022, Parks and Amenities Committee meetings.

Seconded: Diane Olsen seconded.

Vote: Approved (9-0)

VII. Presentation Of The Fiscal Year 2022 Parks Program (Nicole Charlebois, 15 Minutes)

Nicole Charlebois presented a summary of the Fiscal Year 2022 Parks Programs. Ms. Charlebois described the strides taken in 2022 park program development as foundational. During the season, twenty unique programs were hosted throughout four parks, Dellanera RV Park, Stewart Beach, Seawolf Park, and East Beach. From these twenty programs, sixty renditions were executed, and thirty-three community partners were engaged. Programs that were continuously mentioned include:

- Women in Coastal Science, a program to showcase women scientists that are tackling the challenges our coastal environment faces. This program was well received by the Galveston community and won the Houston-Galveston Parks and Natural Areas Award in the programming category.
- In partnership with the Texas Marine Mammal Stranding Network and the Park Board, Dolphin Days was hosted 3 separate times at Seawolf Park. This program provided marine mammal education to park visitors in an interactive format.

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 December 18, 2022. Due to multiple factors, Dellanera RV Park, Seawolf Park, Urban Park, and East Beach did not meet their actual budgeted revenues. This was attributed to the colder weather in November and December as well as the Nourishment Project taking place on the beachfront of Dellanera RV Park. As of December 31, 2022, Dellanera RV Park was able to acquire additional revenue placing the park's budget \$25,000 over the budgeted camping revenue.

IX. Update From Staff Regarding City Direction On The Development Of Stewart Beach And Seawolf Park (Vince Lorefice, 15 Minutes)

Vince Lorefice provided an update on the Seawolf Park Request for Information (RFI) and the Stewart Beach Request for Qualifications (RFQ). As of January 5, 2023, the Park Board provided the City of Galveston with both the RFI and RFQ for review before the official release, which is expected on January 9, 2023. If they are released on January 9th, Mr. Lorefice estimates that the Parks and Amenities Committee, The Park Board of Trustees and City Council will receive the Seawolf Park RFI bids and Stewart Beach RFQ bids for review by March 2023.

X. 2022-2023 Committee Work Plan

Parks and Amenities Chair, Jason Hardcastle anticipates a meeting in February may be necessary in order to provide timely updates to the committee.

XI. Future Agenda Items

Parks and Amenities Vice Chair, Jason Worthen requested the Park Board consider developing a 5-year Master Plan for Seawall Urban Park.

XII. Announcements

Anna Deichmann announced that the Galveston Island Nature Tourism Council will be hosting free East End Lagoon Nature Trail Walks on January 11th at 2:00 p.m. and February 1st at 2:00 p.m. After February, each walk is scheduled for 9:00 a.m. on the 3rd Saturday of the month March – December.

Washed Ashore is on the island until March 5th. The committee was encouraged to visit visitgalveston.com/washedashore to learn about how Galveston's residents and visitors can engage with this traveling art exhibit.

The Texas Marine Mammal Stranding Network's Dolphin Discovery Zone will be out at Seawolf Park on January 28th from 10:00 a.m. – 3:00 p.m. The committee was encouraged to visit the park and learn a bit about TMMSN and its mission.

This year 11 museums, including the Galveston Naval Museum are participating in Galveston Museum Day on January 28th and 29th.

XIII. Adjournment

This meeting was adjourned at 10:16 a.m.



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, February 12, 2023.

Dellanera RV Park: Staff removed walkover on the west side of the park, installed a new pole for an additional Wi-Fi transmitter, built a surfboard for the CVB to install on VICi, patched all the potholes in the parking lot and hosted a Super Bowl watch party.

Seawolf Park: Staff is in the process of re-painting all of the parking stops and re-stripping all of the parking lines in the parking lot. Seawolf's Annual Black Drum Tournament has started. Management is working with Guest Experience staff to plan for events this year such as Easter Egg hunt, Military Car Show, Fishing Expo, and kids fishing lessons.

Urban Park: First week of Mardi Gras was a success as staff kept loo's open for an extended time during the parades. Staff will soon be replacing all of the flush valves in the loo's, re-painting all of the benches at the bus stops and making repairs to the lights at all bus stops.

Beach Parks: East Beach staff installed new bollard lines around the playground and west volleyball courts, installed new doors and windows in both ticket booths on Boddecker Road and installed a new door in the pavilion at the East Beach Cantina. Stewart Beach installed a new fence around the pavilion and are repairing and revamping all mobile amenities to be reinstalled in the next couple weeks.

The table on the next page provides a snapshot of the revenues of the park as of February 12, 2023. 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	94.5%		
	Camping Revenue	330,211.72	270,000.00	✔ 60,211.72
	Beach User Fees	1,922.74	3,010.00	✘ (1,087.26)
	Gift Shop/Other Sales*	3,089.53	5,667.68	✘ (2,578.15)
	Season Pass \$ Collected	200.00		
	Ultimate Pass # Sold	4.00		
	Cancellations \$	(60,785.01)		
<i>*Gift shop open with limited product.</i>				
Seawolf Park	Admission Revenue	143,832.00	139,000.00	✔ 4,832.00
	Fishing Revenue	254,845.00	276,000.00	✘ (21,155.00)
	Free Resident #	754.00		
	CHF Car Count #	5,215.00		
Urban Park	Total Revenue	348,857.00	376,000.00	✘ (27,143.00)
	Transactions	61,595.00		
	Annual Passes	1,488.00		



Agenda Item: Presentation Of 2022 Park Marketing Results And 2023 Strategies

Background: The Convention and Visitors Bureau's marketing team meets with Park Board management each year to develop initiatives to help drive visitation through paid advertising, social media, programming, and public relations efforts. The marketing team will present highlights from 2022 and share 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



Agenda Item: Update from the East End Lagoon Task Force

Background: From 2015 to 2021 the development of the East End Lagoon (EEL) was under the guidance of the East End Lagoon Advisory Committee (EELAC). This committee was responsible for 1) the vision of the nature based recreational tourism product, 2) City Council approval of a proposed business plan to support revenue generation, 3) City Council allocation of funding over the intermediate term and 4) the solicitation and award of numerous grants, including most recently \$1.35 million in Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies (RESTORE) funding for the construction of outdoor amenities.

With the vision, business plan and initial funding secured, the continued stewardship of the nature preserve EELAC was disbanded, and oversight was placed with the Parks and Amenities Committee (PAC). The task of implementing the RESTORE grant falls to the Park Board Project Manager, some of the Operations team and a special task force was formed and board approved in August of 2021.

The awarded RESTORE funding is for the development of three significant components at the EEL:

- 1) Development of an elevated, open-air pavilion with tables and benches, restrooms and ADA compliant ramp, parking, and signage,
- 2) A new trail segment,
- 3) Environmental interpretation and signage

Construction of the open-air pavilion will be managed by Sheryl Rozier, Project Manager. The task force operates under the direction of Kimberly Danesi, COO and Sheryl Rozier. A memorandum of agreement is executed with the Galveston Island Nature Tourism Council for technical support. The EEL task force is comprised of Spencer Priest, Julie Ann Brown, Diane Olsen, Alice Ann O'Donnell, Kristen Vale, Anna Deichmann, Peter Moore and various other staff members as needed.

The Task Force worked with students from University of Texas at Austin Design Lab over a two-semester period in 2022 to produce a Master Plan Analysis. The students also produced renderings for future trail improvements, potential camping options and signage examples. Some of the areas the Task Force explored with the students included:

- Long term vision
- Goals
- Methodology
- Site plans
- Case studies
- Research for future signage
- Interpretive signage package

The Task Force is also working on an update to the EEL Website, providing oversight to the work being done on the pavilion, recommended the location of the future trail segment and making decisions on the interpretive signage package for the grant.

Parks and Amenities Committee 2022-2023 Work Plan

Amended April 2022

Quarter 1

<i>October</i>	<i>November</i>	<i>December</i>
Review of Concessionaire Program CAPEX Project timeline FY21.22 Review of revenues	No Meeting	No Meeting

Quarter 2

<i>January</i>	<i>February</i>	<i>March</i>
2023 Parks Marketing Campaign	No Meeting	Update from EEL Task Force Review 5 Year CAPEX Update on Blue Flag Designation

Quarter 3

<i>April</i>	<i>May</i>	<i>June</i>
No Meeting	Park Tours State of the Parks Review Strategic Plan	Discuss 23.24 PAC Work Plan Review FY23.24 Budget

Quarter 4

<i>July</i>	<i>August</i>	<i>September</i>
No Meeting	Approve 23.24 PAC Work Plan	No Meeting

Monthly: Park Employee Spotlight, Park Revenues and KPI's

* East End Lagoon Advisory Task Force meets every other month.