



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tuesday, March 28, 2023 at 1:30 p.m.
Park Board Plaza
601 Tremont Street, Galveston, Texas 77550

Live Streamed:

<https://www.galvestonparkboard.org/217/Watch-The-Board-of-Trustee-Meetings>

- 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 Board

The public shall be allowed to provide comment to the Board regarding one or more agenda or non-agenda items. All requests to address the Board must be submitted in writing and can be presented to the Board Reporter the day of the Board 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. Recognition

- A. Employee Spotlight - John Leyva (Susan Keeble, 5 Minutes)

Documents:

[JOHN LEYVA.PDF](#)

- B. Recognition Of Kristen Vale With American Bird Conservancy (Kelly De Schaun, 5 Minutes)

Documents:

[03.38.2023 RECOGNITION OF KRISTEN VALE WITH AMERICAN BIRD CONSERVANCY.PDF](#)

VII. Administration

- A. Standing Committee Monthly Updates (Committee Chairs, 10 Minutes)

The Committee Chairs/Vice-Chairs will provide an update on the activities if their committee:

- Beach Maintenance Advisory Committee (Jason Worthen)
- Finance and Operations Committee (Dave Jacoby)
- Parks and Amenities Committee (Jason Hardcastle)
- Tourism Development Advisory Committee (Spencer Priest)
- Workforce Development Committee (Spencer Priest)
- RFQ Legal Services Task Force Update (Kimberly Gaido)

B. City Council Liaison Report (Mike Bouvier, 5 Minutes)

The City Council Liaison will provide an update to the Board on items from City Council.

C. Receive And Discuss The Fiscal Year 2022 Financial Statements And Independent Auditor's Report Required By Government Auditing Standards And Schedule Of Federal Awards (Bryson Frazier/Winky Tsang, 15 Minutes)

Documents:

[FY2022 FINANCIAL AUDIT - AGENDA ITEM OVERVIEW.PDF](#)

D. Discuss And Consider Submission Of 408 Application To USACE For Placement Of AABL State Historical Marker (Tom Singleton, 5 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - AABL STATE HISTORICAL MARKER RESOLUTION OF SUPPORT.PDF](#)
[RESOLUTION AABL - USACE 408 APPLICATION.PDF](#)

E. Fiscal Year 2023 3rd And 4th Quarter Hotel Occupancy Tax Funding Update (Bryson Frazier, 10 Minutes)

Documents:

[FY2023 3RD AND 4TH HOT FUNDING UPDATE - AGENDA ITEM OVERVIEW.PDF](#)

F. Discuss And Consider Approval Of Contract Between The Park Board Of Trustees And The City Of Galveston For Funding Of Hotel Occupancy Tax For The Park Board For The Remainder Of Fiscal Year 2023 (Kelly De Schaun, 10 Minutes)

Documents:

[HOT CONTRACT OVERVIEW.PDF](#)
[HOT CONTRACT WITH CITY OF GALVESTON - APPROVED BY COUNCIL.PDF](#)

VIII. Operations

A. Discuss And Consider A Budget Amendment To Nourished Beach For The 2023 Babe's Beach Project (Sheryl Rozier, 5 Minutes)

Documents:

[2023-03-28 OV NB BUDGET AMENDMENT BABES BEACH IDC.PDF](#)

- B. Discuss And Consider Approval Of Terms And Conditions For 2023 Summer Concessionaire Program (Ann Hobing/Peter Davis 15 Minutes)

Documents:

[CONCESSIONAIRE 2023 PROGRAM TERMS OVERVIEW.PDF](#)
[BEACH CONCESSIONAIRE AGREEMENT APPLICATION .PDF](#)
[CONCESSIONS_AFFIDAVIT REGARDING BEACHFRONT SURFACE RIGHTS.PDF](#)

IX. Tourism Development

- A. Certified Galveston Ambassador Update (Jacquelyn Helton, 5 Minutes)

Documents:

[OVERVIEW_CGA UPDATE 2.PDF](#)

- B. Nominations For Friend Of Tourism (Jacquelyn Helton, 5 Minutes)

Documents:

[OVERVIEW_NOMINATIONS FOR FRIEND OF TOURISM 1.PDF](#)

- C. Discuss And Consider Approval Of Award Of Contract For Public Relations Consultancy (Meg Winchester, 5 Minutes)

Documents:

[PUBLIC RELATIONS CONSULTANCY OVERVIEW.PDF](#)

X. Consent

- A. Discuss And Consider Approval Of Meeting Minutes (Schel Heydenburg)

Documents:

[2023-01-24 PBOT MEETING MINUTES FOR APPROVAL.PDF](#)
[2023-02-14 PBOT SPECIAL MEETING MINUTES FOR APPROVAL.PDF](#)

- B. Discuss And Consider Approval Of Expenditures For Purchase And Install Of HVAC System For The Park Board Plaza Renovation Project (Schel Heydenburg)

Documents:

[HVAC EXPENDITURES.PDF](#)

- C. Discuss And Consider Approval To Dispose Of Park Board Assets (Schel Heydenburg)

Documents:

[DISPOSAL REQUEST.PDF](#)

- D. Approval To Award Contract To Vanguard Truck Centers Of Houston For Visit Galveston Box Truck With Lift Gate (Jacquelyn Helton)

Documents:

[BOX TRUCK OVERVIEW 1.PDF](#)

- E. Discuss And Consider Approval Of Tourism Development Expenditures (Meg Winchester)

Documents:

[TOURISM EXPENDITURES MARCH 2023.PDF](#)

- F. Discuss And Consider Approval Of Funding For Zinc Media's Sustainable Travel Documentary (Bryan Kunz)

Documents:

[ZINC MEDIA SUSTAINABLE TRAVEL.PDF](#)
[SUSTAINABLE TRAVEL - GALVESTON PARK BOARD.PDF](#)
[SUSTAINABLE TRAVEL-WHERE NEXT CAMPAIGN REPORT 2022.PDF](#)
[STI MEDIA OUTLETS.PDF](#)

- G. Discuss And Consider Juneteenth Grant Program Applications (Tom Singleton)

Documents:

[AGENDA ITEM OVERVIEW - JUNETEENTH GRANTMAKING APPLICATIONS.PDF](#)
[JUNETEENTH GRANT PROGRAM RECOMMENDATIONS.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 March 24, 2023, 5:00 p.m.

Approved

Marty Fluke, Chair

Approved as to Format

Robert Booth, General Counsel

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)



Agenda Item: Employee Spotlight – John Leyva

Background: John joined the Park Board in February 2018 as a Coastal Zone Maintenance Technician and was promoted to Crew Leader in June 2022.

John is a BOI and attended Ball High School. Prior to joining the Park Board, John worked as a longshoreman and owned his own auto service business providing mechanic, tinting, accessory installation, and detailing services.

John lives in Galveston where he enjoys tasks involved in fixing or improving things, like auto mechanics, body work, and landscaping. He also enjoys spending time with family, with holidays always being a special time. He supports his son's baseball team as the #1 fan while his wife keeps score.

John likes seeing the smiles on people's faces when he is out cleaning the beach and is always excited to receive compliments on the great job he and his coworkers do.

John's manager, Larry Jackson, shares that John takes initiative in identifying and prioritizing tasks and takes pride in the quality of his work. Among his fellow employees, John is a valued coworker who is dependable, hardworking, and can always be counted on to help.

We are so happy to have John as a member of the Park Board team and want to recognize his 5th service anniversary this year!



Agenda Item: Recognition Of Kristen Vale With American Bird Conservancy

Background: Kristen Vale, Coastal Program Coordinator for the American Bird Conservancy, has spent years helping protect coastal birds. Throughout her years of service to the Galveston Coastline and its' feathered inhabitants, Kristen has been a key resource for the Park Board. She has taken an active role as a member of the East End Lagoon Advisory Committee, the Parks and Amenities Committee and the East End Lagoon Task Force. In addition, Kristen has worked countless hours with Park Board staff on determining best practices for the management of the precious ecosystem we all strive to protect.

Without exception, Kristen has made our island a better place to live, work and visit. The work she has performed will have a lasting impact on not only the Park Board but also on the ecosystem she has worked so hard to protect.

Kristen will be leaving the island in mid-April, joining her husband in Oregon in their continued efforts to impact our world positively. Her countless hours of work and dedication will live on through the continued preservation of the East End Lagoon, East Beach Park, Big Reef, San Luis Pass and countless other natural habitats. We thank her for her service, and look forward to cheering her on as she does great things out west.





Agenda Item: Receive and discuss the Fiscal Year 2022 Financial Statements and Independent Auditor's Report Required by Government Auditing Standards and Schedule of Federal Awards

Background: As required by Local Government Code Sec. 306.017, an annual financial audit was performed on the fiscal year 2022 financial records of the Park Board of Trustees. The financial statements have been audited by Ham, Langston, & Brezina, LLP (HLB). The financial statements comply with Generally Accepted Accounting Principles (GAAP) and issuances by the Governmental Accounting Standards Board (GASB).

The report includes final income statements and balance sheets for the Park Board. The City must file their Annual Comprehensive Financial Report (ACFR) with the City Secretary by 3/29/2023. Accordingly, a copy of the Park Board's audit must be submitted to the City for inclusion in their ACFR. No vote of the trustees is required to approve the report. It is presented and filed as prescribed by state law. All the numbers and financial information is correct and free of material misstatement.

Park Board Staff and HLB staff worked hard to ensure the accuracy of the report while accommodating City recommendations for presentation, processes, and note disclosures.

Park Board Staff and HLB staff will present the report at the Board meeting scheduled for Tuesday, March 28, 2023.

Staff Recommendation: N/A



Agenda Item: Discuss and Consider submission of 408 Application to USACE for placement of AABL State Historical Marker

Background:

Formed in 2023 by the Galveston Island Beach Patrol, the African American Beach Lifeguard (AABL) Memorial Committee has been awarded a State of Texas Historical Marker through the Texas Historical Commission's Undertold Marker program. AABL seeks to place this marker on the Galveston Seawall near the 28th street beach to commemorate the sacrifices and civic contributions of those African American lifeguards that selflessly protected beach goers.

In order to place this State Historical Marker, permission from the U.S. Army Corp of Engineers must be obtained via the submission of a Section 408 Application for Civil Works Project Alteration. This application requires the support and authorization of the governmental applicant's governing body through an official resolution reflected in the official minutes. This resolution must designate an authorized signer, Park Board CEO Kelly De Schaun.

Staff Recommendation:

Staff recommends the authorization of this application through the signature of Park Board CEO, Kelly De Schaun.

RESOLUTION
USACE 408 Application Submission for AABL State Historical Marker

A Resolution of the Park Board of Trustees of the City of Galveston, Texas Documenting Support For, And Authorizing the Submission of a Section 408 Application for Civil Works Project Alteration to the United States Army Corp of Engineers for the African American Beach Lifeguard Memorial Committee State Historical Undertold Marker project.

Whereas, the Park Board of Trustees of the City of Galveston, Texas (“Park Board”) is a governmental entity organized and empowered to promote the recreational advantages of the City of Galveston, to encourage overnight visitors to come to the City, to operate specific parks and other properties, and to provide lifesaving services on Galveston beaches through the administration of the Galveston Island Beach Patrol, all of which are to benefit the economy of the City and general welfare of the citizens of Galveston; and

Whereas, the Park Board has engaged with the State of Texas and U.S. Army Corp of Engineers to place a State Historical Marker through the Texas Historical Commission’s Undertold Marker Program commemorating the African American Lifeguards that patrolled the Beach in Galveston.

Whereas, the Texas Historical Commission has awarded an Undertold Marker to the African American Beach Lifeguard (AABL) Memorial Committee of the Galveston Island Beach Patrol and Park Board.

THEREFORE, BE IT RESOLVED BY THE PARK BOARD OF TRUSTEES OF THE CITY OF GALVESTON shall authorize Kelly De Schaun, CEO, to sign and submit a Section 408 Application for Civil Works Project Alteration to the United State Army Corp of Engineers in support of the African American Beach Lifeguard Memorial Committee State Historical Undertold Marker project.

ATTEST:

Marty Fluke, Chair
Park Board of Trustees of the City of Galveston

Dave Jacoby, Secretary
Park Board of Trustees of the City of Galveston



Agenda Item: Fiscal Year 2023 3rd and 4th Quarter Hotel Occupancy Tax Funding Update

Background: Ordinance 22-073 calls for the City and Park Board to enter into a contract for the distribution and use of Hotel Occupancy Tax (HOT). Per Ordinance 22-073, this contract is to be in place to provide a process for quarterly payments of HOT to the Park Board to support the council approved budget. The Galveston City Council approved the contract at their March 23, 2023, regular council meeting. The Park Board trustees will consider approval of the contract at the March 28, 2023, regular trustee meeting.

Tourism Development, Coastal Zone Management, Nourished Beach, and Beach Patrol are HOT dependent departments. The Park Board is getting prepared for the busy summer season and needs an injection of HOT cash. Historically this is an intense ramp up period for the organization as it prepares for the peak season; staffing up 150 additional seasonal employees, obtaining necessary heavy and lifesaving equipment and deploying ‘summer season’ advertising campaigns. Special project funds for the sponsorship of 4th of July activities, Juneteenth and beach construction projects are also forecasted to make this quarter a high resource utilization period.

City Council approved a HOT transfer budget to fund the Park Board during the 3rd and 4th quarters of fiscal year 2023. The total transfer amount in the City’s HOT transfer budget for the last two quarters of 2023 is \$15,288,839. The transfer should be a sufficient fund the Park Board operations and equipment needs through 9/30/2023. Park Board staff anticipates the funds will be broken-down by quarter as follows: \$6,955,000 for the 3rd quarter and \$8,333,839 for the 4th quarter. Below is a breakdown of the City’s HOT transfer budget by fund for the final two quarters of fiscal year 2023:

**HOT Funds Distribution from City of Galveston
 Fiscal Year 2023 - 3rd and 4th Quarters**

Fund	3rd and 4th Qtr HOT Distribution
Beach Cleaning	\$ 3,334,131
Beach Patrol	\$ 2,647,100
Nourished Beach	\$ 1,386,948
Tourism Development	\$ 7,920,660
Total	\$ 15,288,839

Source: City of Galveston Council Meeting Agenda - Item 10.F - Exhibit (Attachment) A -

<https://www.galvestontx.gov/AgendaCenter/ViewFile/Item/15893?fileID=35313>

Park Board staff was allowed to retain 112-days of HOT funds for maintenance and operations and 120-days of HOT reserve funds. The HOT funding contract stipulates that the 120-day HOT reserve may be used to fund

operations or projects pending receipt of quarterly payments by the City. Included in the HOT funding contract is a mechanism for the park board to request reimbursement for expenditures of the 120-day HOT reserve fund. If the Park Board uses some of the 120-day HOT reserve fund, staff will calculate the amount used and could prepare a reimbursement request to send to the City of Galveston, if approved by the Board. Per the contract, the request would be submitted to the City Manager, and he or his designee will make a recommendation to City Council.

Staff Recommendation: N/A



Agenda Item: Discuss and Consider Approval of Interlocal Agreement Between the Park Board of Trustees and the City of Galveston for Funding of Hotel Occupancy Tax for the Park Board for the Remainder of Fiscal Year 2023

Background: City of Galveston ordinance 22-073 mandated the creation of an annual “HOT Contract” by the (end of) March between the City of Galveston and Park Board of Trustees for the distribution of HOT funds and the regular reporting of expenditures for the remainder of fiscal year 2022-2023.

The ordinance also provided “provisional approval” of the Park Board budget as presented and approved by the Trustees- with the exception of capital projects which are being reviewed and approved independently by City staff and presented to the Council.

With the assistance of Germer attorney Larry Simmons, Park Board staff together with City staff successfully put forward a mutually agreed upon contract for Council’s approval on 3/23/2023 to appropriate HOT funding to the Park Board for the period of April 1 – Sept 30, 2023.

A full copy of the contract as agreed upon by staff is included here. Below is a summary of some of the terms from the proposed 2023 Contract:

- Required annual budget approval from Council with the submission of next year’s budget to the City by August 1.
- Allocation of 3 pennies for Visit Galveston and 1 penny for Beach Patrol & Beach Cleaning from local taxes, and 2 pennies for Beach Patrol & Beach Cleaning from state taxes.
- City Finance Director to determine value of penny for each budget year.
- Draft audit report on the 2023 budget submitted to City by March 1.
- City Council holds the ability to call for audits on Park Board HOT budgets.
- Specific approval on capital improvements utilizing HOT funds is required by Council.
- No pledging of HOT without City Council approval.
- Quarterly disbursements based on budget and projects- disbursement requests two weeks before end of the quarter with payments made on the 1st day of each quarter.
- Recognition of the Park Board’s policy to maintain 120 of emergency reserves and loose language committing to maintaining that balance at the Park Board.
- Revenues generated by the Park Board in the duty of activities (such as advertising) to be treated as unrestricted and shared with the City in a 50/50 revenue split. This does not include project funds, loan proceeds, or insurance reimbursements- rather advertising (Island Soul destination guide) and sponsorships.

A follow-up contract will need to be drafted and signed for the Oct 1 – Sept 30, 2024 fiscal year by the end of this year (Sept 2023). At the same time, City staff is anxious for a review of the Interlocal Agreement bet the Park Board and City. The interlocal agreement outlines operational duties. So continued negotiations are expected through the remainder of this fiscal year.

Staff Recommendation: Staff supports the document as presented and with any amendments authorized by attorney Simmons.

Funding Source (if applicable): This contract releases budgeted resources for Q3 and Q4 for Beach Patrol, Beach Cleaning, Tourism Development and Nourished Beach.

**CONTRACT FOR THE AWARD OF
HOTEL OCCUPANCY FUNDS FROM THE CITY OF GALVESTON
TO THE GALVESTON PARK BOARD OF TRUSTEES
FOR FISCAL YEAR 2023**

This Contract is entered into by and between the City of Galveston (City) and the Park Board of Trustees of the City of Galveston (Park Board) for the delivery by the City to the Park Board for the use of Hotel Occupancy Taxes (HOT) pursuant to Texas Tax Code §351.101 and 351.105.

Under Tax Code Ch. 351, the uses of HOT are identified and subsequently restricted for specific purposes. The City may expend the funds in accordance with those prescribed uses. Alternatively, the City may accomplish the prescribed purposes of the HOT statutes through the award of contracts with third parties and may delegate to another governmental entity the management or supervision of programs and activities funded with revenue.

As further stated in Tax Code Ch. 351.105(f), the delivery of HOT funds by the City to the Park Board may must be supported by a written contract.

Article VIII, Section 2(a) of The City Charter provides 'the proceeds of such tax levied at the rate of 3%, after the expense of collection, shall be appropriated by the city for the use by the beach park board of trustees for the purpose of advertising and promoting the city's recreational advantages and advertising and promoting recreational facilities under the board's supervision and control; provided, however, that no portion of the tax levied at the rate of 3% for advertising and promoting the city's recreational advantages and advertising and promoting recreational facilities shall be used by the park board of trustees for capital improvements nor shall such proceeds ever be pledged as security for a bond issue".

Accordingly, the City agrees to deliver HOT funds to the Park Board subject to the terms and conditions below.

Tax Code provisions.

Texas Tax Code 351.105(f) allows the City the option to appropriate HOT to the Park Board. The City contends Tax Code 351.101(c) requires that the City to delegate the management of programs funded by HOT revenue and requires the City approve the annual budget of that entity and receive reports at least quarterly.

Contract term and purpose.

The City and the Park Board each have a fiscal year that begins on October 1 and terminates the following September 30. The purpose of this contract is to provide HOT funds to the Park Board for the remainder of fiscal year ending September 30, 2023.

This contract is effective upon signature of both parties and will expire on September 30, 2023. No extension shall be available or be given. The parties may contemplate a new contract for the award of HOT to the Park Board on a yearly basis as set forth herein.

This document addresses the collection and distribution of HOT revenue by the Park Board, funding of all Park Board activities using HOT funds and the process by which HOT is collected, accounted for, reported and provided to the Park Board and ultimately the City. Any operational issues between the City and Park Board beyond funding shall be addressed in a separate Interlocal Agreement.

The Park Board acknowledges that the approval of this contract creates a fiduciary duty with regard to the collection and expenditure of the HOT funds.

Collection of HOT Tax.

The Park Board presently collects HOT from various providers and remits it to the City on the third and twenty third day of each month. The Park Board shall continue such collection and remittances under this agreement until September 30, 2023. The City and Park Board agree that the process of collecting HOT directly from providers will be accomplished by the automated systems presently in use or being developed by the Park Board.

Uses for which HOT funds may be expended by the Park Board

The City will deliver to the Park Board HOT funds for the purposes of 1) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; 2) the provision of beach lifeguard services for all beaches in the City of Galveston; and 3) cleaning and maintain public beaches in the City of Galveston, all of which will be consistent with an operations and expense budget approved by Council. Presently the City has assessed HOT at 7% (excluding the Brimer bill 2%). From the rate of 7%, the City allocates 3% for the Park Board's Convention and Visitor Bureau for advertising; .5% for beach cleaning; and .5% for Beach Patrol. The Park Board agrees to use the HOT funds for the purposes as designated.

The State of Texas sends 2% of State HOT to the City to be used for beach cleaning and lifeguard services. The City will deliver those funds to the Park Board in accordance with the approved budget. The 2% HOT rebate provided by the state is contingent upon the existence of the Park Board.

The Park Board may use HOT funds for City approved capital improvement projects. For the purposes of this agreement, capital improvements are defined as the addition of a permanent structural change or the restoration of some aspect of a property that will either enhance the property's overall value, prolong its useful life, or adapt it to new uses, has a value of \$125,000 or more, and a useful life of over five years. Expenditures of HOT that meet the definition of capital improvements as stated herein do not require City Council approval beyond annual budget and capital improvement plan approvals.

Funding and payments.

The HOT distributions referenced herein will be made in quarterly payments to the Park Board for each remaining quarter of the fiscal year ending September 30, 2023, based on the Park Board's budget approved by Council. For FY 2023 the City has been advised of the reserve requirements for HOT funds utilizing the Park Board budget submitted and approved by City Council. The approved funding will be made in quarterly payments for each remaining quarter of the fiscal year ending September 30, 2023, based on the Park Board's budget approved by Council. As part of its budget request, the Park Board may include up to 120 days of reserve funds. The 120 day reserve may be used to fund Park Board operations or projects pending receipt of quarterly payments by the City. The Park Board may include in their quarterly request of HOT funds amounts sufficient to cover any expenditures of the 120 reserve funds. The Park Board may make requests for additional funding if necessary; any such funding request will be made to the City Manager. The City Manager or his designee will evaluate the request and make a recommendation to Council.

Quarterly draw requests

The Park Board will provide quarterly reports within five business days after the end of a quarter, with the City recognizing those reports may be subject to change due to accruals and other factors. Quarterly budget to actual reports as provided by Park Board and maintained at the budgeted line-item level will satisfy contractual requirements and State law requirements for listing of eligible HOT expenditures.

Following each party's execution of this agreement, the Park Board will request an advance payment of HOT funding for the quarters BEGINNING APRIL 1 AND JULY 1, including amounts sufficient to cover expenses that are anticipated to occur in the April to June quarter. The request will include totals by fund and category (salaries, materials, services, supplies, and contracts, and capital expenditures) The City will transfer the funds to the Park Board's designated depository by April 1, 2023. The HOT advance request for the final July to September quarter will be submitted by the Park Board to the City by June 15, 2023. The City will transfer the funds to the Park Board's designated depository by July 1, 2023.

A true-up process should be used at year end based on a comparison of actuals to budget. Accordingly, the unaudited fourth quarter report will be submitted in November 2023 for the year ended September 30, 2023 to allow time for major accruals to be posted to Park Board accounts.

The Park Board budget for FY 2024 will provide line-item information for revenue and expenditures based on proposed operating and capital plans for FY 2024. The proposed budget will be submitted to the City by August 1, 2023. The final budget will include the FY 2022 Actual, the Adopted FY 2023 Budget, the Estimated Expended amount for FY 2023, and the FY 2024 Proposed amount for each income and expense line in the Proposed Budget.

City Council will consider for approval the FY 2024 Proposed Budget for the Park Board in August or September 2023. The FY 2024 first quarter HOT advance request by the Park Board will be based on the Adopted Budget and submitted to the City by September 15, 2023. As part of the approval a new contract will be executed between the parties, and the City will transfer the funds to the Park Board's designated depository by October 1, 2023.

A draft audit for the Park Board for FY 2023 will be submitted to the City by March 1, 2024. The final audit will be included in the City's Annual Comprehensive Financial Report as a component unit of the City.

Maintenance in separate accounts

HOT held by the Park Board shall be maintained in separate bank accounts. Separate accounting funds shall be maintained by the Park Board to track and record HOT according to major purposes as provided by State and local law.

Treatment of Revenues earned from the expenditure of HOT funds

Any revenue received by the Park Board as a result of an expenditure of HOT shall be considered to be non-HOT unrestricted funds.

In recognition of the Park Board's efforts and contributions towards generating additional revenue ~~in the form of HOT~~, the City and Park Board agree that such additional revenues will be shared with the City on an equal basis (50-50 split). Such shared revenue will be limited to revenue derived from sponsorships and advertising sales generated from HOT supported activities. The shared revenue will not

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include any revenue generated from reimbursements (including but not limited to forgiven loans, insurance claim reimbursements, or other reimbursement revenue not generated from advertising sales or sponsorships). The revenue share will be completed as part of the yearly true up process discussed above in the Quarterly draw requests section.

No pledge of HOT Funds.

The Park Board shall not pledge any HOT funds for the repayment of bonds or other financial security or note without the prior approval of the City Council. Any such request to Council will be considered separately from this agreement.

No prior approval of HOT expenditures by the Park Board

The Park Board may expend the funds awarded it by the City and no individual approval of Park Board operating expenditures of HOT funds will be required by City Council or City staff subject to the following conditions:

- a. All expenditure of HOT by the Park Board will be made in accordance with the operating budget approved by Council;
- b. No expenditure of HOT funds will be made by the Park Board for any purpose not authorized by Tex. Tax Code Ch. 351.

Audits

HOT Funds are derived from a City imposed tax and are funds of the City. The City Council retains oversight to ensure HOT funds delivered to the Park Board are utilized only for the purposes designated by law or contract. The City Council may authorize an audit of the use of HOT funds at its discretion. The Park Board will maintain complete and accurate records pertaining to the expenditure of HOT funds, including subgrants and donations, and. Will make them available for inspection on request by City Council. Any audit will be authorized by City Council and shall be performed by a qualified auditor and licensed CPA selected by the City. The City will pay the cost of its audit of the Park Boards uses of HOT.

HOT funding for FY 2024 and subsequent budget years.

The parties agree that the provisions of Tax Code Ch. 351 and bond covenants binding the City allocate funds by percentage. The parties agree that City HOT and Venue HOT in Galveston are assessed for a total of 9 cents for each dollar of the cost of a room. The parties further agree that for budget purpose the amount of HOT to be raised for each is uncertain but must be forecasted for the purpose of budget preparation.

The forecast of how much HOT will be generated by each penny will be made by the City Finance Director in consultation with the Park Board Chief Financial Officer (CFO). The Park Board CFO will provide relevant information and make recommendations that may assist the City Finance Director with making his determination. The City Finance Director will consider penny value recommendations made by the Park Board CFO when making his determination. The forecast will be released on or about June of each calendar year. The value forecasted by the City Finance Director will be used by the Park Board in the preparation of any annual HOT budget requests submitted to the City.

Contracts between Park Board and third-party vendors

The City acknowledges that the Park Board awards contracts using HOT funds for HOT eligible goods and services. The Park Board expressly acknowledges that any HOT funds delivered to any sub-vendor are only for those undertakings that are eligible activities under the Tex. Tax Code Ch. 351.101 and 351.105, and consistent with applicable State procurement laws.

No payment to a third-party vendor for the conduct of an activity eligible for HOT funding shall be made unless a contract between the Park Board and the third-party vendor has previously been approved by the Trustees of the Park Board and the contract has been executed between the Park Board and third-party vendor.

Entire agreement

This Contract constitutes the sole Agreement of the parties hereto and correctly states the rights, duties, and obligations of each party as it relates to HOT budgets, collection, and distribution as of this document's date. Any prior agreements, promises, negotiations, or representations related to HOT budgets, collection, and distribution between the City and the Park Board not expressly stated in this document are not binding. All subsequent modifications shall be in writing and signed by the parties.

This Agreement may be executed in multiple counterparts, each of which shall be deemed as an original, but all of which shall constitute one and the same instrument. A copy of this Agreement shall be as valid, binding, and enforceable as the original.

All titles, headings, and captions used in this Agreement have been included for administrative convenience only and do not constitute matters to be construed in interpreting this Agreement.

This Agreement shall be governed by and construed in accordance with the laws of the State of Texas. The Agreement is entered into and fully performable within Galveston County, Texas. Venue shall lie in Galveston County, Texas

The Parties as evidenced by their below duly authorized representative signatures represent and warrant to have full corporate power and authority to enter into this Agreement and to carry out the obligations and transactions contemplated hereby.

(Remainder of page left blank)

IN WITNESS WHEREOF, the parties hereto have executed this Contract in duplicate originals and shall be effective the 1st day of April, 2023.

THE CITY OF GALVESTON

By: _____
Brian Maxwell
City Manager

ATTEST: _____
Janelle Williams
City Secretary

APPROVED AS TO FORM:

BY: _____
Donald S. Glywasky
City Attorney

THE PARK BOARD OF TRUSTEES

BY: _____
Kelly de Schaun
Executive Director

ATTEST: _____



Agenda Item: Discuss and Consider a Budget Amendment to Nourished Beach for the Babe's Beach Project

Background:

In 2020 the Trustees approved the execution of six agreements with the City's Industrial Development Corporation (IDC). One of the agreements was for two cycles of funding for the Babe's Beach Beneficial Use of Dredged Material (BUDM) project to supplement the Park Board's successful Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act (RESTORE) and Texas General Land Office (GLO) Coastal Erosion Planning & Response Act (CEPRA) grant applications.

The Partners and project costs for two cycles are as follows:

- IDC -- \$3,970,000
- RESTORE -- \$9,030,000
- CEPRA -- \$12,250,000

In the FY 23-27 Park Board Capital Improvement Plan the second cycle of the BUDM was projected in FY 24. The reason for this was because the bulk of the funding is coming from RESTORE, which is a reimbursement grant. Using previous project schedules as an example, the RESTORE expense and reimbursement would not happen in the current fiscal year. Due to the structure of the agreements between the GLO and Corp, the GLO must fully fund the project upfront. With the project in 2021 the Park Board provided the IDC funding to the GLO early in the project. The GLO has once again made the IDC funding request for the 2023 project.

In the formulation of the budget the Project Manager inadvertently did not carve out the IDC portion to place it in the FY 23 budget. Therefore, a budget amendment is being requested to adjust for the pass-through funding due to the request of the GLO. The funding is in the IDC's FY 23 budget.

Staff Recommendation:

Staff are recommending approval of this amendment to align the Park Board budget with the timing of the funding request from the GLO. The request is for \$1,985,000.

Funding Source (if applicable):

City of Galveston Industrial Development Corporation contract agreement.

- NB-70-4650 Grant Proceeds will see an increase of \$1,985,000.
- NB-70-5407 Grant Expense will see an increase of \$1,985,000.



Agenda Item: Discuss and Consider Approval of Terms and Conditions for 2023 Summer Concessionaire Program

Background: The Park Board of Trustees receives authority from the City of Galveston to issue agreements for concession operations on beaches in front of the Seawall from 10th to 69th Streets. Chapter 8 of the City of Galveston municipal code provides for the Park Board to issue agreements for concession operations on beaches, and reads as follows:

“It shall be unlawful for any person to rent or lease, or to exhibit for renting or leasing, any surfboard, float, umbrella, bicycle, personal watercraft, kayak, boat or ski-boat, whether with or without driver, or other type of beach or recreational equipment, or to sell a product or concession ride to the public from a beach location under the jurisdiction of the city without having obtained from the park board of trustees for the city a beach concessionaire's agreement to conduct such business. A separate concession agreement shall be required for each location.”

The following process proposes to establish two types of concession agreements 1) Beach Concession Agreement for concession operations on property asserted to be private, and 2) License Agreement for those concessionaires operating with a Park Board issued agreement.

The Park Board and the City of Galveston consider all property in front of the Seawall to be part of the public beach easement, but also recognize some individuals have asserted private property rights. The following proposal seeks to facilitate concession operations along the length of the Seawall and bring to light any assertions of private property under the established ordinance. Property owners who can demonstrate ownership will be awarded an agreement to operate and will not be required to pay revenue share as does a license agreement holder (current concessionaire).

To “Demonstrate ownership” means the submission of a notarized “Beachfront Surface Rights” affidavit together with a survey by a registered professional land surveyor. The issuance of a concession agreement shall not be construed as an admission or waiver by the Park Board, City of Galveston or the State of Texas to any rights to the public beach.

The 2023 summer season concessionaire program proposal continues to honor all valid and current concessionaire agreements issued to date, unless a claim of ownership has been registered through the established process. In those cases, staff will work with concessionaires to relocate or refund on a case-by-case basis.

The following items constitute the proposal for the 2023 summer season concession program:

- 1) For the 2023 summer season, a Beach Concessionaire Agreement Application will be required for each operator wishing to conduct business from 14th to 69th Streets along Seawall Urban Park. The Application requires the following items to be included in the Application Submittal:
 - Auto liability Insurance for cars/trucks operating on the beach.
 - General Liability policy in the amount of \$1 million, listing the following as additional insureds:
 - City of Galveston, 823 Rosenberg, Galveston, TX 77553



- Park Board of Trustees of the City of Galveston, 601 Tremont St • Galveston, Texas 77550
 - Sales and Use Tax Permit from the State of Texas listing Galveston as the municipality.
 - Health Permit from Galveston County Health District, if applicable
 - Beach Patrol Permit for Water Safety, if applicable
 - Affidavit Regarding Beachfront Surface Rights, or Concession License with the Galveston Park Board.
 - Survey of surface rights if Applicant is operating under a claim of private property (see above instructions).
 - Application Fee of \$200.00 payable to the “Park Board of Trustees of the City of Galveston”.
- 2) Concessionaires with current agreements will be awarded 2023 Beach Concession Agreements for the areas currently assigned. Surveys are not required by concessionaires operating under Park Board issued license agreements on the public beach easement.
- 3) Application submittals for areas not currently under Park Board agreement on parcels asserted to be private property will be reviewed, and will include a process by which to vet the title through Mills Shirley. Once the application is approved and a Beach Concession Agreement is issued, then the survey coordinates will be used to indicate the specific site assigned to the concessionaire.
- 4) A plan to address relocation or refund of any current concessionaire with a Park Board license agreement will be presented to the Board of Trustees at the next meeting.
- 5) Beach Patrol will monitor beachfront concession activities for non-compliance of City ordinance. Such infractions may result in a citation which will be processed through Municipal Court.

Staff Recommendation: Staff recommends the Board approve:

- 1) Issuance of two types of concession agreements under the terms and conditions above:
 - a. License Agreement: Agreement issued by the Park Board, no application fees, lease fees do not change
 - b. Beach Concession Agreement: Agreement issued by the Park Board to operate on the beachfront; whether on public property or claimed private property, \$200 application fee, no land lease fees
- 2) Waiving of Beach Concession Agreement Application fee of \$200.00 each location for the 2023 Season for all applicants.

Funding Source (if applicable): Associated administrative and legal fees historically covered by the application fee will be allocated in the Nourished Beach budget to line item 5204.

Revenues for concession fees, as budgeted, are expected to be significantly reduced this fiscal year; staff does not anticipate reaching the \$140,000 revenue line in Nourished Beach.



BEACH CONCESSIONAIRE AGREEMENT APPLICATION

Application Information

Agreement/Permit Required: It shall be unlawful for any person to rent or lease, or to exhibit for renting or leasing, any surfboard, float, umbrella, bicycle, personal watercraft, kayak, boat or ski-boat, whether with or without driver, or other type of beach or recreational equipment, or to sell a product or concession ride to the public from a beach location under the jurisdiction of the city without having obtained from the park board of trustees for the city a beach concessionaire's agreement to conduct such business. A separate concession agreement shall be required for each location. (Galveston Municipal Code 8-53).

Applications Submitted to Park Board: The Beach Concession Agreement Application must be submitted to the Park Board of Trustees of the City of Galveston. (Galveston Municipal Code 8-54). Please return this application to: Galveston Park Board of Trustees to concessions@galvestonparkboard.org. Concessionaire Agreement applications must be received by the Park Board no less than 10 business days in advance of the requested start date.

Permit Fee and Expiration: The fee for each concessionaire permit issued under the provisions of this article hereof shall be two hundred (\$200.00) and shall not be prorated for any portion of the year in which issued. All permits issued hereunder shall expire on December 31 of the calendar year in which said permits are issued. (Galveston Municipal Code 8-55).

Nonassignable/One Location: A permit issued pursuant to the provisions of this article shall be nonassignable and shall authorize conduct of business only at the location specified in the license. (Galveston Municipal Code 8-56). A single location is a continuous space made up of one platted lot or one Park Board Concession Area. A separate permit is required for each location.

Display Permit: Any person operating a beach concession to include renting or leasing, or so exhibiting for rent or lease, any surfboard, float, umbrella, bicycle, boat or ski-boat or other beach or recreational equipment, or selling any amusement ride or product shall while conducting such beach concession business have the permit required by this article in his possession at the specific location for which the permit was issued. (Galveston Municipal Code 8-57).

Compliance Required: The Concessionaire Agreement Holder is responsible for reading and adhering to all applicable ordinances, policies and statutes relating to operating a business in the assigned Area. City of Galveston Code of Ordinances is available online. A printed copy is available upon request.

No Waiver: A Concessionaire Agreement issued hereunder shall not be construed as an admission or waiver by the Park Board of Trustees of the City of Galveston of any rights to the public beach or other public property. The City of Galveston considers all property in front of the Seawall to be public beach.

Revocation: The permit is revocable upon a finding of operations inconsistent with the requirements of this Application. The Park Board also has authority, subject to approval by the city council to revoke or suspend any permit issued hereunder for violation of any provision of Galv. Municipal Code 19-55.

Surveys: The following specifications are required for a survey to be considered valid:

- The survey must be signed and sealed by a registered professional land surveyor;
- A copy of the vesting deed must be included;
- Coordinates of the boundary lines must be provided in the Texas State Coordinate System of 1983, South Central Zone; and
- Coordinates of boundary lines must be expressed in U.S. Survey Feet.

Standards of Operation:

- Beach concessionaires shall only be permitted to install the following signs, per each lease site: (1) Sandwich board sign, as defined by, appendix A, article V, may not exceed three (3) feet by two (2) feet, and is utilized solely to display the type of items for rental, and the respective fee(s). Only one (1) sandwich board sign is permitted per lease site. (Galv. Municipal Code 19-55).
- Concessions within the beach concessionaire area shall not be permitted to utilize temporary or portable buildings. (Galv. Municipal Code 19-55).
- One tow vehicle permitted to deliver a trailer of supplies to the sand using the nearest ramp and pick up the trailer at the end of operation each day. This vehicle must have a Park Board issued beachfront access windshield decal and must vacate the beach after the trailer is fixed and until pick up.
- One equipment trailer is permitted to remain on the sand and must have a business logo no less than 3 feet x 2 feet, or 3 feet in diameter, on each of 4 sides of the trailer for identification.
- Vehicles are permitted on the sand no earlier than 7 a.m.; must be fixed by 10 a.m.; must remain fixed no earlier than 5 p.m. and must vacate the sand at sunset.
- It is unlawful for any person to leave an item of personal property unattended on the public beaches or within the public beach access areas between the hours of sunset and the hour of 7:00 am of the following day. (Galveston Municipal Code 8-27).
- No glass is permitted on the beach. (Galveston Municipal Code 8-7).
- Comply with all directions of law enforcement in times of emergency and declared disasters.

- Dispose of all litter and waste in accordance with City Codes.

The following items must be attached to Application:

- Permit Fee of \$200.00 payable to the "Park Board of Trustees of the City of Galveston".
- Auto liability Insurance for cars/trucks operating on the beach.
- General Liability policy in the amount of \$1 million, listing the following as additional insureds:
 - City of Galveston, 823 Rosenberg, Galveston, TX 77553
 - Park Board of Trustees of the City of Galveston, 601 Tremont St • Galveston, Texas 77550
- Sales and Use Tax Permit from the State of Texas listing Galveston as the municipality.
- Health Permit from Galveston County Health District, if applicable
- Beach Patrol Permit for Water Safety, if applicable
- Affidavit Regarding Beachfront Surface Rights, or Concession License with the Galveston Park Board.
- Survey of surface rights if Applicant is operating under a claim of private property (see above instructions).

APPLICANT INFORMATION

Permit Holder/Applicant Name: _____ **Start Date Requested:** _____

Beach Location (Specify the location by Park Board Concession Area, address, street, CAD Parcel, platted lot and/or legal description): _____

Business Mailing Address: _____

Mobile Phone: _____ **Email:** _____

Business Type:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> surfboard, | <input type="checkbox"/> personal watercraft, |
| <input type="checkbox"/> float, | <input type="checkbox"/> kayak, boat or ski-boat, whether with or without driver, |
| <input type="checkbox"/> umbrella, | <input type="checkbox"/> other type of beach or recreational equipment, |
| <input type="checkbox"/> bicycle, | <input type="checkbox"/> to sell a product or concession ride to the public |

Person/Entity Providing Surface Rights

Name: _____

Address: _____

Phone: _____ **Email:** _____

ACKNOWLEDGEMENTS

I certify that I have full authority to make this application, and that all information is correct and complete to the best of my knowledge and ability. I also acknowledge that rental of recreational equipment is dependent on passing all required inspections, and operating without obtaining these inspections and permits may result in additional fines and/or revocation of this concessionaire agreement. I understand this concessionaire agreement does not issue exclusive use and access to the assigned location. I certify that I have read and agree to follow the rules for recreational equipment rental provided in Galveston City Code and all other applicable regulations. By signing I am certifying that all the information is true and correct.

Applicant Signature: _____ **Date:** _____

PLEASE DO NOT WRITE BELOW THIS LINE. STAFF ONLY

Staff Name		Approved by Chief of Beach Patrol	Park Board Agreement on File?
Date & Time Received		Approved by Chief Operations Officer	
Permit Number	Payment Method	Location Assigned	

Approved by: _____ Date: _____

AFFIDAVIT REGARDING BEACHFRONT SURFACE RIGHTS

1. "I, _____ [full name], under penalty of perjury, do hereby certify that the foregoing information is true and correct.

2. My mailing address is: _____

3. My phone number is: _____

4. My email address is: _____

5. I claim to be an owner of certain real estate located in front of the Galveston seawall described below:

_____ [legal description] (the "Property").

6. I claim ownership of the Property because I: _____

_____ [e.g. Recorded Deed, Name of Grantor, Name of Estate]

7. The other persons claiming ownership of the Property, if any, are: _____

8. I authorize _____ [person/business] to sell or rent the following on the Property:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> surfboard, | <input type="checkbox"/> personal watercraft, |
| <input type="checkbox"/> float, | <input type="checkbox"/> kayak, boat or ski-boat, whether with or without driver, |
| <input type="checkbox"/> umbrella, | <input type="checkbox"/> other type of beach or recreational equipment, |
| <input type="checkbox"/> bicycle, | <input type="checkbox"/> to sell a product or concession ride to the public |

Further affiant sayeth not."

AFFIANT:

By: _____

THE STATE OF TEXAS §

§

COUNTY OF GALVESTON §

SUBSCRIBED AND SWORN to before me on this _____ [date]

by _____ [full name].

[Notary Seal]

Notary Public, State of Texas
My Commission Expires: _____



Agenda Item: Certified Galveston Ambassador Update

Background: Since 2014, Visit Galveston has offered the international Certified Tourism Ambassador™ (CTA) program through a third party. As of today, the program has 476 current CTAs. The program was the first of its kind Visit Galveston offered to tourism partners with the intention to teach them about customer service, the tourism industry, economics of tourism and for networking.

For the first few years the CTA program was in place, it accomplished the results it set out to do, as mentioned above. While it was beneficial that CTA is an international program and offered participants the opportunity to connect with many other Ambassadors, its international nature was also a detriment. Its operators were rigid and did not allow for affiliated organizations to stray from its generic teaching materials.

During the pandemic, the CTA program changed to an online platform. Upon close review, the new format was discovered to have many limitations including reporting, limited partner offerings and was not user friendly. It was then the Visit Galveston staff formulated the idea for a program that was more Galveston-centric and could be owned and refined in-house.

The Certified Galveston Ambassador program will allow for customizable class options, additional training platforms such as on-line classes, podcasts, video tours, community forums, and specialized tracks (history, environmental/nature tourism, DEI/accessibility, hospitality, etc.). It will also provide a continuing education portal that Certified Galveston Ambassadors can access as a resource of information. Currently staff is working with local Galveston experts to complete the buildout of the course curriculum, certification program and the portal resources.

The goal is to have the new program ready to roll out in the first quarter of FY 2024. The certification process will take an additional 8 to 12 weeks to receive once all documentation is submitted to the certifying body - IACET.

Funding Source: \$10,000 from TD 63 5167, this covers the fees associated with obtaining Visit Galveston's own certification program through IACET as well as a intuitive user friendly platform to manage and engage Ambassadors through Kajabi.

IACET requires Visit Galveston to renew the certification every 3 years. The Kajabi platform renewal will be on a yearly basis at \$4,000, which is a cost savings from the current platform of \$6,000.

Currently Visit Galveston allocates \$11,500 for the Certified Tourism Ambassador program, which covers the Certification Program, platform and fees associated with each CTA member.



Agenda Item: Nominations for Friend of Tourism

Background: On May 4, 2023, Visit Galveston Island will host the 9th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week to educate and celebrate the exciting tourism industry. This is a FREE event to ALL tourism partners! Each year, our numbers increase as we bring together the organizations involved in the Galveston hospitality community to learn from one another and from experts in the field. The Summit is designed to involve, inform, educate, and excite Galvestonians. This year we have the opportunity to grow attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, all featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. Those whose businesses are touched by travel from restaurateurs to hotel executives and transportation operators to nightlife professionals—will learn how to maximize their reach and get a chance to learn about new resources being made available to reach their goals.

This is the 2nd year to recognize a Friend of Tourism for Galveston Island, to honor individuals and organizations that have had a major impact on tourism in Galveston. The Friend of Tourism Award is presented to a person or organization whose body of work has had a significant impact on tourism in the past year.

2022 Recipient: Juneteenth Legacy Project

Staff Recommendation:

The Park Board of Trustees are asked to nominate by the end of March to nominate candidates to be voted on at the April meeting for the 2023 Galveston Island Friend of Tourism.



Agenda Item: Discuss and Consider Approval of Award of Contract for Public Relations Consultancy

Background: A Request for Proposals was issued in February to engage a person or firm for on-going support in developing PR strategies and policies.

The Scope of Work includes:

Temporary Services

- Weekly coordination of public relations and advocacy goals to ensure successful implementation of the organization's Public Relations and Advocacy Plans. Includes weekly meetings with the PR team to set strategy, provide oversight of communications initiatives with staff, and provide technical feedback on communication products prior to publishing.
- Build strategy for communications department structure to include staffing needs and outline of job descriptions, including internal and external communications. Provide leadership and consulting in Strategic Communications Director recruitment and onboarding processes.
- Create internal communications plan to keep Park Board leadership, employees and stakeholders informed and oriented toward organizational goals, including Standard Operational Procedures, templates, and schedules.
- Other major organizational needs as agreed upon.

Ongoing Advisory Services

- Develop crisis communication strategies for addressing and navigating political environment as it relates to media and public perception.
- Key deliverable: Provide staff and Trustee media training, develop communication plans with identified goals, strategies, and tactics.
- Support advocacy and community relations initiatives. Review and support Park Board 60th anniversary initiative, including monthly content for feature communications, development of content for presentations, and collateral materials. Standardize District Tours program by creating institutional communication, protocol, and deliverables for use in the program.
- Other major organizational needs as agreed upon.

Staff Recommendation: Staff recommends approval of the 3-year contract with Cast Public Relations in the amount of \$48,000.00 per year with additional hours per year (up to 45 per month) at \$125.00 per hour not to exceed \$9,625.00 per year. This was the only bid received and Leah Cast worked for the Park Board for 9 years and upon leaving has done project work with her consulting company.

Funding Source (if applicable): TD70-7000 Special Projects

Tourism Development Advisory Committee Approved 9-0 Sherill Hilton Abstained



Park Board of Trustees of the City of Galveston

1/24/2023 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:33 p.m.

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees Present: Marty Fluke, Dave Jacoby, Michael Bouvier (1:37 p.m.), Kimberly Gaido, Jason Hardcastle, Spencer Priest and Jason Worthen.

IV. Conflict Of Interest Declarations

Jason Worthen declared a conflict with agenda item IX-B and completed a conflict form. (*Note this was done later in the meeting and not at the time conflicts were called for*).

V. Requests To Address The Board

An online comment was submitted by John Machol.

VI. Employee Spotlight - Dottie Bossley (Susan Keeble, 5 Minutes)

Susan Keeble introduced Regional Sales Director, Dottie Bossley and shared a brief overview of her 20 year career with the Park Board.

VII. Consent

Motion: Spencer Priest motioned to approve consent agenda items B-F.

Second: Jason Hardcastle seconded.

Vote: Pass (7-0).

Motion: Jason Hardcastle motioned to approve consent agenda item A.

Second: Marty Fluke seconded.

Vote: Pass (6-0, 1 – Priest abstained).

A. Discuss And Consider Approval Of Meeting Minutes (Schel Heydenburg)

- B. Discuss And Consider Approval For Bus Stop Lighting Repair At Urban Park (Corey Holcomb)
- C. Discuss And Consider Approval Of Fiscal Year 2022 September Unaudited Financial Statements (Bryson Frazier)
- D. Discuss And Consider Approval Of Lease Agreement With Visual Edge IT For Park Board Plaza Printer/Copier Machines (Schel Heydenburg)
- E. Discuss And Consider Approval Of Memorandum Of Understanding With City Of Galveston For Trolley Advertising Program (Scott Moon)
- F. Discuss And Consider Approval Of Tourism Development Expenditures (Jacquelyn Helton)

VIII. Administration

- A. Update And Discussion On Federal Government Affairs (Greg Burns, 20 Minutes)

Greg Burns with Thorn Run Partners presented the 2022 Federal Legislative/Agency activities undertaken on behalf of the Park Board. These included work on the Coastal Texas Construction Authorization, Babe's Beach nourishment, the General Services Administration hotel per diem rate and ongoing grant support. He shared areas to watch for in 2023 and potential efforts moving forward. The federal legislative agenda will be brought before the board in February for approval.

- B. Standing Committee Monthly Updates (Committee Chairs, 10 Minutes)

The Committee Chairs/Vice-Chairs provided updates on their respective committees for January. These included the first recognition for the Friend of Galveston Beaches program, a Beach survey update, Washed Ashore Exhibit update, development updates for Stewart Beach Park and Seawolf Park, discussion of audits and workforce development long term plans.

- C. City Council Liaison Report (Mike Bouvier, 5 Minutes)

Michael Bouvier gave an update on items from City Council which included the upcoming agenda item regarding the possibility of a vote for a City Charter amendment as it relates to the 3% hotel occupancy tax allocated to the Park Board, the postponement of the restrooms for seawall urban park, discussion on updating the City building codes, discussion of road closures with TXDOT for special events and the ongoing discussions regarding the development at Seawolf Park.

- D. Discuss Proposed City Charter Amendment Regarding The De-Obligation Of Marketing And Advertising Funds To The Park Board As Proposed By City Attorney Don Glywasky (Marty Fluke, 10 Minutes)

Marty Fluke reviewed a summary of the proposed charter amendment and the opinion regarding the necessity of this by the Texas Hotel and Lodging Association. Per this opinion, there are no conflicts with state law and the charter amendment is not needed. Mr. Fluke stated he believes that an addendum to the currently interlocal would address the issue as required for the HOT allocation of 3%. Kelly de Schaun shared her concern that this amendment is a step to defund the Park Board's ability to market and advertise the island without any discussion on an alternate plan.

Robert Booth shared that charter amendments can only be done every two years and if it is not approved by City Council at this next meeting, it will not be on the ballot due to deadline constraints. Typically, there is a committee that reviews the amendments and public meetings are had to discuss before putting on a ballot. Robert Booth shared that this is not required but is done by many cities.

- E. Discuss And Consider Approval To Create A Board Task Force For Process Of Solicitation Of General Counsel (Marty Fluke, 5 Minutes)

Due to the resignation of Carla Cotropia as legal counsel for the Park Board, Marty Fluke proposed the creation of a task force for her replacement. This task force would be made up of three of the trustees who would guide the issuance of a Request for Qualifications (RFQ), for legal services, interview the responding firms and make a recommendation to the Board for a replacement. Mr. Fluke recommended that Kimberly Gaido head up the task force with Jeff Ossenkop and Dave Jacoby as the other members. Kelly de Schaun

reviewed some of the considerations that the task force may consider when creating the RFQ and reviewing the submissions.

Motion: Jason Hardcastle motioned to approve the creation of the task force with Kimberly Gaido, Dave Jacoby and Jeff Ossenkop as members.

Second: Marty Fluke seconded.

Vote: Passed (7-0).

F. Discuss And Consider Approval To Appoint Maya Sandy To The Workforce Development Committee (Marty Fluke, 5 Minutes)

Kelly de Schaun reported that the Texas A&M Galveston position on the Workforce Development Committee Task Force is vacant. She shared that Dan Kratz was not able to serve due to conflicts with his position and that he recommended Career Counselor Maya Sandy as his replacement.

Motion: Spencer Priest motioned to approve the appointment of Maya Sandy to the Workforce Development Committee.

Second: Marty Fluke seconded.

Vote: Passed (7-0).

G. Review Of Texas Open Meeting Act Requirements (Schel Heydenburg, 10 Minutes)

Schel Heydenburg presented on the Open Meeting Requirements for the Park Board as determined by the Texas Open Meetings Act.

H. Discuss And Review Park Board Procurement Policy And Procedures (Bryson Frazier, 10 Minutes)

Bryson Frazier gave an overview of the current Park Board procurement policy that was created and approved in 2021. He reported that the policy was done in conjunction with the City. Mr. Frazier stated that most purchases over \$50,000 are governed by state law with few exceptions such as professional services which falls under the Professional Services Procurement Act. He stated that Legal services do not fall under this act and are not required to be competitively bid like other professional services. He did state that Park Board policy does require that all expenditures over \$10,000 be approved by the Board. Mr. Frazier also added that contracts are managed by the departments that consume the goods and are responsible for overseeing the tasks and expenditures for their contracts.

Marty Fluke shared that at the request of Jason Worthen, he asked for this review due to the concern over the unexpected expense for legal services approved at the previous Board meeting. Mr. Worthen expressed concern about preventing this from happening again. Mr. Frazier recommended that the policy be amended to require an engagement letter be signed with detailed expectations and managed by staff. Kelly de Schaun shared that the General Counsel typically oversees contracted attorneys and explained that this oversight happened for many reasons including legal counsel taking leave and the legal firm not billing for their work until she requested their invoice. Once the invoices were received it was discovered that the firm had gone well over the amount that had been authorized for their the task. Jason Hardcastle asked if this had happened previously and none of the staff around the table could recall an instance during their tenure. Mr. Hardcastle agreed that the policy should be revised and would like to see if brought to the Finance and Operations Committee for discussion.

I. Update On Chief Tourism Officer Recruitment (Kelly De Schaun, 5 Minutes)

Kelly de Schaun reported that over sixty applications were received for the Chief Tourism Officer position. This list has been whittled down to twelve that she and Meg Winchester are reviewing. Mrs. de Schaun shared that

a committee will then interview these candidates and get the list to two candidates who would then be invited for in-person interviews.

IX. Operations

A. Update On The Washed Ashore Island Wide Art Exhibit (Kimberly Danesi, 10 Minutes)

This item was deferred.

B. Discuss And Consider Approval To Award Concessionaire Agreements To Begin In The 2023 Season (Ann Hobing, 10 Minutes)

Ann Hobing reviewed the concession renewal requests for the 2023 season.

Motion: Jason Hardcastle motioned to approve awarding the concessionaire agreements

Second: Spencer Priest seconded.

Vote: Pass (5-0, 1 - Worthen abstained).

C. Presentation Of Federal Emergency Management Agency Receivables (Sheryl Rozier/Tom Singleton, 10 Minutes)

Sheryl Rozier directed the trustees to the table in the briefing packet and shared that these receivables listed are for the active FEMA worksheets.

D. Update On Dellanera Beach Nourishment Costs And Activities (Sheryl Rozier, 10 Minutes)

Sheryl Rozier reported that to date, 70,000 cubic yards of sand have been placed on the beach with the project total scheduled to be 118,000 cubic yards. She shared that the cost of this project is roughly \$52 per cubic yard of sand compared to the recent Babe's Beach beneficial use of dredged material (BUDM) nourishment project of \$12.50 per cubic yard. Mrs. Rozier stated that this project, written by FEMA was for \$4.6 million but when the bids were received the cost, including engineering was closer to \$6.8 million. She reminded the Board that the project is 90% FEMA funded and 10% Texas GLO funded through the Coastal Erosion Planning and Response Act but the payments are being processed through the Park Board.

X. Executive Session

The meeting entered executive session at 3:06 p.m.

A. Pursuant To Government Code Section 551-071-Consultation With Attorney On A Matter In Which The Duty Of The Attorney To The Governmental Body Under Texas Disciplinary Rules Of Professional Conduct Of The State Of Texas Clearly Conflicts With This Chapter – The Interplay And Interpretation Of Numerous State Laws, City Charter, Ordinances And Related Agreements Impacting The Division Of Rights, Duties And Responsibilities Between The Park Board And The City Of Galveston And Options For Clarifying The Same

XI. Action Item (S) Resulting From Executive Session

The open meeting resumed at 4:48 p.m.

Note: Dave Jacoby left the meeting at 3:50 p.m.

A. Discuss And Consider Action For Any Executive Session Item Listed On The Meeting Agenda

No action was taken.

XII. Future Agenda Items

- Election of Vice-chair
- Committee appointments
- Federal Legislative agenda for approval
- Washed Ashore update
- Discuss possible joint meeting

XIII. Announcements

- Rotary Chili at Ball High School - January 25, 2023 from 6-8 p.m.
- United Way Open House for new office - February 1, 2023 from 4-6 p.m.

XIV. Adjournment

The meeting was adjourned at 5:28 p.m.

Schel Heydenburg
Board Reporter

Dave Jacoby
Board Secretary



Park Board of Trustees of the City of Galveston

2/14/2023 - Minutes

I. Call Meeting To Order

The meeting was called to order at 3:01 p.m.

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees present: Marty Fluke, Dave Jacoby, Michael Bouvier, Kimberly Gaido, Jason Hardcastle, Jeff Ossenkop and Spencer Priest,

IV. Conflict Of Interest Declarations

There were no conflicts declared.

V. Requests To Address The Board

There were no requests to address the Board.

VI. Discuss And Consider Approval Of Request For Qualifications Soliciting General Counsel Legal Services (Kimberly Gaido)

Tom Singleton reviewed the proposed required responsibilities listed in the request for qualifications for legal services.

Motion: Jason Hardcastle motioned to approve the Request for Qualifications to be posted.

Second: Kimberly Gaido seconded.

Vote: Pass (7-0).

VII. Discuss And Consider Approval Of Questions To Be Submitted For Attorney General Opinion On The Interplay And Interpretation Of Numerous State Laws, City Charter, Ordinances And Related Agreements Impacting The Division Of Rights, Duties And Responsibilities Between The Park Board Of Trustees And The City Of Galveston (Marty Fluke)

Larry Simmons reviewed the proposed questions for submittal to the State Attorney General for opinion. He reported that there were many items to consider when formulating which ones to submit but the three being presented best meet the criteria for submittal. Mr. Simmons shared that the following factors were used: current events/controversy, impact on other entities and will the attorney general answer this type of question. He also explained that using a balance of both broad and specific language is intentional and the questions will be accompanied by a brief that feeds directly into these.

Motion: Marty Fluke motioned to approve the proposed questions for submittal.

Second: Jason Hardcastle seconded.

Vote: Pass (7-0).

VIII. Future Agenda Items

The next meeting is scheduled for February 28, 2023.

IX. Announcements

Congratulations to trustee Jason Worthen on his recent marriage.

X. Adjournment

The meeting was adjourned at 3:20 p.m.

Schel Heydenburg
Board Reporter

Dave Jacoby
Board Secretary



Agenda Item: Discuss and Consider Approval of Expenditures for Purchase and Install of HVAC System for the Park Board Plaza Renovation Project

Background: At the February 28, 2023, Board of Trustees meeting, staff presented and received approval for the Park Board Plaza Renovation Expenditures minus the purchase and installation of the needed HVAC system. During the planning phase for this renovation, it was discovered that the current allocation of air from other units to this area will not handle the load required to properly cool/heat this space. This cost was not anticipated when the budget for the project was estimated, and staff needed to determine funding before submitting for approval.

Johnson Controls was the contractor for the installation of the current HVAC equipment and controls. This system is very complicated and their knowledge of how it works is invaluable. In addition, Johnson Controls currently does all maintenance and repairs at the Plaza and are currently under contract through 12/31/2024. Utilizing the Sourcewell Purchasing Coop Contract with Johnson Controls, the cost for this unit, installation and related duct work for this area is \$97,508.92 a. In addition, the electrical work required for this system has been quoted by Competitive Electric in the amount of \$7,499.01.

To pay for this system, staff is recommending the use of the Park Board’s Line of Credit with Moody National Bank. There is currently \$487,330 available with \$52,695 outstanding. The rate for this loan is 1.95% and would be on a three-year amortization term.

Staff Recommendation: Staff is recommending approval to award the HVAC system purchase and install to Johnson Controls via the Sourcewell Contract in the amount of \$97,508.92 and add the electrical updates to Competitive Electric in the amount of \$7,499.01 to the previously awarded contract for the renovation electrical work. Staff also recommends approval to finance these costs, not to exceed \$106,000, utilizing the Park Board’s Line of Credit with Moody National Bank.

This item was presented to the Finance and Operations Committee on March 14, 2023 and approved unanimously (4-0).

Funding Source (if applicable): The costs will be allocated to each department based on their usage of space for the renovation project:

HVAC Purchase and Install

	Percentage	Cost Per Department
\$ 106,000.00		
GF50 - 5250	44%	\$ 47,111.11
GF60 - 5250	4%	\$ 4,711.11
NB70 - 5250	4%	\$ 4,711.11
TD70 - 7002	27%	\$ 28,266.67
DP52 - 5250	2%	\$ 2,167.11
RA51 - 5250	2%	\$ 2,167.11
SB51 - 5250	2%	\$ 2,167.11
SW70 - 5250	2%	\$ 2,167.11
UP51 - 5250	12%	\$ 12,531.56
Total	100%	\$ 106,000.00



Agenda Item: Discuss and Consider Approval to Dispose of Park Board Assets

Background: In preparation for the upcoming Park Board Plaza renovation project, the space currently being used as an informal storage area needs to be cleared out. This area has been used to store the miscellaneous office supplies and furniture for auction and/or disposal.

Staff is seeking approval to dispose of these assets as follows:

Auction Items – these items are outdated and or slightly damaged but still have some value. These items will be cataloged and auctioned on GovDeals.com with the assistance of the Coastal Zone Management team.

- File Cabinets - 18
- Chairs – 12
- Desk - 1
- Light Fixtures - 11
- Cell Phones - 17
- Computer/Printers/Laptops – 30
- Binders – 2
- iPads - 7
- Laminating machine - 1
- Miscellaneous Office Supplies, i.e. compact disks, cassette tapes, etc.
- Cash Registers/POS Equipment - 12
- Cameras – 2
- ID Machine

Items to Discard – these items are used or broken and have no value for auction:

- Miscellaneous Used Office Supplies (binders, folders, etc.)
- Broken chairs - 2
- Broken printers/keyboards/monitors, miscellaneous computer equipment

Staff is continuing to evaluate the office needs as part of the renovation project for the Plaza and may need to adjust the number slightly if the need arises.

Staff Recommendation: Staff recommends approval to dispose the above-mentioned assets through auction with GovDeals.com and discarding those items that are broken or used with no value.

Funding Source (if applicable): Any revenue from the auction would be applied to the General Fund.



Agenda Item: Discuss And Consider Approval to Award Contract To Vanguard Truck Centers of Houston for Visit Galveston Box Truck with Lift Gate

Background: As part of the Approved Fiscal Year 2023 Tourism Development Budget, funds were allocated for a Box Truck with Lift Gate. Visit Galveston activated a sealed Request for Proposals for a qualified vendor to provide a cargo box with lift gate that meets certain specifications, in order to greatly reduce the cost to transfer, ship, and distribute owned experiential assets as well as local distribution of Island Soul.

During 2022, Visit Galveston spent \$24,456.96 in freight and moving fees, and box truck rental charges to accommodate asset distribution for special events. The same year, Visit Galveston hired a part-time staff person to accommodate special-event activations and Island Soul distribution. That position soon became a full-time job because of the number of events and the volume of distribution work it required. The cost associated with moving the position from part-time to full-time was \$31,993. It has become clear that without additional transportation assets, the Visit Galveston team cannot increase the number of activations – and the additional revenue that comes with them. The purchase of a Box Truck will alleviate that problem. It will provide the opportunity to transport the Visit Galveston vending machine to special events, allow more experience activations and will facilitate Island Soul distributions without having to contract with an outside source. Visit Galveston would retain the full time staff person to manage distribution and assets, and would cover the purchase of the Box Truck within 2-3 years from rental savings and potential revenue.

Below were the specifications requested in the sealed bid process:

- GVWR: Can be Light Duty to Medium Duty
- Suspension: Spring (air, coil or leaf)
- Fuel Type: Unleaded or Diesel
- Transmission: Automatic 6-speed or similar
- Cab Type: Manufacturer standard
- Body Type: Cargo Box
- Cargo Box Length: Minimum 14'
- Cargo Box Width: Minimum 8'
- Lift Gate: Equipped with working lift gate
- Fuel Tank: Single, minimum 30-gallon capacity
- Tire size: manufacturer standard rated for truck, all weather
- Axles: Single
- Cab Features: AM/FM Radio, air conditioning and heat equipped, defrost
- Brakes: ABS
- Steering: Power
- Back-up Alarm: Required
- Windshield: Manufacturer standard with no cracks, working wipers equipped with blades
- Cruise Control
- Power Windows and Mirrors
- Tilt Wheel

- Box Must have illumination
- Roll Up Door Clearance: Minimum 8' in height
- Wall tie downs
- Solid floor that can hold at least 5,000 pounds
- Lift gate with vending stop and hydraulic operation

One proposal was received in the sealed process from Vanguard Truck Centers of Houston.

Staff Recommendation: Staff recommends awarding a contract to Vanguard Truck Centers of Houston for the Visit Galveston Box Truck with Lift Gate in the amount of \$78,230. \$80,000 was included in the FY2023 budget for this purchase as a Destination Experience Asset.

Funding Source (if applicable): TD70-7002, Destination Experience Assets

Finance and Operations Committee unanimously approved January 10, 2023

Tourism Development Advisory Committee unanimously approved February 14, 2023

Tourism Development Marketing Deliverables

March 28, 2023

Discuss and Consider Approval of Tourism Development Expenditures

Background

The following expenditures are part of Visit Galveston's 2022-2023 annual budget, which is developed with the assistance and guidance from the Park Board and tourism partners. Staff is requesting approval of the following deliverables from the Tourism Development budget.

Budget	Vendor	Amount	Description	FUNDING
70-7002	RootRez	\$36,000	Annual agreement for hotel and vacation rental booking engine on VisitGalveston.com	BUDGETED
70-7002	Midwest Luxury	\$70,021	Printing for Island Soul Issue 5 Fall/Winter 2023 Visitor Guide	BUDGETED
TOTAL		\$106,020.84		



Agenda Item: Discuss And Consider Approval Of Zinc Media’s Sustainable Travel Documentary

Background: Travelers are becoming more cognizant of the impact tourism places on sensitive places and overvisited communities. When they choose to travel, they seek locations that embrace sustainable practices. Galveston Island is striving to become a trailblazer in sustainable tourism. Tourism industry partners are becoming increasingly engaged in efforts to reduce their impact on our ecosystem and encourages the same of their patrons. Evidence of these efforts include beach nourishment projects, banning of straws, plastic utensils and bags in select businesses, the community wide Washed Ashore Marine Debris Art Exhibition, Blue Flag Eco Award and more.

These efforts have been recognized by Zinc Media Group. Zinc Media has partnered with Sustainable Travel International and Sublime Magazine to produce a series entitled “Sustainable Travel: Where Next?” The film series began in 2022, featuring destinations like Australia, Barbados and Oslo. They have not featured a beach destination in the United States, and their research for industry leaders led them to Galveston.

The documentary will highlight efforts by the travel and tourism sector to protect our planet and its treasured destinations. From farm-to-table culinary experiences to recycling and reuse programs, each episode showcases real-life examples of sustainable travel in action, bringing to life uplifting stories of conservation, regeneration, inclusion, empowerment, and resilience. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

Zinc Media will work with Visit Galveston and our partners to produce a 3-to-5-minute film (90 second social media cut), highlighting the stories of businesses, locals, and nonprofit organizations. Their crew will help bring to life a compelling and engaging story that helps raise awareness of Galveston. Visit Galveston will be involved in every step of the process from script writing, to filming, all the way through to broadcast quality editing. Visit Galveston will own all content created from the series (generally 90 minutes to 2 hours of unedited content).

Filming would commence in April, all will take approximately two days. A teaser film will be produced for distribution on Earth Day (April 22nd) and World Environmental Day (June 5th). The full documentary will be released on World Tourism Day (September 27th). It will also be featured at the Sonoma Film Festival in 2024.

The cost to participate in this docuseries starts at \$38,000. If an additional day of filming is required for the content we desire, an additional cost of \$6,200 per day is incurred.

To see 2022 films please visit <https://sustainabletravel.org/where-next/>

Staff Recommendation: Responsible and Sustainable Tourism will continue to be a point of interest for travelers seeking destinations that reflect their values. Staff recommends approval of up to \$45,000 in funding.

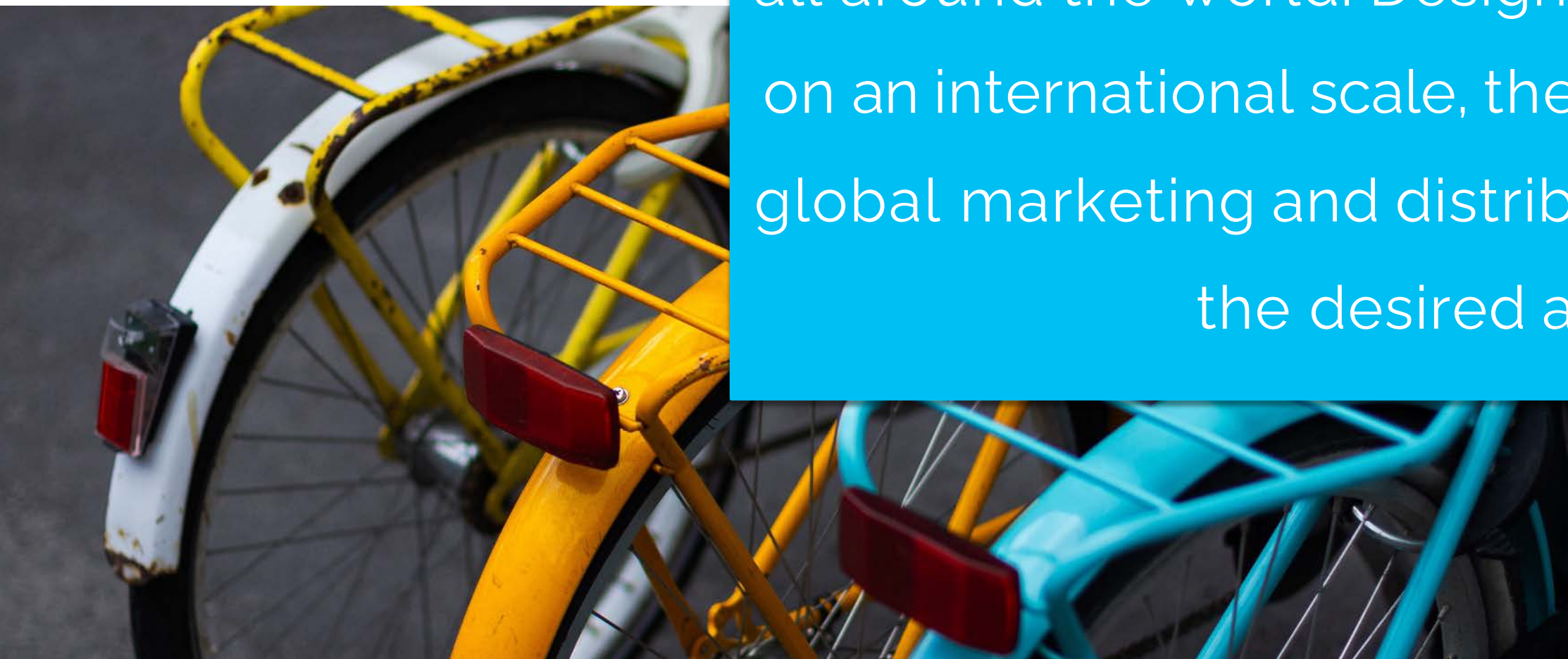
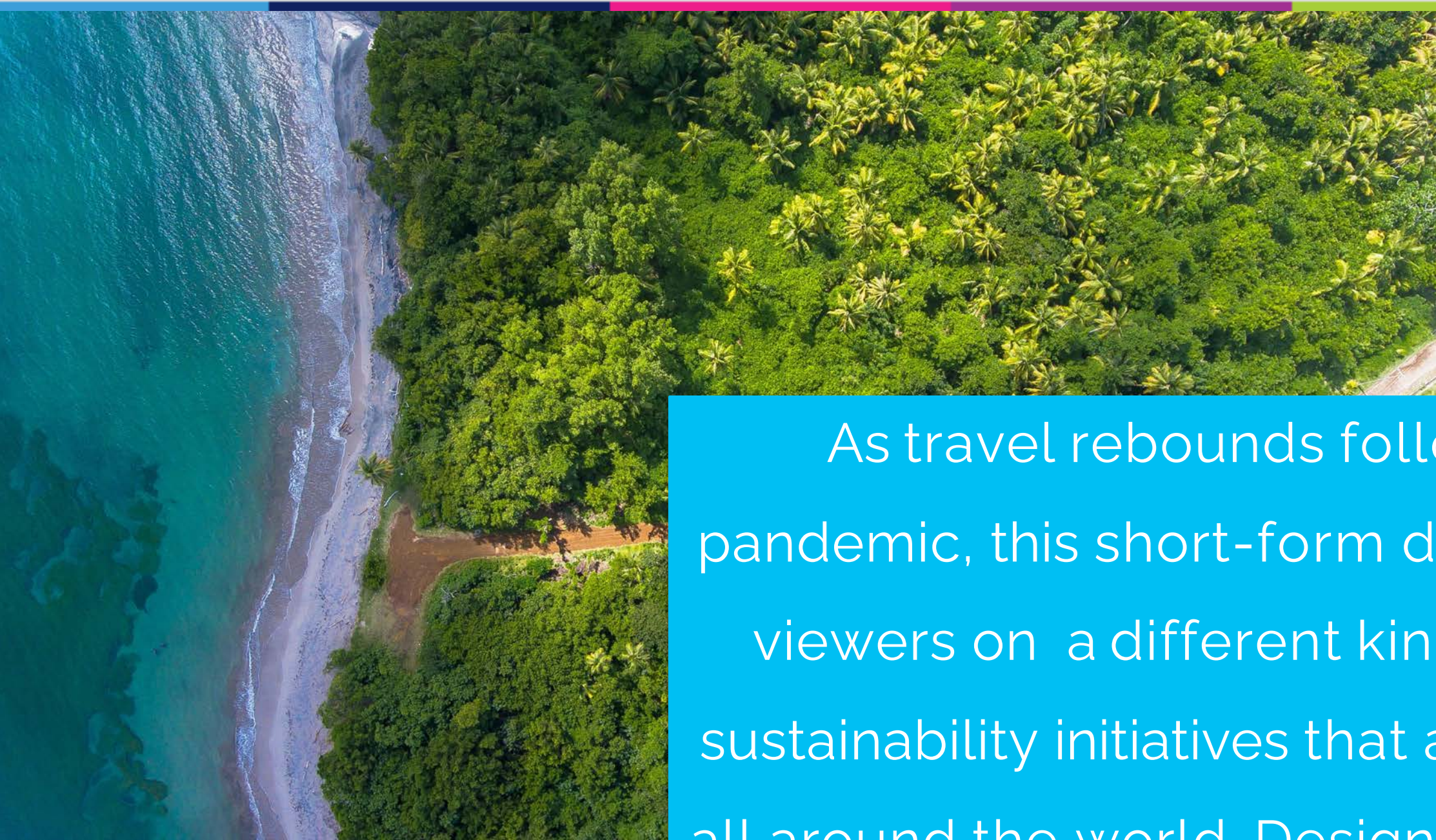
Funding Source (if applicable): TD-70-7002 Special Projects

Tourism Development Advisory Committee Unanimously Approved



Content proposal
for Galveston Park
Board, to sponsor
the
'Sustainable Travel:
Where Next?' series,
produced in
partnership with
Sustainable Travel
International and
Sublime Magazine

SUSTAINABLE TRAVEL: WHERE NEXT?



As travel rebounds following the COVID-19 pandemic, this short-form documentary series takes viewers on a different kind of journey, exploring sustainability initiatives that are transforming tourism all around the world. Designed to inspire and engage on an international scale, the series is supported by a global marketing and distribution campaign to reach the desired audiences.

The Opportunity

We would like to offer Galveston Park Board the opportunity to sponsor one of the episodes in the series. For this, you will have the Zinc documentary crew filming with you for one day or more in Galveston and surrounding nature areas, capturing the essence of your glorious destination.

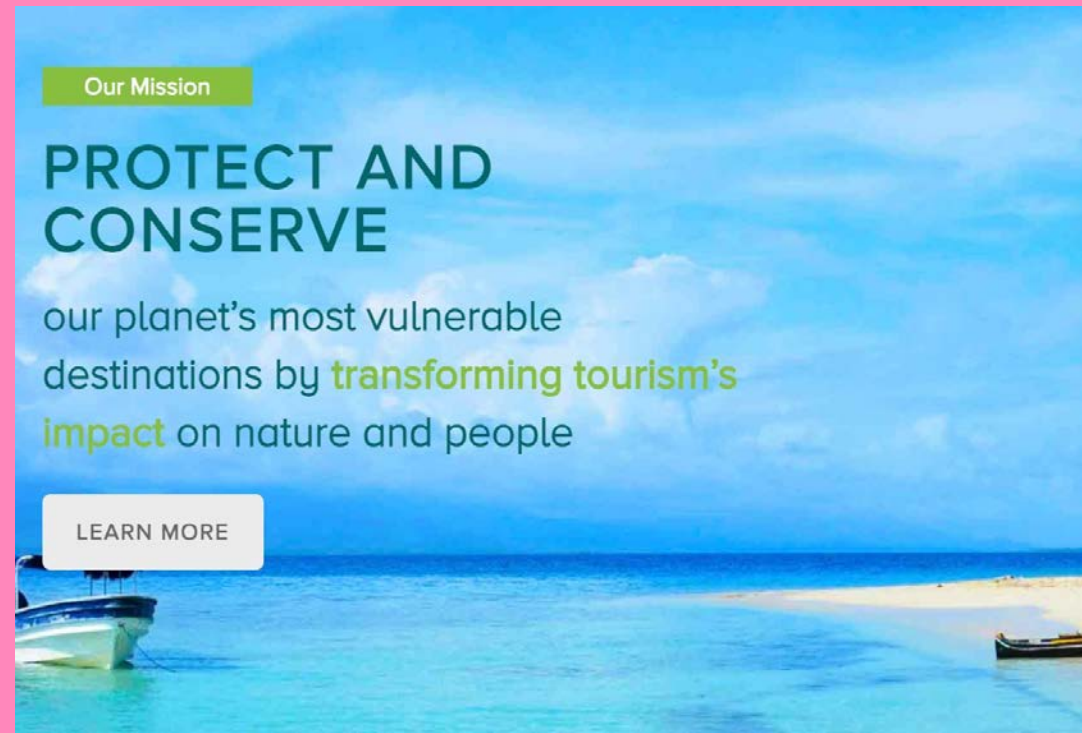
Our Series Creative Director, Jack Davies, will help bring to life your story in a compelling and engaging way that will help you raise awareness of your destination, attract visitors, and share the great sustainable projects underway in Galveston, with tourists, and socially conscious viewers around the world.

From script writing, to filming, through to broadcast quality editing, we will be there every step of the way, helping you to shape the perfect piece of content.

The alignment with Sustainable Travel International and Sublime Magazine, along with the supporting social media campaign, will help elevate your destination onto the global travel market and give your content the stamp of authority it needs to cut through and inspire your viewers.

Supported by a strong marketing strategy, we will help you engage with your target audience, wherever they may be.

Reaching a Socially Conscious Audience



Dedicated landing page on the STI website, to 195k+ visitors. [See Season 1 here.](#)



Editorial on The Independent website, to 24m+ readers. [See Season 1 example here](#)



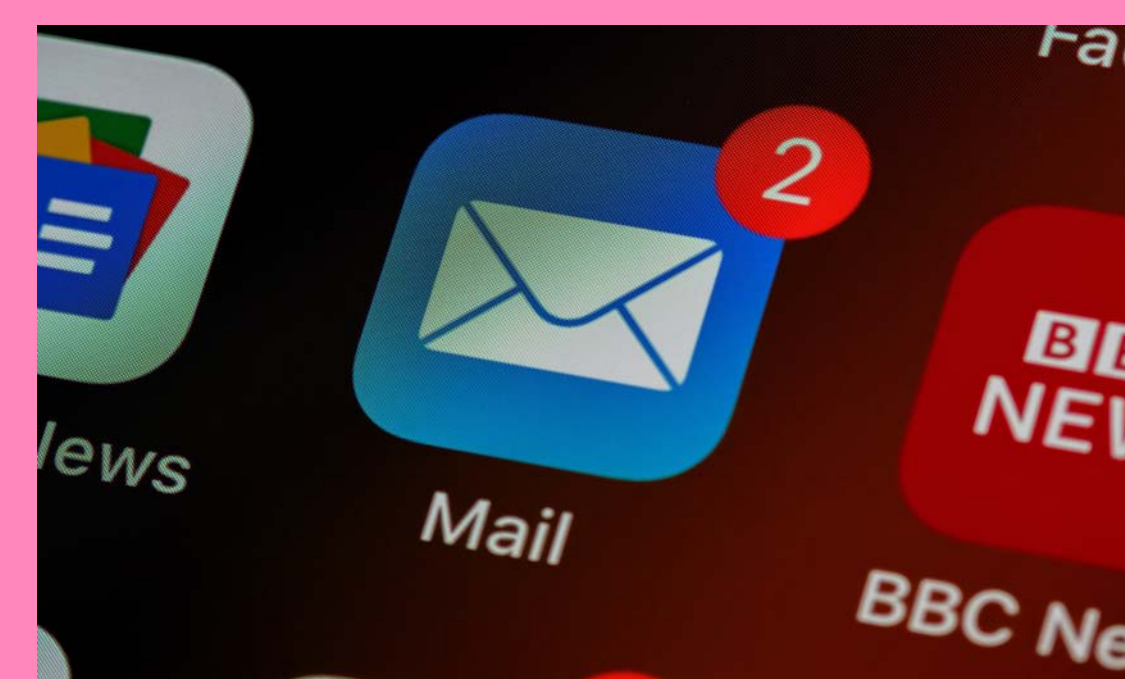
Hosted on Sublime TV. [See Season 1 example here.](#)



Shared with 95+ industry and consumer and press titles



Wide-reaching social media campaign via STI, Sublime and Zinc Communicate channels



Shared through STIs, Zinc's and Sublime's newsletter subscribers

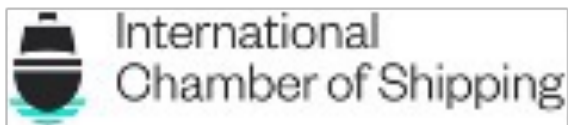
Core Deliverables

- **Production:** Delivery of one 3-5 minute film to form part of the series, plus 90 second teaser summarising key messages from your episodes to encourage viewers to get quick info, or watch the longer film
- **Filming:** 2 days of filming in locations of your choice, with TV documentary crew and broadcast equipment
- **Post-Production:** Broadcast quality content, with graphics & music included
- **Marketing:** Inclusion in the marketing and distribution campaign

COST TO BE INVOLVED

£35,500

Some of Our Recent Clients



VALERIE VAN DER GRAAF
HEAD OF BUSINESS PROGRAMMING
VALERIE.VANDERGRAAF@ZINCMEDIA.COM



ZINC FILM

2023

Sustainable Travel: Where Next?

Marketing Highlights

DOCUMENTARY SERIES PRODUCED IN PARTNERSHIP

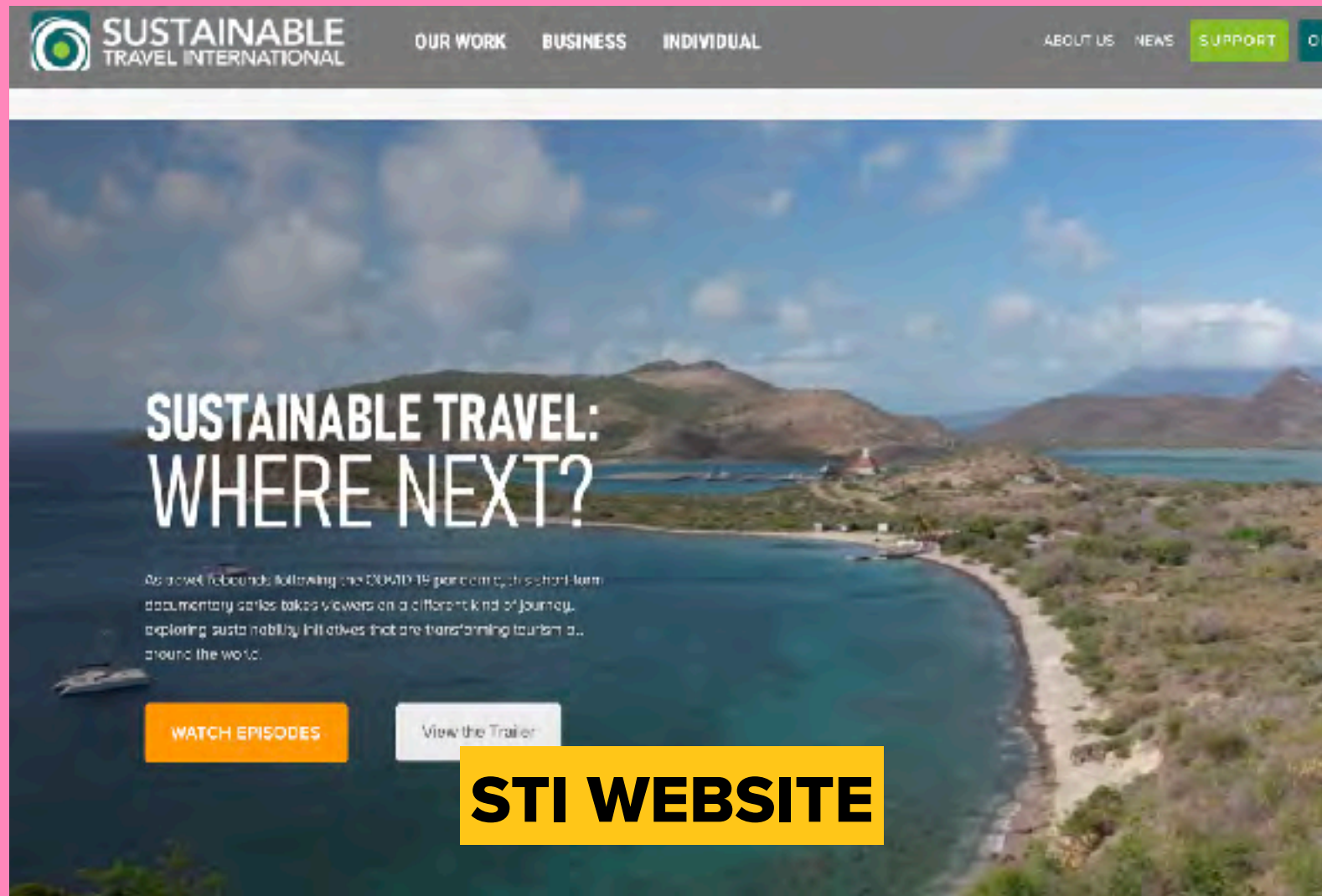
Sublime

ZINC
media group

 **SUSTAINABLE**
TRAVEL INTERNATIONAL

Where was the content seen?

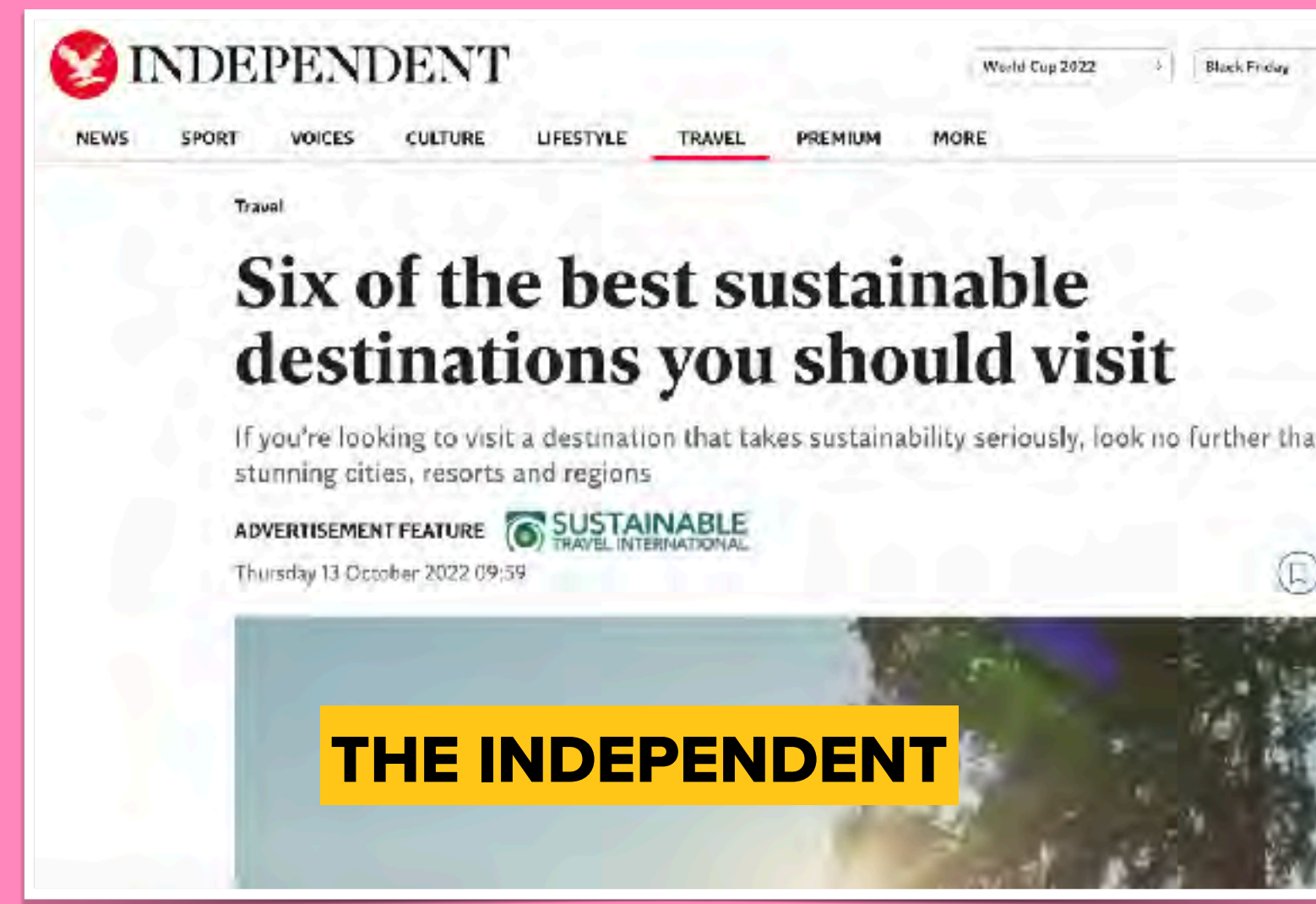
We kick-started the campaign on World Tourism Day 2022, with the series streaming on the Sustainable Travel International website. This was supported by a number of activities across various other media partner sites, as well as social media and travel press titles. However, the campaign isn't over, so please continue to like and share the content using the hashtag #sustainabletravelwherenext



The content is all hosted on a dedicated landing page on the STI website - [stream it here](#)

Website traffic/figures: 114,596 views (Sept-Nov 22). The Landing page received 11,012 pageviews.

Feedback: *“The website had a significant spike in traffic, specifically to the series connect, during the launch”*



The series was discussed in a bespoke editorial feature on The Independent website - [read it here](#)

Website traffic/figures:
Total Site: 237.2M views (Sept-Nov 22)

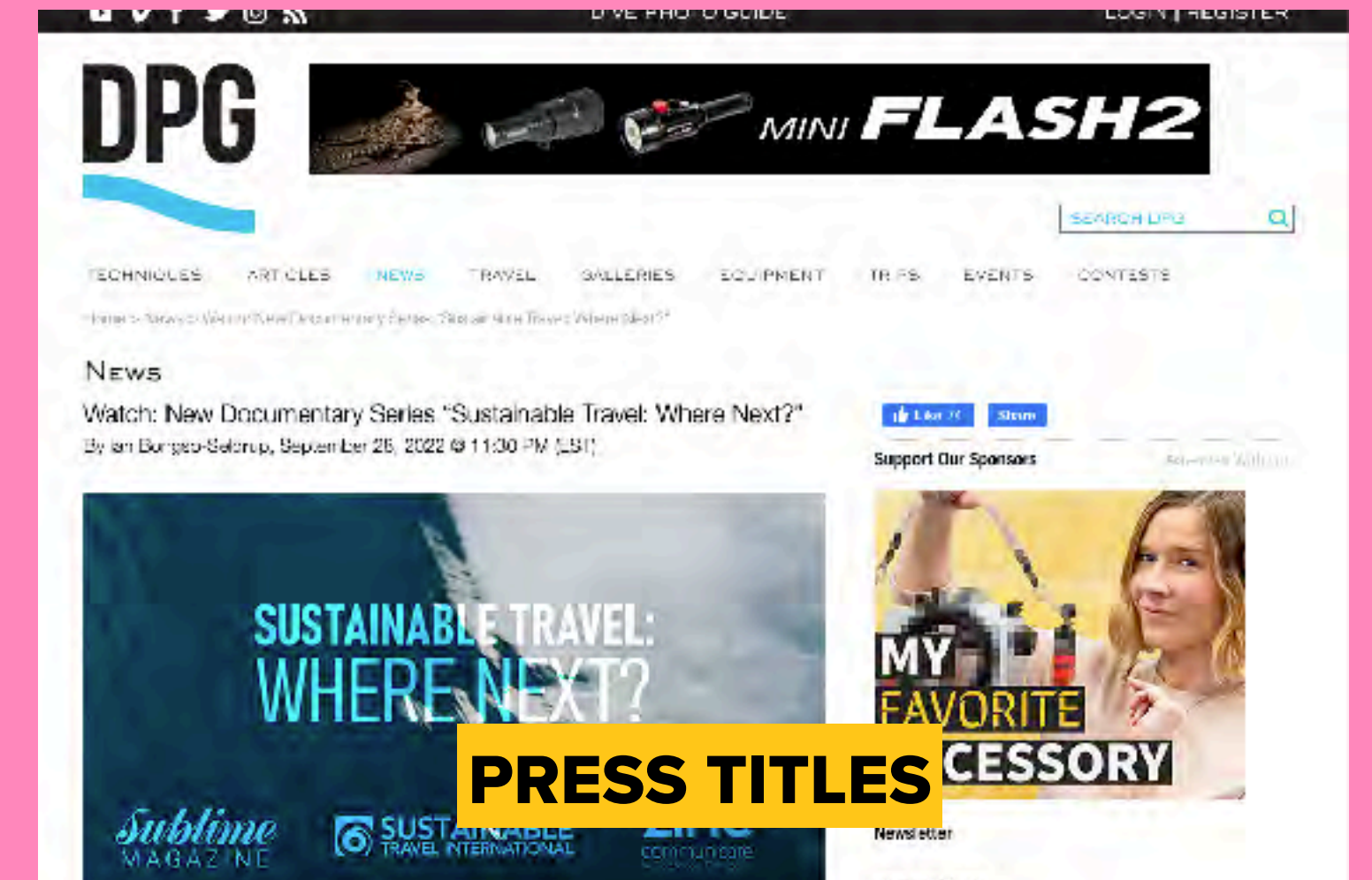
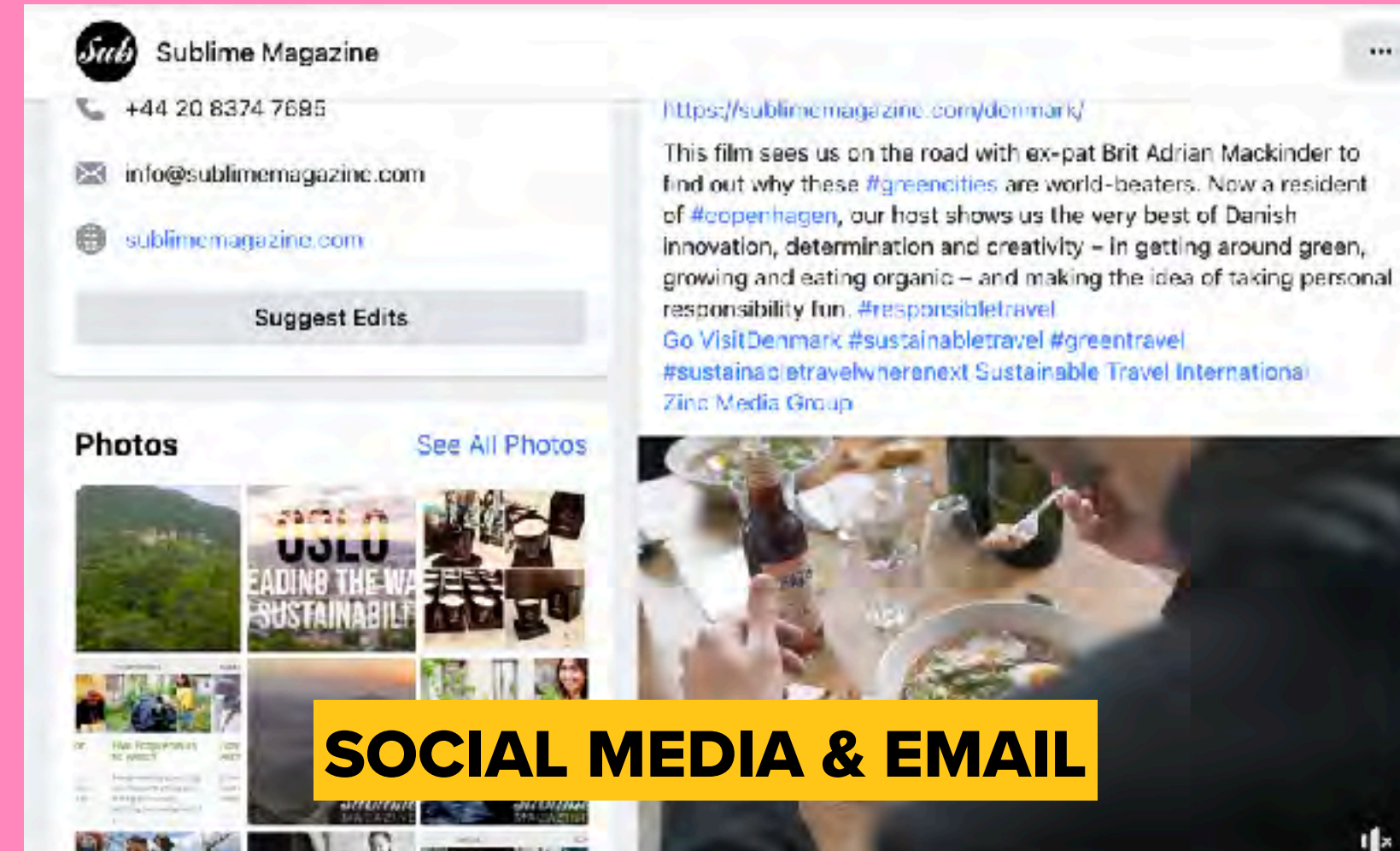
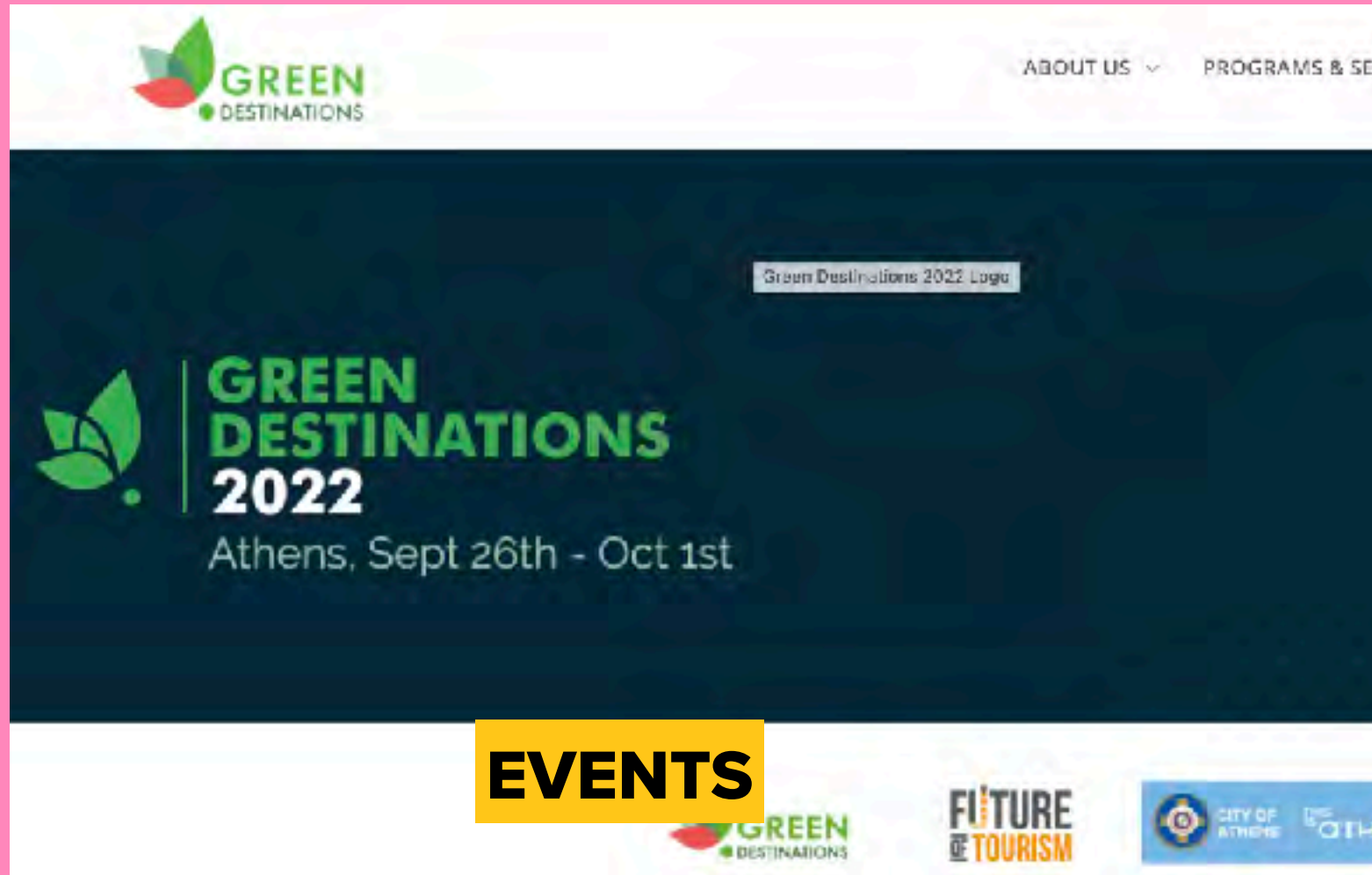
Article: 2491 page views
1985 Unique visitors
40 second dwell time
1 days' worth of engagement time.
52% saw the campaign was on a desktop device, 45% saw it on a mobile device and 2% saw it on a tablet.



The content is part of a full take-over of Sublime TV, with a banner on the homepage of Sublime Magazine - [watch it here](#)

Potential Reach: 93,820 / Page Views: 951,20
Website traffic/figures: 4k+ views (Sept-Nov 22)

Where was the content seen? - cont'd



The content was shown at the Green Destinations Summit in Athens (Sept-Oct '22), as well as the Sedona Film Festival in (Sept '22)

Feedback: Our theater is 99 seats; and we had 85 people here for the series! VERY POSITIVE RESPONSE! In fact, sparked some GREAT conversation for the panel discussion afterwards and a lot of ideas on how to promote Sedona as a Sustainable Tourism destination. We had members of our City Council, Chamber of Commerce and Tourism bureau on the panel, and all were impressed by the content of the films (as were our audience members).

The social media clips are continuing to be shared with STI's, Zinc Communicate, and Sublime's 150k+ social followers on Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn. Total views are around 50k so far.

EMAIL: On the launch day, the email campaign was sent to STI's mailing list of 12,099 subscribers, with a 24% open rate.

Potential Reach: 150k+ followers & subscribers

Please continue to like and share the content across the social platforms

Shared with STI's 82+ press and news contacts, with pick up on Dive Photo Guide - [read the article here](#), and was published on [Green Lodging News](#).

(See full list of publications on next page)

Main press titles with which the content was shared

Adventure.com <https://adventure.com/>
AFAR <https://www.afar.com/>
American Way Magazine <https://americanway.com/en/>
Aspire <http://aspiretravelclub.co.uk/>
BBC <https://www.bbc.com/>
Breaking Travel News <https://www.breakingtravelnews.com/>
Business Traveller <https://www.businesstraveller.com/>
CBS News - Eye on Travel <https://petergreenberg.com/category/eye-on-travel/>
Citizen Femme <https://citizen-femme.com/>
CNBC <https://www.cnbc.com/cnbc-travel/>
Condé Nast Traveler <https://www.cntraveler.com/>
Condé Nast Traveller (UK) <https://www.cntraveller.com/>
Conference & Incentive Travel <https://www.citmagazine.com/>
Country & Town House www.countryandtownhouse.co.uk
Departures <https://departures-international.com/>
Elite Traveler www.elitetraveler.com
Escape News Ltd <https://www.escape.com.au/meet-the-team>
Fairfax, Traveller www.traveller.com.au
Fathom <https://www.fathomaway.com/>
Financial Times <https://howtospendit.ft.com/> / www.ft.com
Food & Travel <https://foodandtravel.com/>
Forbes <https://www.forbes.com/travel/?sh=7fdd62e3463a>
Frommer's <https://www.frommers.com/>
Glass www.theglassmagazine.com
Global Citizen <https://www.globalcitizen.org/en/>
Globetrender <https://globetrender.com/>

GreenBiz <https://www.greenbiz.com/>
Harper's Bazaar www.harpersbazaar.com/
HELLO! <https://www.hellomagazine.com/>
House & Garden www.houseandgarden.co.uk
HuffPost <https://www.huffpost.com/>
Inhabitat <https://inhabitat.com/>
JustLuxe <http://www.justluxe.com/index.php>
Lonely Planet <https://www.lonelyplanet.com/>
Luxury Daily LuxuryDaily.com
Luxury Travel Advisor & Travel Agent Central <https://www.luxurytraveladvisor.com/>
Luxury Travel Magazine <https://www.luxurytravelmagazine.com/>
Marie Claire <https://www.marieclaire.co.uk/>
Marie Claire UK www.marieclaire.co.uk
National Geographic Traveler <https://www.nationalgeographic.com/travel/>
National Geographic Traveller UK <https://www.nationalgeographic.co.uk/>
Outside <https://www.outsideonline.com/>
OutThere <https://www.outthere.travel/>
pebble <https://pebblemag.com/>
Recommend <https://www.recommend.com/>
SheerLuxe <https://sheerluxe.com/>
SKIFT <https://skift.com/>
Spectator Media Group <https://www.spectator.co.uk/>
Stylist <https://www.stylist.co.uk/>
SUITCASE <https://suitcasemag.com/>
Sunset www.sunset.com
Sustainability Times <https://www.sustainability-times.com/>
The Guardian <https://www.theguardian.com/>

The Independent <https://www.independent.co.uk/>
The New York Times <https://www.nytimes.com/>
The Travel <https://www.thetravel.com/>
The Washington Post <https://www.washingtonpost.com/>
Town & Country <https://www.townandcountrymag.com/>
Travel + Leisure <https://www.travelandleisure.com/>
Travel and Tour World <https://www.travelandtourworld.com/>
Travel Daily <https://www.traveldailymedia.com/>
Travel Daily News <https://www.traveldailynews.com/>
Travel Market Report <https://www.travelmarketreport.com/>
Travel Mole <https://www.travelmole.com/>
Travel Professional News <https://www.travelprofessionalnews.com/>
Travel Pulse <https://www.travelpulse.com/>
Travel Weekly <https://www.travelweekly.com/>
Travelers Today <http://travelerstoday.com/>
Travindy <https://www.travindy.com/>
Treehugger <https://www.treehugger.com/>
Triple Pundit <https://www.triplepundit.com/>
TTG Luxury <https://www.ttgmedia.com/>
U.S. News & World Report <https://www.usnews.com/>
Vanity Fair www.vanityfair.com
Verge Magazine <http://www.vergemagazine.com/>
Where Traveler <https://www.wheretraveler.com/>
Woman & Home <https://www.womanandhome.com/>


Sustainability

We are passionate about protecting the world around us, and this comes through in the purposeful, sustainability focused work that we create at Zinc Communicate.

This series was a completely carbon neutral production, which led us to invest in some wonderful projects all around the world, with thanks to our partners Sustainable Travel International.

If you would like to learn more about this, please contact [Kaitlyn Brajcich](#).

KATINGAN MENTAYA PROJECT

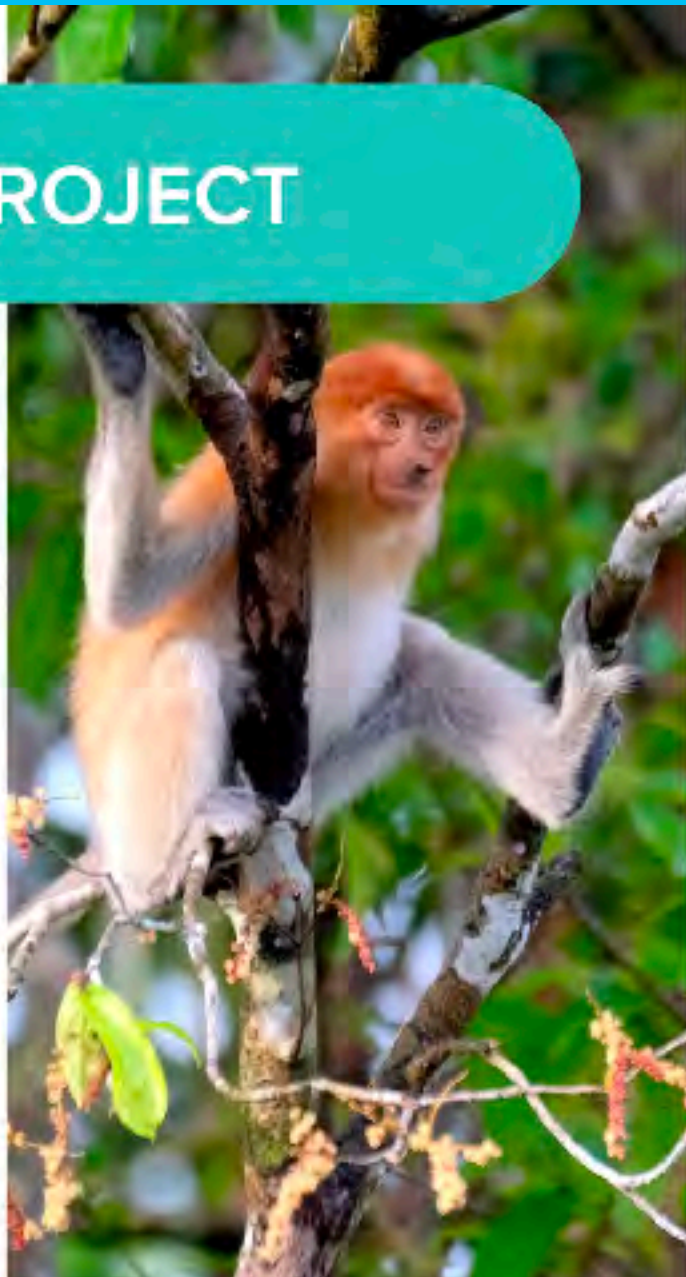

 **Blue Carbon**

Indonesia


This project is protecting and restoring one of the largest remaining peat swamp forests in Indonesia. Massive stores of carbon are locked away beneath the swamp's surface, while the aboveground forest habitat is home to over 5% of all remaining Bornean orangutans. Along with conserving this critical ecosystem, the project is enhancing the quality of life of rural communities by creating livelihood opportunities, formalizing land rights, and improving public services.

Additional Resources:

- [Photos](#)
- [Full project description](#)



TROCANO ARARETAMA CONSERVATION PROJECT



 **Forests**

Brazil

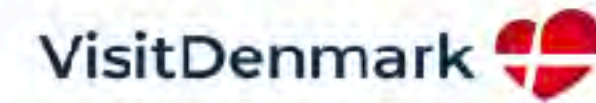
Located along the Madeira River, this project is protecting a vast area of the Brazilian Amazon that is under imminent threat of deforestation. By improving living conditions and strengthening environmental monitoring and awareness, this project will conserve this critical ecosystem while improving quality of life for local communities.

Additional Resources:

- [Photos](#)
- [Full project description](#)



Partners



Press releases to go out to the following media outlets:

Adventure.com	https://adventure.com/
AFAR	https://www.afar.com/
American Way Magazine	https://americanway.com/en/
Aspire	http://aspiretravelclub.co.uk/
BBC	https://www.bbc.com/
Breaking Travel News	https://www.breakingtravelnews.com/
Business Traveller	https://www.businesstraveller.com/
CBS News - Eye on Travel	https://petergreenberg.com/category/eye-on-travel/
Citizen Femme	https://citizen-femme.com/
CNBC	https://www.cNBC.com/cNBC-travel/
Condé Nast Traveler	https://www.cntraveler.com/
Condé Nast Traveller (UK)	https://www.cntraveller.com/
Conference & Incentive Travel	https://www.citmagazine.com/
Country & Town House	www.countryandtownhouse.co.uk
Departures	https://departures-international.com/
Elite Traveler	www.elitetraveler.com
Escape News Ltd	https://www.escape.com.au/meet-the-team
Fairfax, Traveller	www.traveller.com.au
Fathom	https://www.fathomaway.com/
Financial Times	https://howtospendit.ft.com/ / www.ft.com
Food & Travel	https://foodandtravel.com/
Forbes	https://www.forbes.com/travel/?sh=7fdd62e3463a
Frommer's	https://www.frommers.com/
Glass	www.theglassmagazine.com
Global Citizen	https://www.globalcitizen.org/en/
Globetrender	https://globetrender.com/
GreenBiz	https://www.greenbiz.com/
Harper's Bazaar	www.harpersbazaar.com/
HELLO!	https://www.hellomagazine.com/
House & Garden	www.houseandgarden.co.uk
HuffPost	https://www.huffpost.com/
Inhabitat	https://inhabitat.com/
JustLuxe	http://www.justluxe.com/index.php
Lonely Planet	https://www.lonelyplanet.com/
Luxury Daily	LuxuryDaily.com
Luxury Travel Advisor & Travel Agent Central	https://www.luxurytraveladvisor.com/
Luxury Travel Magazine	https://www.luxurytravelmagazine.com/
Marie Claire	https://www.marieclaire.co.uk/
Marie Claire UK	www.marieclaire.co.uk

National Geographic Traveler	https://www.nationalgeographic.com/travel/
National Geographic Traveller UK	https://www.nationalgeographic.co.uk/
Outside	https://www.outsideonline.com/
OutThere	https://www.outthere.travel/
pebble	https://pebblemag.com/
Recommend	https://www.recommend.com/
SheerLuxe	https://sheerluxe.com/
SKIFT	https://skift.com/
Spectator Media Group	https://www.spectator.co.uk/
Stylist	https://www.stylist.co.uk/
SUITCASE	https://suitcasemag.com/
Sunset	www.sunset.com
Sustainability Times	https://www.sustainability-times.com/
The Guardian	https://www.theguardian.com/
The Independent	https://www.independent.co.uk/
The New York Times	https://www.nytimes.com/
The Travel	https://www.thetravel.com/
The Washington Post	https://www.washingtonpost.com/
Town & Country	https://www.townandcountrymag.com/
Travel + Leisure	https://www.travelandleisure.com/
Travel and Tour World	https://www.travelandtourworld.com/
Travel Daily	https://www.traveldailymedia.com/
Travel Daily News	https://www.traveldailynews.com/
Travel Market Report	https://www.travelmarketreport.com/
Travel Mole	https://www.travelmole.com/
Travel Professional News	https://www.travelprofessionalnews.com/
Travel Pulse	https://www.travelpulse.com/
Travel Weekly	https://www.travelweekly.com/
Travelers Today	http://travelerstoday.com/
Travindy	https://www.travindy.com/
Treehugger	https://www.treehugger.com/
Triple Pundit	https://www.triplepundit.com/
TTG Luxury	https://www.ttgmedia.com/
U.S. News & World Report	https://www.usnews.com/
Vanity Fair	www.vanityfair.com
Verge Magazine	http://www.vergemagazine.com/
Where Traveler	https://www.wheretraveler.com/
Woman & Home	https://www.womanandhome.com/



Agenda Item: Discuss and Consider Juneteenth Grant Program Applications

Background:

In order to promote the development of Juneteenth activities and attract new overnight business in Galveston, the Trustees approved \$100,000 for a Juneteenth Grantmaking Program. As a result, staff at Visit Galveston and the Galveston Park Board have developed a targeted grantmaking program designed to enhance Juneteenth activities on the island. This program represents a new opportunity to highlight Galveston's unique role in Juneteenth celebrations and the cultural history of Juneteenth on the island and draw overnight visitors to Galveston.

As part of the grantmaking process developed by staff, applications have been solicited from the community, and staff have reviewed those applicants to determine the feasibility and suitability of proposed projects. Eight (8) applications have been deemed suitable for funding by staff based on selected criteria. Those criteria include applicability to HOT statutes, proposed project, proposed marketing plan, proposed budget, expected return on investment of HOT funds, the organizer's historical record of success in executing similar projects, and applicability to the program guidelines.

Staff Recommendation:

Staff recommends the award of the accompanying grant applications in support of Juneteenth activities.

Funding Source:

\$95,700 from 7002 Contingency – Special Projects, "Juneteenth"



Juneteenth Grant Program Term Sheet

Organization:

Club 68

Project Title:

Club 68 Zydeco Concert

Grant Request:

\$6,700

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Club 68 plans to host a Zydeco band with the goal of promoting Juneteenth in Galveston by enhancing nightlife festivities and encouraging overnight stays. Funds will be used to hire a Zydeco band and promote the event. In particular, funding will pay for ticket costs, flyers, newspaper ads, and radio advertisement.

Proposed Marketing Plan:

Club 68 will work with businesses to post flyers, place ads with regional newspapers and radio stations, and target adults 30 and older.

Expected Attendance:

200 attendees

Staff Grant Award Recommendation:

\$6,700

The Club 68 Zydeco Concert is a unique opportunity to highlight traditional African American southern music while celebrating the legacy of Juneteenth in the region. This concert will cater to a niche audience and draw music lovers from a multi-state region. By highlighting the musical culture of southern Texas through the Zydeco genre, visitors will explore the musical traditions of communities that have celebrated Juneteenth for more than 150 years.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts and Juneteenth events; the niche audience of Zydeco lovers and live music enthusiasts that will visit; and the event's timing in the calendar of Juneteenth celebrations.



Juneteenth Grant Program Term Sheet

Organization:

Frelot Productions & Ragamuffin Productions

Project Title:

Juneteenth Comedy Show

Grant Request:

\$20,000

Proposed Activity Date:

June 17, 2023

Proposed Funding Use:

Funding will support a two-hour comedy show celebrating Juneteenth in Galveston and featuring four internationally renowned comedians including Myra J., J. Anthony Brown, Michael Colyar, and George Wallace. A portion of proceeds will be donated to a scholarship fund for local students. Funds will pay for marketing, talent fees, transportation and lodging, food, and the venue.

Proposed Marketing Plan:

Marketing efforts will include digital flyers, press releases to regional outlets, ads on various radio and television platforms, billboards, and social media advertising. Additionally, artists will participate in a regional press tour. Advertising efforts will focus on urban and mainstream markets to highlight the draw of nationally relevant acts.

Expected Attendance:

400 attendees

Staff Grant Award Recommendation:

\$10,000

The Juneteenth Comedy Show represents an opportunity to host internationally known comedians in Galveston for the Juneteenth weekend celebrations. This event will provide entertainment for adults traveling to Galveston to celebrate Juneteenth and will entice visitors to stay overnight in order to participate in this event and other night events planned for the entire weekend. Additionally, this comedy show will highlight Galveston as a diverse entertainment destination for Juneteenth celebrations.

Staff recommends this project for award due to the organizer's significant history of producing successful comedy shows; the drawing power of the comedians in the proposed line-up; the scheduling of the event on Saturday night representing an important time block for drawing overnight guests; the extensive marketing experience of the event organizers; and the detailed event plan submitted.



Juneteenth Grant Program Term Sheet

Organization:

Nia Cultural Center, Inc.

Project Title:

Juneteenth Emancipation Celebration Gospel Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 16, 2023

Proposed Funding Use:

The Nia Cultural Center will use funding to present a signature gospel concert to celebrate the newly designated federal Juneteenth holiday in Galveston. This celebration will feature nationally recognized gospel artists and will honor and recognize national and regional civil rights advocates or advocates for making Juneteenth a national holiday. It will also attract local and out-of-town participation in Juneteenth activities. It will also help to identify Galveston as the center of Juneteenth celebrations both in Texas and nationally.

Proposed Marketing Plan:

Nia Cultural Center will launch a robust publicity campaign leading up to the 2023 Juneteenth holiday weekend. This campaign will include news releases, regional print, broadcast media, the Nia Cultural Center website, social media accounts, and newsletters. Additionally, the event will be included in the VisitGalveston.com Juneteenth event page, and push cards will be placed at local hotels, cruise terminals, and at the Juneteenth Legacy Project Headquarters.

Expected Attendance:

1,200 attendees

Staff Grant Award Recommendation:

\$20,000

Beginning in 2022, the Juneteenth Emancipation Celebration Gospel Concert has drawn crowds of people to Galveston to kick-off the Juneteenth weekend. Support for this event would produce a significant return on investment and provide a marquee event to bring people to Galveston for a weekend of Juneteenth celebrations.

Staff recommends this project due to Nia Cultural Center's significant history of successful Juneteenth events that draw overnight visitors; the capacity of Nia Cultural Center's staff to produce multiple signature events; the detailed event plan submitted; and the organization's commitment to highlighting the history and impact of Juneteenth in Galveston.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Island African American Treasures

Project Title:

Galveston Juneteenth History Podcast

Grant Request:

\$20,000

Proposed Activity Date:

Year Round

Proposed Funding Use:

The Galveston Island African American Treasures group plans to produce a series of podcasts highlighting the history of Juneteenth in Galveston. This podcast will focus on capturing the history of black Galvestonians during the Juneteenth era, as well as subsequent generations of black Galvestonians affected by Juneteenth and General Order No. 3. Episodes will include audio and video elements, and will be made available on multiple platforms. Funds will be used for production costs as well as marketing costs to include sponsored social media ads.

Proposed Marketing Plan:

The podcast will be marketed using search engine optimization techniques during production to ensure that marketing efforts are streamlined across platforms. This will include using keywords in sponsored social media ads and promoting the episodes continually to build an audience. Embedded advertising opportunities will also help to promote the podcast across online platforms.

Staff Grant Award Recommendation:

\$10,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the “Galveston Juneteenth History Podcast” as a tourism product that will enhance cultural tourism offerings to visitors. This product will provide widespread coverage of Galveston’s history through the African American lens, and promote cultural heritage tourism for the many visitors to Galveston that have personal and familial history on the island. A podcast’s ability to reach a geographically diverse audience encourages tourism to the island, particularly overnight visitors, and enhances the connections that people make with Galveston ensuring return visits.

Staff recommends this award due to the applicants’ experience with the broadcast and podcast mediums; the thorough business plan provided; the unique tourism product; the capacity to generate overnight visitation beyond the initial production of the podcast; and the enhancement of historical and cultural tourism markets.



Juneteenth Grant Program Term Sheet

Organization:

Reedy Chapel AME Church

Project Title:

Reedy Chapel Gospel Concert and Block Party

Grant Request:

\$20,000

Proposed Activity Date:

June 18 & 19, 2023

Proposed Funding Use:

Reedy Chapel is the site of the first documented celebration of Juneteenth. The church community seeks to re-enact the original march from old Galveston Courthouse to the Chapel for a block party, prayer service, and thanksgiving ceremony, as well as a Gospel concert from a local youth choir. This event will host diverse participants across two days. Reedy Chapel expects to host the prayer service and Gospel concert on Sunday, June 18th; and the Juneteenth march re-enactment and block party will take place on Monday, June 19th.

Proposed Marketing Plan:

Reedy Chapel plans to engage social media ads, regional radio stations, regional and national television programming, email marketing, flyers, and regional billboards. Sponsored social media ads will begin one month before the event.

Expected Attendance:

300 attendees

Staff Grant Award Recommendation:

\$10,000

The Reedy Chapel Gospel Concert and Block Party represents the continuation of one of the oldest Juneteenth celebrations in the country. This two day block party and concert will provide opportunities for overnight visitors to take part in a classic Galveston Juneteenth celebration. Additionally, the role of Reedy Chapel in the delivery of General Order No. 3 highlights Galveston's central role in Juneteenth history.

Staff recommends this award due to Reedy Chapel's long history of producing significant Juneteenth celebrations; the historical significance of the organization in celebrating Juneteenth; the timing of the events in relation to other Juneteenth celebrations, notably taking place over two days and during the daytime hours; and the event's ability to draw overnight visitors as one of the marquee Juneteenth celebrations in Texas.

Juneteenth Grant Program Term Sheet

Organization:

Galveston County Council of Greeks, and Old Central Cultural Center

Project Title:

Juneteenth Sneaker Ball

Grant Request:

\$20,000

Proposed Activity Date:

June 17 or 18, 2023

Proposed Funding Use:

Funding for the Juneteenth Sneaker Ball will be used to host a gala including a sit-down dinner and a silent auction. This event will establish an annual ball to support the Juneteenth holiday, highlight Galveston's role in the history of Juneteenth, and draw overnight visitors to Galveston to celebrate Juneteenth. Additionally, this event will collaborate with other Juneteenth events to offer a slate of festivities that will increase overnight stays. Funds will pay for the event venue, marketing, entertainment, and decorations. Proceeds from the event will support scholarships for local students, and programs at Old Central Cultural Center

Proposed Marketing Plan:

The organizers plan to utilize the wide network of each of the nine Greek organizations collaborating on the event through social media channels and sponsored social media ads; mail campaigns; radio, podcast, and television media; and print publications both local and national. The marketing plan will target the broad membership of each Greek organization; national organizations like the NAACP and National Urban League; sneaker enthusiasts and special interest groups; and celebrities and athletes.

Expected Attendance:

500 attendees

Staff Grant Award Recommendation:

\$20,000

The Galveston County Council of Greeks and Old Central Cultural Center propose to bring a new Juneteenth event to Galveston, the Juneteenth Sneaker Ball. This event would replicate similar Sneaker Ball celebrations that have been popular in other parts of the country. A Juneteenth Sneaker Ball would provide a marquee event on Sunday to attract overnight visitors seeking an upscale gala.

Staff recommends this project for award due to the Galveston County Council of Greeks' significant history of producing marquee events on the island. This includes their annual Mardi Gras Gala, and Holiday Ball. This organization also has a history of successful marketing efforts, and event organizers include individuals with extensive experience in promoting events. Additionally, this project will draw a national audience due to the group's significant network of Greek fraternities and sororities. These factors suggest an opportunity to generate considerable overnight stays, and highlight Galveston as the premier destination for celebrating Juneteenth.



Juneteenth Grant Program Term Sheet

Organization:

Galveston Symphony Orchestra

Project Title:

Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert

Grant Request:

\$20,000

Proposed Activity Date:

June 18, 2023

Proposed Funding Use:

Funding will be used to host a free concert of the Galveston Symphony Orchestra together with the Galveston Heritage Chorale performing traditional African American music in honor of Juneteenth. The concert would include 50-60 musicians led by Trond Saeverud and June Collins Pulliam. Funds will pay for marketing expenses and for musicians' performances.

Proposed Marketing Plan:

Galveston Symphony Orchestra will engage a marketing firm to develop an ad campaign targeting various regional print media and social media outlets. Marketing efforts will be focused in the South-Central Texas region with an emphasis on encouraging tourism related to the Juneteenth holiday.

Expected Attendance:

1,000 attendees

Staff Grant Award Recommendation:

\$10,000

The Galveston Symphony Orchestra and Galveston Heritage Chorale Juneteenth Concert will provide an opportunity for local musicians to highlight the history and impact of Juneteenth on Galveston's music community. This free concert will be an opportunity for visitors of all ages to participate in Juneteenth activities and will be an opportunity to host a diverse group of participants. Additionally, this event will promote the unique music heritage of Galveston and introduce regional audiences to Galveston's music community.

Staff recommends the award of this grant due to the organizer's extensive history of producing successful concerts; the event's placement in the Juneteenth weekend's schedule of celebrations; the availability of this event to a diverse audience; and the broad appeal of the subject matter.



Juneteenth Grant Program Term Sheet

Organization:

Juneteenth and Beyond, LLC.

Project Title:

Juneteenth Tours

Grant Request:

\$9,000

Proposed Activity Date:

June 1-30; Year Round

Proposed Funding Use:

Juneteenth and Beyond intends to provide guided tours of the Galveston Freedom Trail which outlines the historical occurrence of Juneteenth. Tours will be managed and conducted by Dr. Araminta Sorrell, owner of Juneteenth and Beyond. These tours will represent the first such tours in Galveston. Thematic tours focused on cultural tourism will provide a unique opportunity for visitors to engage in the rich fabric that has influenced Texas and the South. Juneteenth Tours offers an opportunity to enhance and draw visitation to Galveston.

Proposed Marketing Plan:

Texas's population represents the largest overall black population in the country, representing more than 3.9 million people. Marketing will focus on regional efforts to connect with African American communities through travel media, radio and TV ads, social media campaigns, and print flyers targeting tourism businesses. This marketing plan will focus on drive markets in the Houston region and repeat visitors to Galveston, particularly those that frequent hotels, cruise ship terminals, shops, and restaurants.

Staff Grant Award Recommendation:

\$9,000

As part of an effort to develop new tourism products in Galveston, Visit Galveston staff has identified the "Juneteenth Tours" project as a tourism product that will enhance cultural tourism offerings to visitors. The lack of cultural heritage tours in Galveston is notable in light of the number of visitors seeking opportunities to connect with Galveston's history. Expanding these cultural heritage tourism opportunities is particularly important given many people's personal connections to Galveston, and the impact those connections can have on visitors choosing to stay overnight on the island.

This staff recommendation is based on the tour operator's experience with tourism, historical education, and community outreach; the thorough and extensive business plan including detailed budget analysis; the unique tourism product offering; and the capacity to expand the range of tourism products for Juneteenth celebrations.