



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, February 15, 2022 at 9:00 a.m.
Galveston, Texas 77550

The Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines to help reduce the spread of the Covid-19 virus.

- I. Call Meeting To Order
- II. Roll Call And Declaration Of A Quorum
- III. Conflict Of Interest Declarations
- IV. Requests To Address The Committee
The public shall be allowed to provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting.

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)

- V. Discuss And Consider Approval Of Meeting Minutes

Documents:

[JANUARY 11, 2022 MEETING MINUTES.PDF](#)

- VI. Present Cruise Passenger Visualization From Zartico (Melody Smith And Katie Cook, 15 Minutes)

Documents:

[OVERVIEW_ZARTICO CRUISE VISUALIZATION.PDF](#)

- VII. Update Of Short Term Rental Compliance Program (Bryson Frazier, 10 Minutes)

Documents:

[STR UPDATE TDAC OVERVIEW.PDF](#)

- VIII. Discuss And Consider Approval Of Incubator Funding For 2022 MotoSurf Texas Cup (Bryan Kunz, 10 Minutes)

Documents:

[2022 MOTOSURF TEXAS CUP OVERVIEW FOR TDAC.PDF](#)

- IX. Discuss Opportunities And Direction For Official Holiday Designation - (Michael Woody, 15 Minutes)

Documents:

[TDAC AGENDA OVERVIEW_OFFICIAL HOLIDAY DESIGNATION.PDF](#)

- X. Discuss And Consider TDAC's Recommendation To The Board For Alternative To July 4th Fireworks (Michael Woody, 5 Minutes)

Documents:

[TDAC ALTERNATIVE JULY 4.PDF](#)

- XI. 2021-2022 Committee Work Plan For Reference

Documents:

[TOURISM ACTION PLAN.PDF](#)

- XII. Future Agenda Items

- XIII. Announcements

- XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting March 8, 2022

- XV. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before February 11, 2022, 5:00 p.m.

Approved

Will Wright, Chair, TDAC

Approved

Spencer Priest, Chair, Park Board of Trustees

Approved as to Format

Kelly de Schaun, Chief Executive Officer

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

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

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



GALVESTON

* ISLAND *

Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee**

1/11/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:03 AM

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The roll was called, a majority of the members were present and a quorum was declared.

TDAC Members Present: Will Wright, Maureen Patton, Claire Reisweg, Marty Miles, Willis Ghandi, Leon Garrison, James Clark, Denise Alexander, Shane Cantrell, Trey Click, Lisa Shaw and Sherill Hilton.

TDAC Members Absent: Richard See and Sherill Hilton

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Theresa Elliott made a motion to approve November 9, 2021 meeting minutes.

Maureen Patton second the motion.

Vote: 14-0

VII. Presentation Of City Mobility Plan (City Of Galveston - James Oliver, 10 Minutes)

James Oliver Director of Island Transit with the City of Galveston updated the staff on the projects that are currently underway. Mr. Oliver explained that there are four modes of transportation that Island Transit currently offers which include ADA transportation, Bus Transportation, Rail Trolley's and Rubber Wheel Trolley's. Rider numbers were shared with the committee and it was expressed to post the routes to guests to improve ridership. Mr. Woody will have a meeting with Mr. Oliver later this month to get involved with some of the City's efforts to apply for additional funding that can potentially aide the efforts Island Transit has. The committee agreed to assist in different ways to support the services of Island Transit.

VIII. Discuss & Consider Funding For The 8th Annual Galveston Island Tourism Summit (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton Director of Destination Services updated the committee of the agenda for the 8th Annual Galveston Island Tourism Summit along with the funding associated with the event. The event will be held on May 5, 2022 at the Galveston Island Convention Center, during National Tourism Week. There will be live stream and in person attendance options. There will be national and regional speakers speaking on various topics along with the return of the vendor expo. Staff is requesting approval for the following expenditures:

Funding Details

70-7000 Clint Pulver – Keynote Speaker \$10,000

70-7000 The Events Company – Audio Visual \$29,540

70-7000 The San Luis Resort – Food & beverage \$27,824

70-7002 Special Events Funding \$45,000

Motion: Trey Click made a motion to approve.

Second: Shane Cantrell second the motion

Discussion: The committee wants it noted that the goal is to receive full funding support from sponsorship that will show a zero expenditure. It was encouraged to bring a bigger and better event due to coming out of a season that was strong.

Vote: 12-0 Unanimous

IX. Discuss And Consider 2021- 2022 TDAC Plan Of Work (Michael Woody, 10 Minutes)

Mr. Woody shared the Tourism Action Plan which is a plan that directs Visit Galveston on the goals and objectives outlined in the annual Business Plan. Mr. Woody explained to the committee some of the items that were removed due to meeting the goals that were in place for 2021. The new items placed on the plan were shared along with the primary focus items for 2022. There will be a management meeting coming up that will focus on working on a dashboard with assignment indicators to track efforts made. The Tourism Action Plan will be presented to the Park Board of Trustees for review and approve. It was asked if a plan was going to be put in place to assign who was responsible for items on the Action Plan. Kelly De Schaun shared that the entire committee was responsible for the Tourism Action Plan and the management team is still working with Fired Up on developing further actions.

Motion: Maureen Patton moved to accept this and thinks this is amazing and wonderful

Second: Trey Click second the motion

Vote: 12-0 Unanimous

X. Presentation Of Sponsor/Advertiser Holiday Amenity – Shop Local Focus (Scott Moon, 10 Minutes)

Scott Moon shared with the committee the efforts made by the marketing team on launching a business development program in 2021 which included a variety of marketing options available to partners. As a thank you for supporting these efforts and advertising on Visit Galveston a Holiday Amenity was given that had a focus on local shops on the island. Finding locally sourced products was a challenge and staff is asking that if the committee is aware of any other business that offer locally sourced merchandise to please inform the CVB.

XI. Recap Of Holiday Marketing And Activations (Melody Smith, 15 Minutes)

Melody Smith shared with the committee the holiday marketing and activation efforts that were made for the 2021 Holiday Season. Visit Galveston enhanced its marketing efforts for exposure through owned, earned, and paid channels. Visit Galveston also partnered with the Historic Downtown Partnership to sponsor the 2nd Annual Holiday Tree Decorating Contest. The goal of this event was to drive traffic to multiple downtown businesses throughout the holiday season.

XII. Future Agenda Items

Discuss locking in Holiday Destination for Galveston Island - The Official Winter Wonder Island John Zendt

Recap on Park Board recommendation for support to City of Galveston Mobility Plan

Update on Short Term Rental Bryson Frazier and Mike Loftin

Update on Fireworks Discussion

XIII. Announcements

The committee members gave an update on their organizations upcoming events.

XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 8, 2022

XV. Adjournment

Meeting adjourned at 10:45 AM



Agenda Item: Present Cruise Passenger Visualization from Zartico

Background: Visit Galveston is working with Zartico to understand tourism trends through data aggregation and geolocation indicators. With cruises returning last fall, we asked Zartico to analyze the cruise visitor's impacts on the destination during the holiday season.

The visualization results from Zartico will be discussed in detail during the Tourism Development Advisory Meeting.



Agenda Item: Update Of Short Term Rental Compliance Program

Background: Staff will provide an update of the short-term rental (STR) compliance program. The update will include:

- STR Registration Numbers
- Airbnb and Vrbo HOT Payments
- Current Compliance Efforts
- Task Force Activities:
 - Survey of Other Cities
 - Report on Best Practices
 - Software Upgrade



Agenda Item: Discuss and Consider Special Event Incubator Funding for 2022 MotoSurf Texas Cup

Background:

The first annual MotoSurf Texas Cup, scheduled for May 13-15, 2022, is a multi-day watersports festival hosted at Moody Gardens by JetSurf Houston, JetSurf USA, JetSurf Official, and MotoSurf World Cup. The event will feature MotoSurf racing, watersport shows, and various activities to appeal to families. MotoSurf racing consists of multi-class racing with a single rider aboard a motorized and highly modified surfboard. Racers can reach speeds approaching 40 miles per hour.

Watersports Show

May 14 - 15

Jetski Freestyle with Mark Gomez, Tanner Thomas
Hydroflight with Hunter Verlander, Ronnie Feise
ParaMotor with Austin
WakeBoarders with Courage Criddle, Doc Funstons Boat
EvoJet Demo with Stephane
Hydrofoils with Efoils
Turbine Speed boat drive by- Goodboy Vodka with Alex Pratt

Race Schedule

May 13 (Friday)

Check out/ Check in Day
Race Registration/ Check in
Technical/ Board Inspections
Track learning, Practice Starts, Practice laps, Open track
Board tuning
Meet and greet – racers welcome party- provided

May 14 (Saturday)

Late Race Registration/ Check in
Technical/ Board Inspections
Track learning, Practice Starts, Practice laps, Qualifications
Heats 1
Heats 2

May 15 (Sunday)

Technical/ Board Inspections

Practice Starts, Practice laps

Heats 3

Heats 4

Finals

Ceremony

May 16 (Monday)

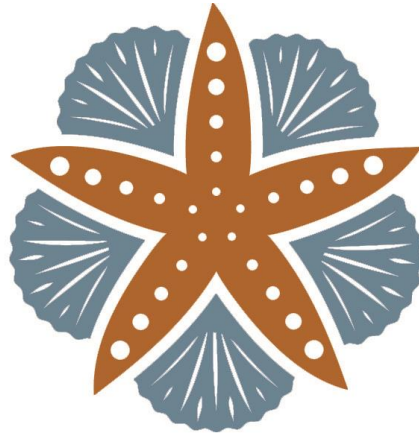
Breakfast of Champions

Event Break-down

Fun Day in Galveston

Staff Recommendation: Staff recommends approval of up to \$10,000 in Incubator Funding

Funding Source (if applicable): FY '21-'22 TD 70-7002.



Special Event Incubator Funding

Regulations, Application
and Post-Event Reporting Documents

Presented by the
Park Board of Trustees of the City of Galveston

601 Tremont, Suite 200
Galveston, Texas 77550

Galveston Park Board Application for Special Event Incubator Funding

Event / Promoter Information

Event Name
Event Date(s)
Event Location
Sponsoring Organization/Promoter Name
Tax ID Number
Tax Filing Status

Contact Information

Event Coordinator Name		
Street Address		
City/State/Zip		
Daytime Phone	Mobile Phone	Fax
Coordinator E-Mail		

Event Description

Please describe the event, including number of expected participants, activities planned, schedules, etc. Attach additional documents as needed.

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email bkunz@galvestoncvb.com.

Event Projections

Total Attendance

Operating Budget

Hotel Room Night Projection

Select one of the methods below and complete the calculation to project Total Hotel Room Nights (TRN) associated with the event. The method you select here will be the method used to determine final funding amount after the event.

A. **Hotel Room Block** - Number of contracted rooms with Galveston hotels = _____ TRN

B. **Ticket Sales/Registrations** - Number of tickets/registrations sold 75 or more miles outside Galveston _____ x 0.61 = _____ TRN

C. **Total Attendance** - Total attendance _____ x 0.045 = _____ TRN

Maximum Funding Projection

Using the Total Hotel Room Nights (TRN) calculated above, please complete the following formula to determine the proposed maximum funding amount. The final approved funding amount will be determined after the event based upon verifiable actual numbers from the event, and could be lower than the projection below.

_____ TRN x \$132 (Average Daily Rate) = \$ _____ ÷ 7 = \$ _____ Proposed Max. Funding

Proposed Fund Usage

Please describe in the space provided below: 1) How the funds you are requesting will be used. 2) How you will enhance and promote tourism and the convention and hotel industry. Please be specific. Attach additional documents if needed.

The above information is accurate and true to the best of my knowledge.

Authorized Signature

Date

Print Name Here

Title/Responsibility

Return the completed application above, along with your proposed advertising plan, event budget and any additional documents to Galveston Island CVB, 601 Tremont, Suite 200, Galveston, TX 77550 or email to bkunz@galvestoncvb.com.

If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email bkunz@galvestoncvb.com.



Agenda Item: Discuss Opportunities and Direction for Official Holiday Designation

Background: In hopes to elevate our positioning as an official Holiday destination, we would like to explore attaining a Texas State Legislative backed title for Galveston Island. We have seen a similar approach taken by other cities in Texas. Some of these include Grapevine – The Christmas Capital of Texas, San Angelo – Visual Arts Capital of Texas, City of Roanoke – Unique Dining Capital of Texas, Buda – Outdoor Capital of Texas, Canyon Lake – Water Recreation Capital of Texas...and so on. For discussion today we would like to establish what that title should be as we work to capture it for the Island during the upcoming legislative year and start to build future promotions and advertising around it. For the State designation we will be working with our Legislative Advocacy firm in Austin, Ryan Brannan, Principal at The Brannan Firm.

We would like for you to bring your thoughts and ideas to the discussion. What “you name it” Capital of Texas would you for us to become to lift the holiday season on Galveston Island.

Some initial thoughts:

Winter Wonder Island Capital of Texas

Holiday Island Capital of Texas

Holiday Capital of Texas

Christmas Island Capital of Texas



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Park Board of Trustees

Discuss and Consider TDACs Recommendation to the Board for Alternative to July 4th Fireworks :

On Wednesday, November 17th, the following ideas were generated by members of the Tourism Development Advisory Committee (TDAC). These were established to respond to a request from the Park Board of Trustees, offering a July 4th alternative to traditional fireworks should the Park Board of Trustees decide to forego fireworks in 2022.

For Board consideration, TDAC recommends proceeding with a traditional fireworks display. This comes with the additional commitment to fund clean-up initiatives through contract resources the night of the fireworks display and for two days following the show to ensure that all potential debris is collected and properly disposed of.

Ideas For Consideration:

Fireworks Alternative for July 4th

July 4th Laser Show - \$34,250

Should the Board decide to not host traditional fireworks, the Committee recommends replacing that with a Laser Light Show positioned on the seawall. The company will provide four 30w air cooled YAG lasers, four haze machines and four 40' high inflatable screen. The 30w YAG projectors have the ability to project aerial patterns into the sky (FAA approval required) and target specific bounce mirrors that will allow us to direct the green beams in the opposite direction viewable the entire length of the Sea Wall. We will build a goal-post arrangement around each laser position to hold mirrors that will direct the beams to the rear of the projector. A total of four haze machines will generate a safe non-toxic smoke in the air. Smoke machines will be positioned throughout the performance area to help enhance the laser aerial patterns.

In addition, TDAC is recommending the exploration of various activations to extend the holiday celebration - \$65,750 (not to exceed)

The City of Galveston has named the two-week run between Juneteenth and July 4th as Freedom Days, and we will lift-up that theme or a variation of that theme for this promotion. The activities will either be ongoing and hosted throughout the promotion period or they will be date specific.

On-Going:

Window Decorating Contest – Merchants Island Wide invited to Register and Participate – Residents/Visitors to vote for favorite Window Display. Merchants capturing top votes win cash prizes.

Freedom Days Passport – Residents/Visitors who visit 10 shops are entered in a drawing for a grand prize, one prize for Galveston Island Resident, one prize for Visitor.

Weekend Activations:

June 25th – 26th

Sandcastle Building Competitions – Saturday/Sunday activations along the Seawall. Create 6 activation Zones for the promotion. On Saturday afternoon (3-ish) the competition will begin. Each zone will have one Sandcastle Building Instructor who will lead the Amateur Build contest. Participants will include family/friend's groups and interested island business groups (max 8 ppl per team). Instructor will provide initial training and tips, will offer advice throughout the 4-hour build. Castles are voted on by Beach Goers via a QR Code Sign with link to VisitGalveston.com.

On Sunday morning, the 6 Instructors will compete in a Sandcastle Building competition with a support team of their choice (max 8ppl per team) beginning at 9am. Castles are voted on by Beach Goers via a QR Code Sign with link to VisitGalveston.com.

Music on the Sand – Small music groups will perform Saturday and Sunday at the Sandcastle Build Sites. The music will be of various genre, primarily beach, acoustic, country. On Saturday from 3pm – 8pm and on Sunday from 9am – 2pm

July 2nd – July 4th

Parade Island – Promote a series of parades across the island...everyone loves a parade. These will be strategically timed to ensure no overlap. The 5 parade focuses (participants) include:

Marine Corp League July 4th Parade

Umbrella Brigade (Patriotic)

Golf Carts

Wagons, Trikes and Bikes

Vintage Cars/Motorcycles

Beach Volleyball Tournament – Explore the opportunity to bring a large 1-2 day Beach Volleyball Tournament to the Island.

Music on the Sand – Small music groups will perform Saturday, Sunday, and Monday (3pm – 8pm daily) along the Seawall at the 6 Sandcastle Build Sites established the week prior. The music will be of various genre, primarily beach, acoustic, country.

Funding Source: Projects: TD65-7000

Tourism Action Plan - Tourism Development Advisory Committee - 2021-2022

The Tourism Development Advisory Committee (TDAC) of the Park Board of Trustees of the City of Galveston helps to inform and direct Visit Galveston (CVB) to achieve the goals and objectives outlined in the annual Business Plan. In addition to looking for new and creative ways to identify and attraction highly 'engaged visitors' to the island, the CVB Team will focus on numerous initiatives throughout the year. These include product and market research, brand promotion, new creative development, niche market promotions, taskforce activation in key expanding markets, website development, content creation, and Visitor Center services expansion. The Business Plan goals identify opportunities to attract new and targeted business to the island, to fill need periods for the destination, all the while creating strong brand ambassadors who will help to promote the island experience to family and friends. As the third largest employer on the island, the tourism and hospitality industry play an important role in driving positive economic impact. But the most important market of success for TDAC and the CVB Team, is to build and strengthen Galveston's vibrant community, ensuring that the island is a fantastic place to live for our residents, and in turn, an amazing place to visit!

"Engaged Visitor" can be defined as the following:

- Stays longer than the current 1.7 day hotel average (5 day average for Vacation Rentals)
- Visits in the shoulder season
- Patron of multiple venues during their visit
- Frequent visitation to Galveston
- Is immersed in the Galveston experience and shares on social channels

2021-2022 PRIMARY FOCUS:

- Increase statewide visitation in regional drive markets
- Increase positive exposure for Galveston's outdoor recreation and cultural amenities
- Increase off-season visitation through various channels
- Increase Sporting Events

Below are action plan items for 2021-2022:

- Promote Cultural Heritage: "Ship to Shore" Immigration Experience, African American History, Spanish Influence, Galveston Movement, German Influence, Architecture, Galveston's Firsts, etc
- Promote visual and performing arts offerings
- Promote birding and fishing during shoulder seasons
- Create wayfinding signage and information campaign
- Create a points of interest GPS Guided Tour program in partnership with City
- Develop collateral educational and promotional pieces to assist short term rental awareness, marketing, and visitation
- Develop meeting/events participation opportunities for vacation rental accommodations
- Surface new cultural experiences for product development
- Continue to enhance niche market outreach and new content development for the Meetings and Events Market to support group sales efforts
- Target highly engaged visitors in each of the following sectors (families, SMERF, convention, need-periods, diverse destination use)
- Research and develop a Meet Like A Local campaign that introduces unique destination specific opportunities to planners
- Develop a Destination loyalty program and Resident Benefit program
- Establish a collaborative sales team of Island tourism partners to solicit and acquire city-wide meetings and events
- Invest in cutting edge data aggregation technology to lift Tourism and ED

- Continue to expand partner engagement opportunities and partner data updates in IDSS
- Cultivate DEI initiatives: Attract a variety of visitors of different ages, ethnicities, abilities, genders, religions and cultures, through marketing and product development
- Cultivate and grow the Certified Tourism Ambassador program
- Partner with Scholes International Airport and strategic industry partners to develop domestic & international charter and package business in support of cruise and special events
- Promote return and expansion of cruise industry and creation of pre/post opportunities
- Elevate Trustee & Committee member community profile and engagement