



**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 Theresa Elliot.

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