



GALVESTON
* ISLAND *
Park Board of Trustees

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

1/13/2022 - Minutes

I. Call Meeting To Order

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

Committee Members present: Steven Creitz, Jason Worthen, Mary Branum, Robert Callies, Lisa Carnes (phone), Anna Deichmann, Sam Malchar (9:00 - 10:10), Diane Olsen (9:00 - 10:00), Kristen Vale and Joe Zdunek.

IV. Conflict Of Interest Declarations

There were no conflicts declared.

V. Requests To Address The Committee

There were no requests to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes (Nicole Charlebois)

Motion: Diane Olsen motioned to approve the minutes for the December 2, 2021 Parks and Amenities Committee meeting.

Second: Joe Zdunek seconded.

Vote: Approved: (8-0, Mary Branum not present at 12/2/2021 meeting).

VII. Update On Public Private Partnership Opportunities For Stewart Beach (Ann Hobing, 5 Minutes)

Ann Hobing provided an update on the Public Private Partnership (P3) following the joint City Council meeting with the Board of Trustees. During this meeting the Board requested the Cities approval for Jones Land Lasalle (JLL) to develop a Request for Proposal (RFP) in conjunction with the City of Galveston and Galveston Park Board Taskforce. To proceed, the legality of what is and is not permitted at Stewart Beach based on the deed needs to be determined. Therefore, City Council deferred to make a vote and will reconvene at the end of January to discuss how they will proceed.

Ms. Hobing went on to introduce the Park Board's new Director of Strategic Communications, Neil Murphy.

Mr. Murphy was hired on to oversee Public Relations, facilitating efficient communication and working on Stewart Beach initiatives. Since onboarding in December, Mr. Murphy has begun developing a communication strategy around the P3. The foundation of this strategy is teamwork and solutions that are in the best of the residents and visitors of Galveston.

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

Vince Loreface, in the absence of Corey Holcomb, reviewed the revenues and key performance indicators for the parks as of December 26, 2021. Overall, Dellanera and Urban Park are performing well with revenues exceeding budget. Seawolf Park's fishing revenue has been on a gradual incline after the Flounder Moratorium was lifted. With fishing revenue still below budget, Seawolf has plans to increase the lost revenue through event rentals and selling ice.

IX. Discuss Concierge Services (Ann Hobing, 10 Minutes)

Ann Hobing introduced the idea of offering a concierge service at the beach parks. Ms. Hobing requested the PAC members discuss restrictions, concerns, revenue opportunities and challenges that a concierge service could present. The main question presented is how the Park Board can create this opportunity, provide the service for the public and have a way to monitor it. This niche market is increasing in interest, and it is important that the Park Board create an ordinance to develop rules around this inevitable service.

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

Melody Smith presented FY21 park marketing strategies along with future strategies for FY22. FY21 95 articles promoting beach visitation, special events and advocacy totaled an earned media ad value of over \$25 million. Paid media accounted for 1 million dollars' worth of spending. A significant amount of effort was spent on the Coastal Distance beach marketing campaign. Other areas of paid media included sponsored articles, partnerships with online travel agencies, park programming and billboards. In mid-July VISITGALVESTON.COM was launched, expanding marketing's reach within owned media. Site benefits include but not limited to, a user-friendly layout control, responsive design and a partner portal for concessionaires and other city partners. Data feedback indicates that for FY21 VISITGALVESTON.COM received 228,888 views with beaches being the most popular pages. The majority of website traffic comes from Houston, Dallas - Ft. Worth, Austin and San Antonio, making up almost 80% of viewers.

For FY22, the marketing strategy will follow a funnel approach. This series of stages will increase awareness, engage interests and ultimately welcome guests to Galveston. The action plan includes building awareness, creating engagement, increasing visitation, curating destination appreciation and fostering sustainable growth.

XI. 2020-2021 Committee Work Plan

XII. Future Agenda Items

No future agenda items were suggested.

XIII. Announcements

Nate Stevens announced that the East End Lagoon Task Force will be recognized at the Parks and Natural Areas Awards Ceremony on February 11, 2022. They are being recognized for their grant work on the development of the trails, interpretive signage and the lagoon remediation project at East End Lagoon.

Anna Deichmann announced that the East End Lagoon nature walks will begin for the 2022 year, with the first walk being Saturday, January 15th at 9 a.m.

XIV. Adjournment

This meeting was adjourned at 10:32 a.m.

DRAFT