



GALVESTON
* ISLAND *
Park Board of Trustees

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

2/15/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:00 AM

II. 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 Reiswerg, Marty Miles, Willis Ghandi, Leon Garrison, Richard See, James Clark, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott and Lisa Shaw.

TDAC Members Absent: Claire Reiswerg, and Sherill Hilton

III. Conflict Of Interest Declarations

There were no conflict of interests declared.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Lisa Shaw made a motion to approve January 11, 2022 meeting minutes.

Marty Miles second the motion.

Vote: Unanimous

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

Melody Smith introduced Katie Cook with Zartico who is monitoring cruise passenger visitation across the island. Katie shared the objective with monitoring cruise passengers which is to understand patterns and behaviors. This data shows where the passengers are visiting once they come to Galveston by using their cell phones. The monitoring dates analyzed was for December 2021 and terminal 1 and 2 passengers were both analyzed. The data shows that terminal 1 passengers were more likely to stay overnight where terminal 2 has shorter stays. The origin markets were shared with the committee that show the different markets that the passengers are coming from along with the length of stay. Most of the passengers visited the east end of the island with limited west end visitation. Zartico will also be analyzing sports groups that come into the island and will present that data at a later date.

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

Bryson Frazier updated the Committee on Short term rental registration numbers, Airbnb and VRBO HOT payments, current compliance efforts, and current Taskforce activities. Currently there are 3853 short term rentals registered which 2600 this time are renewals. There was an ordinance that passed in August 2021 stating that short term rental platforms must collect and make HOT payments. In the last six months 1.7 million has been received from these platforms. To date the Hotel Occupancy payments, collected is 6.7 million compared to 4.9 million last year. Compliance plan is still being worked on and now the focus is on getting properties registered and displaying correct registration numbers. The taskforce has bought on a consultant, and they are working on a survey from other cities. The surveys examine what other cities are doing regarding short term rentals compliance, and regulations. The consultant will gather the results and submit to the Board and City Council.

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

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

Motion: Trey Click made a motion to approve

Second: Shane Cantrell second the motion

Vote: Approved (10-0).

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

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. The committee asked if multiple designations were possible. It was also suggested to not have one broad destination for marketing and advertising purposes. Melody Smith will bring the suggestions to Ryan Brannan and bring back to TDAC for future discussion.

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

Bryan Kunz reminded the committee about the recommendation to the Board to proceed with the traditional 4th of July fireworks. The board asked the committee to seek alternatives to the fireworks if the Park Board should decide to forego fireworks in 2022. Ideas for consideration were a Laser show, Freedom Days (June 19-July 4th), Window Decorating Contest, Freedom Day Passport, Sandcastle Building competitions, Music on the Sand, Parade Island, and Beach Volleyball Tournament.

Motion: Shane Cantrell made a motion in support of moving away from fireworks, and movement toward a drone show in addition to the selected items as ranked by the committee and submitted to Michael Woody.

Second: Trey Click

Vote: Approved (10-0)

XI. 2021-2022 Committee Work Plan For Reference

No Discussion

XII. Future Agenda Items

Sustainability Plan discussion with Island Transit Director

Parks Committee Natural Resource Preservation

XIII. Announcements

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

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

XV. Adjournment

Meeting adjourned at 11:12 AM