



GALVESTON
* ISLAND *
Park Board of Trustees

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

3/8/2022 - 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, Richard See, James Clark, Trey Click, Lisa Shaw, and Sherill Hilton.

TDAC Members Absent: Leon Garrison, Denise Alexander, Shane Cantrell, and Theresa Elliott.

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

Maureen Patton made a motion to approve February 15, 2022 meeting minutes.

James Clark second the motion.

Vote: Unanimous

VI. Update From Chief Operations Officer On Park Operations (Kimberly Danesi, 15 Minutes)

Kimberly Danesi with Park Operations updated the committee on the six parks that are being managed by the Park Board. Budgets and upgrades to each park were shared with the committee.

VII. Update On Cultural Arts Master Plan (Lisa Shaw - 15 Minutes)

The National Endowment of the Arts (NEA) grant and cultural master plan is an opportunity to showcase Galveston's vibrant art scene. These local offerings are an integral part of the fabric of the destination and provide the opportunity to introduce culture seekers to the many diverse experiences found here! This project represents a significant opportunity for the City of Galveston to explore how arts and culture can enhance the local quality of life and provide a driver for culture driven tourism.

The NEA Grant represents a partnership between the City of Galveston, The Galveston Park Board and the Galveston Arts Center. The facilitation of the grant and development of the Cultural Arts Master Plan will be led by the leadership of the Galveston Arts Center, Lisa Shaw, Executive Director, with support from the partner institutions.

The Lakota Group joined the Committee to explain what their goal in Galveston regarding the Arts and Cultural Plan. The group shared their upcoming project timeline and meeting with the community to complete the state of Galveston in regards to the Cultural Arts. There is some field work being done to allow them to witness the local cultural arts and strengthen the existing arts.

VIII. Present 2021 Annual Report (Caitlin Carnes, 15 Minutes)

Neil Murphy, Director of Strategist Communications provided an overview of the 2020-2021 Annual Report which highlights the activities, accomplishments, and year-end results of each pillar of the organization. These areas include Seawall Urban Park, Dellanera RV Park, R.A. Apffel Beach Park, Stewart Beach, Seawolf Park, Beach Patrol, Coastal Zone Management, and Tourism Development.

IX. Recap On Park Board Recommendation For Support The City Of Galveston's Mobility Plan (Michael Woody, 10 Minutes)

Recently staff met with City Transportation leadership, James Oliver, to review the status of the City's mobility plan and to explore the various ways that the Park Board can provide support and direction regarding current operations, routes, and schedules. Staff also explored opportunities for collaborative projects tied to wayfinding and signage in the near term, and future items as tied to the Destination Sustainability Plan in the long term such as park and ride facilities, pedestrian only zones, and the addition of GPS triggered tours on the steel wheel trolleys. The City Transportation is working on some projects and he is ready to look at different routes to add into the routing schedule. Mr. Woody asked that if someone is interested in sitting in on these meetings that they are welcome.

X. Discuss Call For Nominations For Industry Partner Of The Year (Jacquelyn Helton, 5 Minutes)

On May 5, 2022, Visit Galveston Island will host the 8th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week to educate and celebrate the exciting tourism industry.

A new element to this year's Tourism Summit is to recognize an Industry Partner of the year for Galveston Island. This can be an individual, organization or business that collaborates with the industry and demonstrates a strong commitment to increasing visitation by contributing to the growth and success of Galveston's tourism products and services.

TDAC committee will return next month with its recommendations.

XI. Present North American Travel Journalist Association Award (Scott Moon, 5 Minutes)

The North American Travel Journalists Association (NATJA) announced the winners of the 30th Annual NATJA Travel Media Awards Competition. Awards were made to publications, travel journalists and photographers, and destination marketing organizations. Founded in 1991, NATJA is a travel journalism industry leader that fosters high-quality journalism by supporting the professional development of its members, providing exceptional program benefits and valuable resources, honoring the excellence of journalism throughout the world, and promoting travel and leisure to the general public.

The Launch Issue of Island Soul was entered in the competition and captured Bronze for Best Travel Magazine.

XII. 2021-2022 Committee Work Plan

XIII. Future Agenda Items

XIV. Announcements

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

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - April 12, 2022

XVI. Adjournment

Meeting adjourned at 10:27 AM