



GALVESTON
* ISLAND *
Park Board of Trustees

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

4/12/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:02 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, Marty Miles, Willis Ghandi, Leon Garrison, Denise Alexander, Shane Cantrell, Theresa Elliot, Trey Click, and Sherill Hilton

TDAC Members Absent: Claire Reisweg, Richard See, James Clark, and Lisa Shaw.

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

Trey Click made a motion to approve March 8, 2022 meeting minutes.

Maureen Patton second the motion.

Vote: 8-0 (2 abstained)

VII. Introduction Of New Visit Galveston Staff Members (Michael Woody, 10 Minutes)

Michael Woody introduced the newest staff members to join Visit Galveston. Jeff Ellis - Asset Services Coordinator, Shawna Reid - Destination Experience Manager, Sydney Macapagal - Digital Content Coordinator, and Roger Velazquez - Multimedia Content Creator.

VIII. Update On Beach Patrol Programs And Initiatives (Peter Davis, 10 Minutes)

Chief Peter Davis with the Galveston Island Beach Patrol gave a presentation on the mission and brief history of the Beach Patrol and Police Department.

Chief Davis provided current updates on staffing, equipment, and training along with operational statistics, and community outreach efforts.

IX. Update On Festival & Events Workshop (Alex Thomas, 10 Minutes)

Alex Thomas created a free event designed for festival and event organizers to obtain fresh ideas, networking tools, information from local professionals and ways to identify funding opportunities to enhance or develop sustainable events. The workshop is scheduled for April 27, 2022 starting at 8:30 AM until 4:00 PM. The schedule was also shared with the committee.

X. Update On 8th Annual Galveston Island Tourism Summit (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton gave an update on the 8th Annual Galveston Island Tourism Summit. This event continues to be offered free of charge as it has been in the past and the committee was encouraged to get their staff registered.

This year there is an opportunity to grow the attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, all featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. The sponsor list was also shared with the committee and thanked for their generous contributions.

XI. Discuss And Consider Nominations For Industry Partner Of The Year (Jacquelyn Helton, 10 Minutes)

On May 5, 2022, Visit Galveston Island will host the 8th Annual Tourism Summit at the Galveston Island Convention Center. The Summit is designed to involve, inform, educate, and excite Galvestonians. 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.

At the March 2022 Tourism Development Advisory Committee Meeting staff asked for members to bring their nominations to this meeting for all to review and nominate.

Sherill Hilton made a motion for staff to move forward with the online voting nomination process for the Industry Partner of the year. The winner of the votes will then be awarded at the 8th Annual Tourism Summit.

Theresa Elliott second the motion

Vote: Unanimous 10-0

XII. Presentation Of Mid-Year Sales Update (Michael Woody, 10 Minutes)

Visit Galveston Staff presented an update on Group Sales efforts through the first half of the fiscal year 2021-2022. The key performance indicators were highlighted along with providing insight into each of the primary sales markets.

XIII. 2021-2022 Committee Work Plan

For Reference

XIV. Future Agenda Items

4th of July Updates

XV. Announcements

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

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - May 10, 2022

XVII. Adjournment

Meeting adjourned at 10:58 AM