



GALVESTON
* ISLAND *
Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

4/20/2021 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee Meeting was called to an order at 9:00 A.M.

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 Reiswereg, Marty Miles, Willis Ghandi, Richard See, James Clark, Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click, Joshua Ojeda, Jim O'Neil and Lisa Shaw.

TDAC Members Absent: Leon Garrison

III. Conflict Of Interest Declarations

Claire Reiswerg declared a conflict of interest for item VIII Presentation of Draft Short Term Rental Regulations.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Maureen Patton made a motion to approve March 16, 2021 meeting minutes

Second: Trey Click

Vote: 12-0

Abstained: James Clark and Will Wright Abstained

VI. Discuss And Consider Special Event Incubator Funding For 2021 Galveston Island Esports Summit (Bryan Kunz, 10 Minutes)

The 2nd annual Galveston Island Esports Summit is designed to bring together Esports educators, influencer, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market. The summit will feature exhibits, interactive activities, panels, industry merchandise and service vendors, and Esports tournaments. Esports tournaments will be managed by the US Army, highlighting their Army Esports mobile tournament center.

This year the event will be held August 27-29, 2021. The tickets sales are up and running and there have been a few changes made. They are expecting to have over 2,500 in attendance with 1,500 in hotel room night stays. Staff is recommending approval up to \$10,000.

Motion: Trey Click made a motion to approve the \$10,000 in funding.

Second: Maureen Patton second the motion.

Vote: Unanimous 14-0

VII. Update On Voluntary Collection Agreement (Bryson Frazier, 10 Minutes)

Bryson Frazier gave the committee an update on the Voluntary Collection Agreement (VCA). The VCA is an agreement between an internet lodging company like Airbnb and VRBO and a government to collect and remit HOT on behalf of property owners using the online platform to book their property. Currently City Council is reviewing the VCA agreement and Mr. Frazier will update the Committee of City Council's decision. Future steps will include communication to the unregistered and identify and audit unregistered Short Term Rental's (STRs) along with encouraging STRs to register.

VIII. Presentation Of Draft Short Term Rental Regulations (Liz Overton And Mary Branum, 10 Minutes)

Mary Branum and Liz Overton shared the Short Term Rental (STR) Master Plan for 2021 to the Committee. The plan covers visibility-registration, education, enforcement and accountability. The committee would like to see a resolution be written up to address quality of life issues and present to the Board of Trustees to consider bringing to City Council to possibly adopt. Staff will work on a resolution and bring back to the committee for review and make recommendations to the Board.

IX. Present The VisitGalveston.com Hotel & Vacation Rental Booking Engine, Followed By Platform Demonstration By Tempest (Scott Moon, 20 Minutes)

In February 2021, the GICVB began discussing a professionally configured and supported booking engine with our website provider Tempest. The goal of having a booking engine on VisitGalveston.com was to enhance user experience by providing a key planning tool needed by potential visitors to the island: reserving accommodations on the island. Providing this service will also keep future visitors to the island on the website for a longer duration. The Tempest supported booking engine will work for both hotels and vacation rentals by identifying two-way connectivity paths and integrating real-time rates and availability on VisitGalveston.com.

The white-label platform is very flexible and gives us several options for implementation. This will be provided to our lodging partners at no cost, and there will be no commissions applied. There are two options being reviewed now which is a Referral Booking Engine (Book Direct) and a Zero Commission model, which allows visitors to book real-time reservations. This will also allow consumers to build packages to include attraction passes.

X. Present 2021-2022 Official Visitor Guide Advertising Rate Sheet (Scott Moon, 10 Minutes)

In March 2021, The Park Board of Trustees awarded a three-year contract to Midwest Luxury Publishing, a woman-owned, full-service publishing, marketing and communications house, to publish the Official Visitor Information Guide for Galveston Island. As part of this new agreement, all advertising sales will be handled internally by the Business Development Manager, a member of the Park Board team. In addition to managing the sales process, all revenue generated is designed to self-fund the publication production. Historically a cost center, the new program is designed to become a revenue generator, and over time will provide additional funding and support for tourism-based initiatives in Galveston. Rates for the new publication have been structured to provide a lower cost of entry for all sizes of advertising space, allow more partners to participate. Rate reductions, compared to the previous publisher, range from 19%-49%.

Advertising sales will begin April 21, 2021 in preparation for the launch of the first issue in September 2021.

XI. Presentation Of Ship To Shore Exhibit (Denise Alexander, 10 Minutes)

Denise Alexander and Will Wright shared a video on the ongoing renovations to the Galveston Historical

Foundation Ship to Shore interactive experience. The plan is to have it completed by the end of June 2021 with a debut of July 2021.

XII. Overview Of Current Concessionaire Partner Program (Ann Hobing, 10 Minutes)

Ann Hobing is the guest experience manager with the Park Board of Trustees who oversees the concessionaire partner program. Currently the season lasts for 7 months which starts in March. There are 21 areas along the seawall that partners can apply and submit a bid to become a concessionaire. Currently there are 24 concessionaire partners with the Park Board. Current guest offerings include cabana rental, umbrella\chair rental, food\beverage, recreation and gift shops. There is a contract process to become a concessionaire with the Park Board and must receive approval from the Park Board of Trustees.

XIII. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee of the efforts made by the Convention and Visitors Bureau for the month of March 2021.

XIV. 2020-2021 Committee Work Plan For Reference

XV. Future Agenda Items

Resolution Regarding Galveston Island Vacation Rentals

Update on Short Term Rental (STR) - Claire Reisweg

XVI. Announcements

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

XVII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting- May 18, 2021

XVIII. Adjournment

Meeting adjourned at 11:40 A.M.