



GALVESTON
* ISLAND *
Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Parks and Amenities Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

5/6/2021 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:00am.

II. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee Members Present: Steven Creitz, Jason Worthen, Mary Branum, Marlo Landreth (phone), Sam Malchar, Joe Zdunek, Kristen Vale, Anna Deichmann, Cesar Garcia (9:07am)

Committee Members Not Present: Wanda Buttner, Robert Callies

III. Conflict Of Interest Declarations

There were no conflicts of interest declared.

IV. Requests To Address The Committee

There were no requests to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Kristen Vale made a motion to approve the April 1, 2021 Parks and Amenities Committee meeting minutes.

Second: Mary Branum seconded.

Vote: Approved (7-0)

VI. Discuss And Consider Approval Of A Resolution Of Appreciation For American Bird Conservancy (Kelly De Schaun, 10 Minutes)

Kelly de Schaun presented a resolution of appreciation for the American Bird Conservancy and asked for the committee's approval to present the resolution to the Board later in the month for their consideration.

Motion: Mary Branum made a motion to approve the recommendation that the resolution be presented to the Board.

Second: Jason Worthen seconded

Vote: Approved (6-0, Kristen Vale abstained)

VII. Discuss And Consider Concessionaire Partner Program 2021 Process Timeline (Ann Hobing, 10 Minutes)

Ann Hobing shared the recommended timeline for the 2021 Concessionaire Partner Program. She reminded the committee of the impacts of COVID on last year's contracts and the decision to give partners in good standing an extra year on their contracts. Staff expects bidding for this year's contracts to be competitive. Ms. Hobing asked the committee for their approval of the timeline.

Motion: Kristen Vale made a motion to approve the Concessionaire Partner Program 2021 Process Timeline

Second: Joe Zdunek seconded.

Vote: Approved (7-0, Jason Worthen abstained)

VIII. Presentation Of 2021 Beach Park Marketing Strategy (Melody Smith, 10 Minutes)

Melody Smith introduced her Marketing team to the committee. She and Mary Beth Bassett presented the marketing approach, utilizing earned, unearned and owned media to implement the key strategies; (1) General Beach Park/Beach Recreation Promotion, (2) Communicate COVID-19 Protocols, and (3) Environmental Education and Perception Management. She also presented new signage created to further the "brand" of the Park Board.

IX. Presentation Of The Blue Flag Program (Kelly De Schaun, 10 Minutes)

Kelly de Schaun introduced the American Shore and Beach Preservation Association's "Blue Flag Program", a worldwide environmental quality control program that certifies beaches against 36 standardized criteria in the areas of health and safety, water quality, environmental education and environmental management. R.A. Apffel Park (East Beach) has been selected as the Texas pilot for the program.

X. Discuss Offering An Open House Tour Of The Stewart Beach Pavilion (Mario Rabago, 10 Minutes)

Mario Rabago reminded the committee that at the April 1st meeting the committee agreed to discuss offering public tours of the Stewart Beach Pavilion. The tours would be focused on educating the public on the pavilion's physical condition, functionality and potential options to address the park's needs. Staff asked for the committee's input as to whether this type of open house tour would be useful. Committee members indicated that allowing the public to see the current condition of the pavilion might help to make the decision to invest in repairs or replacement of the pavilion.

XI. Comparison 2019 And 2021 Park Revenues (Ann Hobing, 5 Minutes)

Ann Hobing presented the committee with a comparison of the Park's revenues, comparing 2021 to 2019 revenues. While weather related events have caused some closures and lost events at Stewart Beach and East Beach this year, overall revenues are up 38%.

XII. Future Agenda Items

No future agenda items were suggested.

XIII. Announcements

Kimberly Danesi announced that Mario Rabago has resigned and will be leaving the Park Board on May 7 and thanked him for his time with the Parks. Steven Creitz announced that on Saturday, June 19, he will be hosting "Celebration for Absolute Equality" at 2211 Strand, site of the actual Proclamation of Emancipation took place in 1865, and will run from 11am -12:30pm. Ann Hobing reminded the committee about World Migratory Bird Day this Saturday, May 8.

XIV. Adjournment

The meeting was adjourned at 10:31am.