



GALVESTON
* ISLAND *
Park Board of Trustees

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

5/10/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:00 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, Claire Reisweg, Willis Ghandi, Leon Garrison, Richard See, James Clark, Denise Alexander, Shane Cantrell, Theresa Elliott, Lisa Shaw. and Sherill Hilton (9:25AM).

TDAC Members Absent: Marty Miles and Trey Click

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

Maureen Patton made a motion to approve April 12, 2022 meeting minutes.

Shane Cantrell second the motion.

Vote: 10-0, Hilton not present for the vote and Reisweg abstained.

VII. Update On Stewart Beach Projects (Sheryl Rozier, 10 Minutes)

Sheryl Rozier update the committee on the drainage project that is currently happening at Stewart Beach. The project is set to be complete by 25th of May with plans to open Memorial weekend. The layout was shared with the committee in greater detail. There are no gained parking spaces and no less parking spaces after the completion of the project. Recently there was a rain day and there were no rain puddles accumulated at the park. The Park Board is excited for this project and later the plan may include signs to stay out of certain areas to protect wildlife. This project was funded through outside sources including GLO, Industrial Corp and City of Galveston.

VIII. Discuss And Consider Special Event Incubator Funding For Island Rideout And Bike Expo (Bryan Kunz, 10 Minutes)

Bryan Kunz presented the Island Rideout and Bike Expo event that is set to happen August 26-28, 2022. Jeff Neilson with Island Bicycles is working with Moody Gardens to host the Island Rideout. They are expecting 3,000-5,000 in attendance for this event. SE Bikes is the title sponsor for this event. The Galveston Police Department has approved the route. The route was explained in greater detail to the committee. Staff recommends approval of up to \$10,000 in incubator funding.

Motion: Maureen Patton

Second: Theresa Elliot

Vote: 11-0 Leon Garrison abstained

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

Jacquelyn Helton updated the committee on the Festival & Events Workshop that took place April 27, 2022. The event in the future will be hosted in January. Suggestions were made to bring vendors into the event that can work with the event planners and also include tracks on security and food. The workshop is still available to view online by visiting <HTTPS://WWW.VISITGALVESTON.COM/FESTIVALWORKSHOP/>

X. Presentation Of Visit Galveston Multi-Year Marketing Plan And 2021 Economic Impact Report (Melody Smith, Michael Woody, 30 Minutes)

Melody Smith presented the multi-year marketing plan for Visit Galveston. The plan is a comprehensive guide that outlines how the Visit Galveston team will market the island in keeping with the Park Board's strategic plan, destination sustainability plan, and market research.

The plan includes the following:

Situational Analysis, Current Travel Trends, Economic Impact Data, Upcoming Opportunities for Galveston, Departmental priorities, Key Strategies, Sample Advertisements, Partner Opportunities.

XI. Present Update On July 4, 2022 Holiday Activities (Michael Woody, 10 Minutes)

Michael Woody updated the committee on 4th of July Holiday Activities. Approval was given by the Board of Trustees to proceed with the Drone show. There were 4 bids received after staff issued a request for proposal. After reviewing the bids staff selected Sky Elements. This company was selected based on their extensive Experience, high quality program delivery, and proven experience in coastal environments. There will be two shows the night of July 4th at 8:45 PM and 10:00 PM. The launch location will be on 37th street and Seawall. Each show will last 12 minutes. There will be a QR code created that will offer a direct link to a Spotify channel.

XII. 2021-2022 Committee Work Plan

For Reference

XIII. Future Agenda Items

Setting the Value of the Penny

Overview of Vic Activations for the Summer

Visitor Information Center Upgrades

XIV. Announcements

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

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - June 14, 2022

XVI. Adjournment

Meeting adjourned at 11:15 AM