



GALVESTON
* ISLAND *
Park Board of Trustees

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

6/14/2022 - 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, Marty Miles, Willis Ghandi, Leon Garrison, Shane Cantrell (9:07 AM), Trey Click, Lisa Shaw and Sherill Hilton (9:02 AM).

TDAC Members Absent: Maureen Patton, Claire Reisweg, Richard See, James Clark, Denise Alexander and Theresa Elliot.

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

Lisa Shaw made a motion to approve May 10, 2022 meeting minutes.

Willis Ghandi second the motion.

Vote: 7-0 Trey Click abstained.

VII. Discuss And Consider Value Of Fiscal Year 2023-2023 Hotel Occupancy Tax (Bryson Frazier, 20 Minutes)

Bryson Frazier updated the committee on how HOT this year is performing. The actual penny value for FY2021 was \$2.5 million, the highest in record. As of April, year to date HOT collections are outpacing FY 2021. This year the way collections are tracking the penny value will be at \$2.7 million or more.

Michael Woody updated the committee on how Group and Convention Business is performing. - For Q4 of calendar year 2021, the Galveston Island Convention Center is booked 35 usage days, as compared to usage days of 19 for the same period in 2020. For calendar year 2022, GICC booking pace is up 24% over

that of 2021 group and convention business are doing. It is believed that even with the gas prices rising that group and convention business is performing very well.

Staff Recommendation: As a result of Galveston's current performance, booking pace and consumer demand moving through the summer and into the fall/winter, staff recommends setting the penny value at \$2.5 million for fiscal year 2023.

Trey Click made a motion to set the value of the penny at 2.5 million

Second: Shane Cantrell second the motion.

Vote: Unanimous vote

VIII. Update On Beach Projects And Coastal Zone Management (Kimberly Danesi, 15 Minutes)

Kimberly Danesi, Chief Operations Officer, updated the Tourism Development Advisory Committee of the Brach Parks and Coastal Zone Management projects. There are multiple projects happening throughout the remainder of the year include Babe's Beach Nourishment Project, renewal of federal permits for seaweed removal and construction projects, Offshore break water project, engineering projects for the west east of the island from Dellanera Park close to the State Park. There is a project that they are working to combine the beach nourishment projects to include sand nourishment from Babe's Beach to 14th and seawall. There will be giving updates to the committees at a later date to keep all members informed about the multiple projects. Currently there are no predictions that Galveston will be inundated with Seaweed.

IX. Update On Mobile Visitor Information Center Activations For Summer (Shawna Reid, 10 Minutes)

Shawna Reid updated the committee on the activations of VICi. VICi is Visit Galveston's Mobile Visitor Information Center. She is a 1975 Dodge Travco that has been restored for use at events, meetings and activations around the Island. The March through June activations and success stories were shared along with the summer planned activations and social media events. The hashtags will be utilized and a "where is Vici" to get visitors to move around the island.

SCHEDULED VICi APPEARANCE DATES:

- June 6-9 – Texas Chemical Conference at Moody Gardens Convention Center
- June 11 – Post Office Street Flamingo Golf Cart Parade
- June 18 – Juneteenth Picnic and Parade
- June 20 – Juneteenth event
- June 22-24 – CMIT
- July 4 – 4th of July Parade Route set up on Seawall at Storm Memorial
- July 9 – Movies at the Beach at Stewart Beach
- August 20 – AIA Sandcastle Competition

X. Update On Visitor Information Center Upgrades At The Chamber Of Commerce (Shawna Reid, 10 Minutes)

The Visitor Information Center is open 7 days a week. 8:30am-5:00pm Monday-Friday and 10:00am-3:00pm Saturday & Sunday. We are closed on major holidays: New Year's Day, Good Friday, Easter Sunday, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas Day.

Since the beginning of 2022 staff has been making consistent improvements in the appearance, operations and offerings to our guests and partners. Below is an overview of the changes that have taken place and the ones that are still to come:

- New Modern Front Desk installed
- Touch Tank with interactive displays based on seasonality
- New Furniture in the Lobby
- Portable Phone Charging Stations
- Upgraded phone system to app based technology
- TV Wall featuring 4 full-color TV's
- New sleek and modern brochure racks to provide a more open flow and brighten up the lobby.
- FREE Little Library Location
- Visit Widget Kiosk updates with added trails and experiences
- Upcoming Temporary Art Installation (December 2022 – March 2023)
- Office enhancements to be installed June 1
- New Signage at the corner of 23rd & Mechanic is being designed and will be submitted for approval.

XI. May 2022 Monthly Executive Reports

Michael Woody updated the committee on the Visit Galveston activities for the month of May 2022. This includes groups produced, website stats, public relations activities, social media platforms and special events.

XII. 2021-2022 Committee Work Plan

For Reference

XIII. Future Agenda Items

Budgets

Charging stations for vehicles

XIV. Announcements

Golf Cart parade was a success

Iceland will return for 2022

Ashton Villa opening for Visitors

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - August 9, 2022

XVI. Adjournment

Meeting adjourned at 10:18 AM