



**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**

6/15/2021 - Minutes

I. Call Meeting To Order

The Meeting was called to an order at 9:00 AM

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 Reiswerg, Willis Ghandi, Leon Garrison, Richard See, James Clark, Theresa Elliott, Trey Click and Jim O'Neil.

TDAC Members Absent: Marty Miles, Denise Alexander, Shane Cantrell, Joshua Ojeda and Lisa Shaw.

III. Conflict Of Interest Declarations

There were no conflict of interests declared.

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 mover to accept May 18, 2021 meeting minutes..

Second: Claire Reiswerg

Vote: Unanimous

VI. Discuss And Consider Setting The Value Of The Penny For 2021-2022 (Kelly De Schaun/Bryson Frazier, 20 Minutes)

Kelly de Schaun and Bryson Frazier has completed some financial analysis and presented to the committee with their recommendations for 2021-2022 budget. The committee was reminded of how collections of the hotel occupancy tax determines the budget. Currently we are tracking above budget this year and any funds not budgeted will go to the reserves. This year Kelly de Schaun and Bryson Frazier are proposing that we budget strong. Bryson Frazier states there was only a 16% percent drop during Covid where our colleges experienced a 75% drop. Collections are up this year and projects it to be over 2 million. The penny is coming back really strong with travel increasing. Mr. Frazier recommends setting the penny at 2.1 million.

Motion: Maureen Patton moved to accept to budget the penny at 2.1 million

Second: Theresa Elliott second the motion and would like the projection sheet shared with the committee.

Vote: Unanimous.

VII. Presentation Of Freedom Walk (Melody Smith, 15 Minutes)

Melody Smith updated the committee on the marketing teams efforts made to create a self guided tour "Freedom Walk". The walk includes blogs and videos highlighting the importance of each location. There is a QR code at each location so visitors can access the content. The walk is within a two mile radius And includes five different locations. Galveston's black history by designing the Freedom Walk. There is an app that can be downloaded today.

Kelly de Schaun shared that the cultural task force will be finalizing a three year plan to highlight Black History On the island. This will be shared with the committee when complete.

VIII. Mobile VICi Schedule And Usage Policy (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton shared the booking guidelines for the Mobile VICi with the committee due to the community wanting to use her at events. The goal is to make the vehicle available for meeting planners to enhance their meetings. There will be an application process to utilize when VICi is available. Claire Reisweg has been in touch with Jacquelyn Helton about getting the Mobile VICi to the west end to encourage visitors to explore all of Galveston.

IX. Update On Cruising For 2021 (Michael Woody, 10 Minutes)

Michael Woody gave an update to the committee the cruising for 2021 activation dates. Port of Galveston has made enhancements to meet the CDC guidelines which played well to launch cruising sooner. UTMB has also partnered with the cruising industry to provide health care services and vaccinations. Currently Carnival is requiring all adult passengers in July to be vaccinated. Many cruise industries are working at a limited capacity. Michael Woody stated that they have great contacts with the cruising industry and the marketing efforts will start to pick up. Completion of the new terminal is scheduled for September 2022.

X. Update On VisitGalveston.com Website - (Melody Smith, 10 Minutes)

Melody Smith gave the Committee an update on the [VISITGALVESTON.COM](https://www.visitgalveston.com) website. The goals, features and visuals were shared along with the partner portal. There will be a soft launch before 4th of July to assure that there are no issues with the launch.

XI. Update On Visitor Center Chamber Of Commerce Location (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton gave an update of the Visitor Information Center at the Chamber of Commerce. The Chamber of Commerce was exploring other locations but will remain at its current location. This will allow the CVB the ability to enhance the workspace to encourage visitation to the entire island.

XII. Monthly Convention & Visitors Bureau (CVB) Reports

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

XIII. 2020-2021 Committee Work Plan For Reference

XIV. Future Agenda Items

Destination Study with JLL - Kelly de Schaun

Trash Taskforce Updates

XV. Announcements

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

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - August 17, 2021

XVII. Adjournment

Meeting adjourned at 10:27 AM