



GALVESTON
* ISLAND *
Park Board of Trustees

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

8/9/2022 - 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 and a quorum was declared.

TDAC Members Present: Will Wright, Jeff Ossenkop, Marty Miles, James Clark, Denise Alexander, Shane Cantrell, Trey Click, Lisa Shaw, and Sherill Hilton.

TDAC Members Absent: Claire Reisweg, Willis Ghandi, Leon Garrison, Richard See, 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

June 14, 2022 Minutes:

Motion: Trey Click made a motion to approve

Second: Lisa Shaw second the motion

Vote: 7-0 Denise Alexander and James Clark abstained

July, 26, 2022 Minutes:

Motion: James Clark made a motion to approve

Second: Trey Click second the motion

Vote: 4-0 Abstained Will Wright, James Clark, Sherill Hilton, Denise Alexander, Lisa Shaw and Jeff

Ossenkop

Motion did not pass.

VII. Discuss And Consider Special Event Incubator Funding For 2023 Galveston Steampunk Festival (Tiffany Gonzalez, 10 Minutes)

The extensive history of mechanical innovation displayed at the Galveston Railroad Museum, with Galveston's industrialist history, embodies the steampunk spirit and offers the perfect backdrop to explore what steampunk celebrates.

The first annual Galveston Steampunk Festival, scheduled for April 1-2, 2023, at the Galveston Railroad Museum, offers a family-friendly program filled with entertainment, exhibits, vendors, presenters, games, and much more. Activities include Tea on the train, Teapot racing, Pyro Juggling, Fire Dancers, Train Rides and much more.

The planner expects 3,000+ attendees, with 1,200 or more coming from outside the Houston/Galveston region to generate over 700 lodging room nights. A robust marketing and PR plan is in place to support the event.

Staff recommends approval of up to \$10,000 in Incubator Funding

Motion: Trey Click moved to approve

Second: Marty Miles second the motion

Vote: Unanimous (9-0)

VIII. Discuss And Consider Special Project Opportunities - (Bryson Frazier, 10 Minutes)

Bryson Frazier, Chief Financial Officer, presented some special project opportunities for the committee to consider. After looking at the first round of budgets it is believed that the Park Board will be in a strong financial position which will allow the organization to invest in some special project opportunities. The two items that will be discussed is the construction of a Visitors Center at Stewart Beach and WIFI Booster Towers for special events and peak visitation times.

The City of Galveston and Park Board is considering some economic development at Stewart Beach. The City of Galveston has asked that this committee consider earmarking funds for the development of a Visitors Center at Stewart Beach. These funds will just be earmarked and returned to the Committee and Board of Trustees for consideration of spend after the plan is approved. The earmarked amount being considered is \$500,000. After discussions with the city committee that is working on a development plan staff will come back to the Tourism Committee with a more set amount.

During 4th of July events there were major disruptions to cell services and WIFI capabilities across the island. WIFI booster towers are being considered to assist the residents and visitors. These towers will be strategically placed around the island to assist with WIFI and cell services from dropping. This will have to be explored deeper to consider the amount that will need to be earmarked. The committee questioned whether if it was the Park Board's responsibility for public utility and the Financial Officer expressed that Beach Patrol, residents, visitors and public safety is a part of the responsibility of Park Board and City of Galveston.

Mr. Frazier will get with the grants officer to investigate grants for this type of funding that will benefit all in Galveston.

Motion: Sherill Hilton made a motion to approve the earmarking of \$500,000 for Visitor Information Center at Stewart Beach and exploration of WIFI Boosting capabilities on the island.

Second: Trey Click second the motion

Vote: Unanimous (9-0)

IX. Update On 4th Of July And Drone Show (Michael Woody, 10 Minutes)

Michael Woody presented the update for the 4th of July activities and Drone Show. On Monday July 4th, staff was involved in several activities to generate excitement and visitation to the Island on the holiday. This included a VICi activation on the Seawall, the July 4th Independence Day Parade hosted by the Galveston Fire Department, a Brass Band Concert on the beach featuring Matthew Hartnett and the Gumbo Allstars, and the 1st Annual Drone Show launched from the 37th Street Groin, the location used for traditional fireworks in the past.

Initial plans for the Drone Show were to offer two 12-minute shows at 9 and 10:30 pm. Shortly before the first show was to begin, the drone operators, Dallas-based Sky Elements, encountered a technical issue with the operating system, that resulted in a majority of the drones to go offline. The operators worked to remediate the situation and were able to provide one original and unique show at 10 p.m. The second show unfortunately had to be cancelled. Since only one show was presented there was a 50% discount. There will be a free Drone show at a later date that we suggest. More information will come on this at a later time.

After the event staff met with City of Galveston to discuss how to handle the show in the future. 4th of July activations will return on the agenda to take a new look on how it will be handled in the future. It was suggested to get a WIFI boosting tower for the future Drone show.

X. Discuss And Consider Finalization Of The FY-2023 Tourism Development Budget For Board Approval (Michael Woody, 20 Minutes)

Bryson Frazier updated the committee of the 2023 budget which has not changed much from the last presentation. The revenues, personnel expenses, capital improvements and transfers were shared with the committee. Michael Woody stated there were items asked about at the last meeting and he wanted to share the highlights. The committee expressed that there was not a need to review the budget unless there was a change.

Motion: Marty Miles made a motion to approve the FY 2023 Tourism Development Budget

Second: Jeff Ossenkop

Vote: Unanimous (9-0)

XI. 2021-2022 Committee Work Plan

For Reference

XII. Future Agenda Items

Discuss and Consider 4th of July 2023 Activities

XIII. Announcements

The members gave an update of their upcoming events

XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - September 13, 2022

XV. Adjournment

Meeting adjourned at 10:36 AM