



GALVESTON
* ISLAND *
Park Board of Trustees

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

9/21/2021 - 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, Marty Miles, Willis Ghandi, Richard See, James Clark, Denise Alexander, Shane Cantrell, Trey Click, Jim O'Neil and Lisa Shaw.

TDAC Members Absent: Leon Garrison and Theresa Elliot

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

Maureen Patton made a motion to approve June 15, 2021 and August 17, 2021 meeting minutes.

Trey Click second the motion.

Vote: 11-0 with Lisa Shaw abstaining

VI. Recap Of 2021 Galveston E-Sports Summit - (Mary Jo Nashke, 10 Minutes)

Mary Jo Nashke and Johnny Stevenson presented to the committee an overview of the 2021 Galveston island E-sports Summit. The annual summit was held August 27-29 with 2,500 in attendance. There were multiple sponsorships and vendors that the event planners were thanking. The room nights came in at 551. There were a lot of the attendees that stayed in Short Term Rentals. Health safety protocols were available to prevent the spread of Covid-19. This is an event that the planners want to continue to bring to the island and are planning for next year now.

VII. Discuss 2021-2022 Tourism Development Annual Budget (Michael Woody, Melody Smith, 30 Minutes)

The Tourism Development staff presented the key initiative and strategies behind the upcoming 2021-2022 budget with a focus on Marketing, Sales, Service, and Administration. Staff discussed new branding, positioning, and acquisition initiatives tied to both the leisure and meeting markets; Sales market segment

deployment; Key Sales Initiatives; Review of Key Performance Indicators (KPIs); Special projects tied to the operational budget and those funded through the budgeted draw from cash reserves; Capital expenditures; New and expanded visitor information services - both through the mobile unit and brick and mortar facility (a partnership with the Galveston Regional Chamber of Commerce); and a review of the new organizational structure to identify reinstated Full-Time Equivalent (FTE) positions and the addition of two new FTEs.

VIII. Presentation Of Website Advertising Program (Scott Moon, 20 Minutes)

The Park Board of Trustees is utilizing Destination Signals, a subsidiary of our website provider, Tempest, they will provide an advertising platform which will include the following: performance reporting, ad trafficking, advertising services, and creative services. All advertising sales will be handled internally by the Park Board team. In addition to managing the sales process, all revenue generated will provide additional funding and support for tourism-based initiatives in Galveston. There is an Introductory flat-rate advertising that will be offered through February 28, 2022. After this period advertising rates will be adjusted and take into consideration trending website traffic and future projections.

Advertising sales will begin September 27, 2021. Staff will present additional details regarding advertising options at a later date.

IX. 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 August 2021.

X. 2020-2021 Committee Work Plan For Reference

XI. Future Agenda Items

XII. Announcements

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

XIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - October 12, 2021

XIV. Adjournment

Meeting adjourned at 10:45 AM