



GALVESTON
* ISLAND *
Park Board of Trustees

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

10/12/2021 - 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 on the members were present and a quorum was declared.

TDAC Members Present: Maureen Patton, Claire Reisweg, Marty Miles, Willis Ghandi, Leon Garrison, Richard See, James Clark, Shane Cantrell, Theresa Elliot, Trey Click, Lisa Shaw, Sherill Hilton (9:15) and Will Wright (9:20).

TDAC Members Absent: Denise Alexander and Jim O'Neil.

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

Trey Click made a motion to approve September 21, 2021 meeting minutes.

Lisa Shaw second the motion.

Vote: 10-0 Theresa Elliott abstained, Will Wright and Sherill Hilton were not present for the meeting minutes approval.

VI. Presentation Of The JLL Destination Sustainability Plan (Michael Woody, JLL, 20 Minutes)

The Park Board partnered with Jones Lang LaSalle (JLL), to create a Destination Sustainability Plan for Galveston Island. Daniel Fenton, Executive Vice President, and Bethanie DeRose, Senior Vice President, gave the committee an overview of the study.

The plan involved the Galveston Island Park Board, The Galveston Island Convention and Visitors Bureau and the City of Galveston to analyze the positioning of the island to enhance and sustain tourism growth.

The study included an evaluation of the island's current assets and amenities. The study involved residents, key stakeholders and community leaders. There were 38 strategic initiatives recommended that could be addressed within the next five years. JLL presented the plan priorities and considerations to the committee.

This item will be reviewed in the November 2021 meeting as well.

VII. Presentation Of Tourism Impact Dashboard (Melody Smith/Zartico, 10 Minutes)

Deferred to November 9, 2021 meeting.

VIII. Discuss Recommendations For New 4th Of July Festivities (Michael Woody, 15 Minutes)

The Tourism Advisory Committee was asked to review and recommend alternative celebrations that could take the place of the traditional 4th of July fireworks display. Staff has explored a few ideas and presented those to the committee. The options include live music and laser light/pyrotechnic shows.

The majority of the members suggested multiple activities throughout the island and that it be expanded for multiple weeks. Suggestions were made to have sandcastle competitions, concerts, food contests and boat parades. Mr. Woody will compile the information and bring to the next meeting for final review.

IX. Island Soul Advertising Update (Scott Moon, 5 Minutes)

Michael Woody stated that the Island Soul, a Visit Galveston lifestyle publication, has been a huge success. Due to the success the magazine is having, multiple partners are requesting to be included in the future publications. The Convention and Visitors Bureau would like to amend the original rate card to include a one-time Spring-Summer rate.

X. 2020-2021 Committee Work Plan For Reference

XI. Future Agenda Items

JLL Destination Sustainability Plan

Business Plan Updates for TDAC Committee Work Plan

Destination Strategic Plan

Mobility Plan

Island Soul Updates-(January)

XII. Announcements

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

XIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - November 9, 2021

XIV. Adjournment

Meeting adjourned at 10:52 AM