



Park Board of Trustees of the City of Galveston

10/26/2021 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:30 p.m.

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees Present: Spencer Priest, Will Wright, Dave Jacoby, David Collins, Steven Creitz, Marty Fluke, Jason Hardcastle and Maureen Patton.

Trustee Absent: Jason Worthen.

IV. Conflict Of Interest Declarations

There were no conflicts declared.

V. Requests To Address The Board

There were no requests to address the Board.

VI. Recognitions (10 Minutes)

Michael Woody recognized Sales Manager, Tiffany Gonzales, for her designation as one of Connect Associations Class of 40 under 40 and for her 15 plus years of service to the Park Board.

Michael Woody also recognized the Public Relations and Marketing Team for being awarded the Grand Excalibur Award from the Public Relations Society of America, Houston Chapter. He shared that this award is given to the organization with the top overall entry and Visit Galveston won for the Galveston Tourism Recovery Campaign.

Carla Cotropia recognized and thanked Chief Executive Officer, Kelly de Schaun for her 10 years of service in leading the Park Board of Trustees.

VII. Administration

- A. Discuss And Consider The Approval Of The 2021-2026 Capital Improvement Plan (Sheryl Rozier, 5 Minutes)

Sheryl Rozier reported that the Capital Improvement Plan submitted for approval reflects the adjustments requested to align with the Industrial Development Corporation funding as well as the elimination of the waste-water plant at Seawolf Park which was discussed at the September Board meeting.

Motion: David Collins motioned to approve the 2021-2026 Capital Improvement Plan.

Second: Marty Fluke seconded,

Vote: Approved (8-0).

- B. Discuss And Consider Approval Of Second Reading Of Proposed Bylaw Amendment Concerning Article XI - Committees (Carla Cotropia, 5 Minutes)

Carla Cotropia reviewed the proposed amendment to the Bylaws regarding the addition of the Workforce Development Advisory Committee. The first reading of this amendment was done at the July 27, 2021 meeting but was not brought back until now for the second reading so that the additional tasks as requested could be completed.

It was also noted that language within this article regarding Ad Hoc Committees needs to be removed. Since this amendment is not part of this reading, Ms. Cotropia will bring it back to the Board for the first reading at the November meeting.

Motion: Dave Jacoby motioned to approve the second reading of the proposed bylaw amendment.

Second: Maureen Patton.

Vote: Approved (5-3, Collins, Fluke and Hardcastle against).

- C. Discuss And Consider Approval Of Committee Appointments (Spencer Priest, 5 Minutes)

Spencer Priest recommended the following committee appointments:

Workforce Development Committee

- Cissy Matthews, Galveston College - Chair
- Will Wright, Park Board Trustee
- James Clark, Galveston Restaurant Association
- Jeff English, Texas A&M Galveston
- Jennifer Lamm, Moody Gardens
- Jeremy Bukac, Hilton Galveston Island Resort
- Mar Jurado, MLSBC Cruises
- Eric Paul, Galveston Independent School District

Motion: Marty Fluke motioned to approve the Workforce Development Committee Appointments

Second: Maureen Patton seconded.

Vote: Approved (8-0).

Beach Maintenance Advisory Committee

- Jen Johnson, Business on the Beach - Southern Spears Surf Shop

Motion: Spencer Priest motioned to approve the Beach Maintenance Advisory Committee appointment.

Second: Marty Fluke seconded.

Vote: Approved (8-0).

D. Standing Committee Monthly Updates (Committee Chairs, 10 Minutes)

Updates were provided by the chair/vice-chair of the standing committees. These updates included the "Let's Talk Trash" open house scheduled for October 28th, the significant impact this year of the Leave No Trace Behind ordinance, the concessionaire program standards and the destination sustainability plan. It was noted that there was no Finance and Operations committee meeting held in October.

VIII. Tourism Development

A. Presentation Of Tourism Impact Dashboard (Michael Woody/Zartico, 10 Minutes)

Michael Woody introduced Katie Cook with Zartico who gave an overview and presentation on the tourism impact dashboard. She shared that this dashboard combines the data currently being tracked individually for a more comprehensive look in one location. Michael Woody also shared that this will allow for better reporting on specific timeframes, such as for events, as it gives a full snapshot in one place.

IX. Operations

A. Discuss And Consider Concessionaire Partner Program Financial Policies (Ann Hobing, 15 Minutes)

Ann Hobing presented the updated Concessionaire financial policies based on the input provided from the September Board of Trustees meeting. She shared that staff held two meetings for current concession partners where they notified them of the recent bylaw change eliminating the requirement for public bids, the first right of refusal option and how that works, the standards for operations and the standards of excellence recently presented to the Parks and Amenities Committee, the Point of Sale requirements and the overall fee structure and agreement terms being considered. Ms. Hobing said that overall this information was well received.

Dave Jacoby asked for clarification on the late fee structure as it appears contradictory. Bryson Frazier reported that the explanation in the packet has since be updated and reflects the Texas Usury Law with % of collection and timeframe. Mr. Jacoby also expressed concern over the varying impacts of the three different scenarios being presented. Mr. Frazier reported that with the varying structures of the current agreements, most which are flat rate and not percent of sales, it is hard to determine the values. Marty Fluke shared concern that the fee structure may drive away some of the current concessions, especially the lower end concessionaires such as the Yoga class and snow cone providers. He stated that he believes the Park Board's responsibility is to support and allow these concessionaires to flourish as they provide benefit to our visitors.

Kelly de Schaun clarified that the variance in Park Board revenue could be relevant depending on the scenario since most of the current agreements are based on a flat rate. She also recommended that for the lower end concessions, that instead of falling under these contracts, a different agreement or permit be issued relative to their concession.

Motion: Dave Jacoby motioned to bring back a final proposal with the Higher Admin fee/Lower % of sales option, language allowing for a transition/sunset year for those concessionaires that do not want to operate under these new terms by allowing them to operate under their current agreement for the 2022 season without the option to renew and for staff to include a recommendation for an option for small micro businesses to operate under such as a permit.

Second: Jason Hardcastle seconded.

Vote: Approved (8-0).

X. Consent

Motion: Maureen Patton motioned to approve the consent agenda items.

Second: Jason Hardcastle seconded.

Vote: Approved (8-0).

- A. Discuss And Consider Approval Of Park Board Meeting Minutes (Schel Heydenburg)
- B. Discuss And Consider Approval Of An Agreement With Galveston.com To Update Current Short Term Rental Registration Software (Bryson Frazier, 5 Minutes)
- C. Discuss And Consider Approval Of Interlocal Agreement With City Of Galveston For Continued Participation In City Health Care Plan (Bryson Frazier)
- D. Discuss And Consider Task Order 03 With WSP USA Solutions, Inc. As It Relates To FY 21-22 Budget (Sheryl Rozier)
- E. Discuss And Consider Approval Of General Fund Managed Expenditures (Kelly De Schaun)

XI. Executive Session

The meeting entered into executive session at 3:14 p.m.

- A. Pursuant To Texas Government Code Section 551.071 - Consultation With Attorney On A Matter In Which The Duty Of The Attorney To The Governmental Body Under Texas Disciplinary Rules Of Professional Conduct Of The State Of Texas Clearly Conflicts With This Chapter - Legal Matters Concerning Litigation - Sonya Poretto V The City Of Galveston Park Board Of Trustees Et Al

XII. Action Item (S) Resulting From Executive Session

The open meeting resumed at 3:37 p.m.

- A. Discuss And Consider Action For Any Executive Session Item Listed On The Meeting Agenda

There was no action taken.

XIII. Monthly Report

The September monthly report was included in the packet for review.

XIV. Future Agenda Items

- Concessionaire policy
- Fireworks
- Cavalla Historical Foundation Update
- Employee Health Insurance Premiums
- First Reading bylaw amendment

XV. Announcements

- The November and December meeting calendars were distributed. The next Board meeting is scheduled for November 16th.
- Lone Star Biker Rally - November 4-6
- CTA event - November 3
- East End Lagoon Ribbon cutting - November 1
- Joint City and Park Board meeting - January 6
- The monthly talking points for the Trustees was distributed which highlighted the summer season.

XVI. Adjournment

The meeting was adjourned at 3:47 p.m.

Schel Heydenburg
Board Reporter

Dave Jacoby
Board Secretary