



GALVESTON

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Park Board of Trustees

Park Board of Trustees of the City of Galveston Parks and Amenities Advisory Committee

11/4/2021 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:01 a.m.

II. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee Members present: Steven Creitz, Jason Worthen [9:04], Mary Branum, Robert Callies, Lisa Carnes, Anna Deichman, Sam Malchar, Diane Olsen, Alyson Poston, Kristin Vale, and Joe Zdunek.

III. Conflict Of Interest Declarations

There were no conflicts declared.

IV. Requests To Address The Committee

There were no requests to address the committee.

V. Employee Spotlight - Jose Ceballos (Corey Holcomb, 5 Minutes)

Corey Holcomb introduced Jose Ceballos, Seawolf Park Interim Assistant Manager. Mr. Ceballos has been with the Park Board for several years working various roles and is grateful to be able to continue his career at Seawolf Park.

VI. Presentation By Eepi Chaad On A Public Art Installation At Seawolf Park (Eepi Chaad, 15 Minutes)

Eepi Chaad presented on her proposed temporary art installment at Seawolf Park. Her installment is inspired by the three berm banks of the Flower Garden Banks National Marine Sanctuary. The initial project proposal will reflect these berms exactly as they sit in the Gulf of Mexico. Each will be represented by a species that lives on that bank. Ms. Chaad's vision is to create art that will engage community members through 3-Dimensional science and art. The proposed 2022 timeline indicates the installation from April 2nd - April 17th, the opening celebration on April 23rd, the closing ceremony on June 8th, and the de-installment on June 11th. Kimberly Danesi commented on activating an online camera to show progress throughout the art installment.

VII. Discuss And Consider Approval Of Meeting Minutes

Motion: Mary Branum motioned to approve the minutes for the October 7, 2021 Parks and Amenities Committee meetings.

Second: Sam Malchar seconded.

Vote: Approved (11-0).

VIII. Update On Park Revenues And Key Performance Indicators (Corey Holcomb, 10 Minutes)

Corey Holcomb reviewed the revenues and key performance indicators for the parks as of Sunday, October 17, 2021. Our year-round parks, Dellanera, Seawolf Park, and Urban Park showed an under performance in monthly budgeted revenue due to the date of submission of the PAC agenda. The adjusted, actual numbers to include October 18th - October 30th are as follows: Seawolf Park Fishing Revenue: \$129,000. Dellanera Camping Revenue: \$97,000. Dellanera Gift shop: \$865.83 Urban Park Total Revenue: \$128,000.

East Beach and Stewart Beach shifted into their off-season on October 10, 2021. The primary focus for East Beach, will be maintenance and upkeep of the park. At Stewart Beach, the primary focus will be working on plans for the mobile amenities and the preparation of the upcoming drainage project.

IX. Update On The Public Private Partnership Opportunity For Stewart Beach Park (Ann Hobing, 5 Minutes)

Ann Hobing provided an update on the Stewart Beach Public Private Partnership. The advisory firm, Jones Lang LaSalle (JLL) sent out a request for qualification (RFQ), three firms responded. The general objective of the RFQ was to drive attendance, improve the quality of services, and provide a balance of offerings for beach goers and year-round community members. On November 2nd, 2021 American Liberty Hospitality and Island Famous Inc., REME Companies and William Cole Companies, and The Trash Group presented to our selection committee. At the end of November, two firms will be recommended to the Board of Trustees, if agreement is reached JLL will produce a request for proposal (RFP). In January there will be a joint session between the Park Board and the City of Galveston to discuss zoning, wetlands delineation, and incentives to drive the highest quality partner.

X. Present Guest Experience Initiatives For 2022 Season (Ann Hobing, 10 Minutes)

Ann Hobing presented the guest experience initiatives for the 2022 season. Desired initiatives are driving dollars, growing audiences and creating content. To accomplish this, the Guest Experience Team will focus on growing concessionaire partners, building a loyalty program through annual passes, launching a large event policy at East Beach, and developing year-round programs. To accomplish the desired outcome, the Guest Experience Team will be working closely with the P3 Committee, Marketing Team, Park Managers and the East End Lagoon Task Force. The budgeted revenue for concessionaire partners and special events is projected to increase in FY22. Annual passes budgeted revenue is projected to slightly decrease but through loyalty programs and providing more value to these passes, Ann is hopeful to see an increase in FY23.

XI. Discuss And Consider Proposed Stewart Beach Mobile Amenities Plan (Vince Lorefice, 15 Minutes)

Vince Lorefice presented the installation plan for mobile amenities at Stewart Beach. Due to the pavilion reaching the end of its life cycle, mobile amenities including restrooms, lockers, concessions, showers, and shade structure will be deployed and equipped with electric and water. The units will be placed closer to the beach and will be designed for quick relocation in incidents of inclement weather. The first unit deployed will be the most expensive at \$400,000. This is due to the initial installation of a full service electric and water line that will have the capabilities of extending to future units. A second and third unit deployment will cost \$150,000 to \$175,000. Each mobile shade structure will cost about \$4,000 with a flat shipping fee. To save on shipping costs, Kimberly and Vince have discussed the possibility of ordering multiple shade structures that can be used for the mobile amenities and/or other areas of opportunity.

Motion: Robert Callies made a motion to approve and bring forward the proposed Stewart Beach mobile amenities plan to the finance committee based on the replacement of a steel frame with a sturdier aluminum frame that is corrosion proof as well as a certificate from the manufactures in case of any failures.

Second: Mary Branum seconded.

Vote: (11-0)

XII. Future Agenda Items

- East End Lagoon task force update
- State of the Parks
- Park policy update.
- Concierge services (special events/programming)
- Dellanera programming
- Mobile amenities update

XIII. Announcements

Schel Heydenburg shared that there will be a new committee member orientation.

Schel Heydenburg introduced Nicole Charlebois as the new coordinator for the PAC meetings.

Jason Worthen shared information on the open house for Let's Talk Trash. There is a possible opportunity for a co-op program with businesses willing to buy reusable bags in high quantity and disperse them at a cheaper rate.

Anna Deichman shared that she will be hosting the East End Lagoon Nature Walk on November 20th at 8:30 a.m.

Steven Creitz shared his gratitude for the participation and turnout at the East End Lagoon Ribbon Cutting.

Ann Hobing commented on the declaration of Monday, November 1, 2021 as East End Lagoon Day.

XIV. Adjournment

This meeting was adjourned at 10:35 a.m.