



Media Contact

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Galveston Park Board Update: March 28, 2014

The Galveston Park Board of Trustees held its regularly scheduled meeting at 1:30 p.m. Tuesday, April 24 at Park Board Plaza. Below is an update of news from the boardroom.

Board Approves Budget for Additional Marketing Funds

The Galveston Park Board of Trustees Tuesday approved the marketing budget for an additional \$400,000 the organization received from the Galveston Island Convention Center trickle down fund in October 2013. The money will support new tourism marketing initiatives implemented by the Galveston Island Convention & Visitors Bureau this year, including strategies to increase overnight stays on the island, increase exposure of Galveston in affluent Houston suburbs and raise brand awareness in other key geographic markets.

Park Board Provides In-kind Support for Seawall Mural Restoration Project

Galveston's seawall will soon receive a facelift after the Park Board Tuesday approved in-kind support for a project that will restore its iconic painted mural. The Park Board will provide a truck to transport paint and a seasonal employee who will oversee the project which will begin this summer. The 2.5-mile long mural—originally painted by 14,000 volunteers and coordinated by Beach Patrol Chief Peter Davis in 1996— runs from 25th to 61st streets along the seawall. The restoration of the mural is projected to take six months to complete.

Board Approves Two New Concessionaires

Tuesday, the Park Board approved two new concessionaire agreements. Galveston-based Beach Buddies LLC will soon operate a vendor booth selling food and alcoholic beverages at East Beach. In addition, Seawall beachgoers will soon be able to purchase Mexican food, sodas and snacks from a vendor booth operated by Galveston-based Melchor Ocampo.

Board Discusses Potential Management of East End Lagoon

After hearing a recommendation from members of the East End Lagoon Committee, the board Tuesday discussed potential plans for the Park Board to take over management of the East End Lagoon. The board has already opened discussion with the City of Galveston, which currently manages the area. The East End Lagoon, popular for birding and kayaking, is a nature preserve located on the island's east end. The board will meet with the finance committee to review the plan at a later date.

Announcements:

- Park Board Executive Director Kelly de Schaun gave an update to the board about the status of the Texas City "Y" Oil Spill
- Park Board Executive Director Kelly de Schaun informed the board about the strong response received for participation in the Certified Tourism Ambassador (CTA) program. The first training session will be held 8:30 a.m. to 12:30 p.m. April 30 at which time board members will attend.

About the Park Board of Trustees

The Park Board of Trustees oversees beach maintenance and tourism development on Galveston Island, including operations for beach cleaning, the Galveston Island Beach Patrol and the Galveston Island Convention & Visitors Bureau. For more information on the Park Board of Trustees, please visit www.galvestonparkboard.org.