



601 TREMONT
GALVESTON ISLAND, TEXAS 77550
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WWW.GALVESTONPARKBOARD.ORG

NOTICE OF REGULAR MEETING

Tourism Development Advisory Committee

Tuesday, January 17, 2012 – 10:00 a.m.

Park Board of Trustees Administrative Office

Board Room – 601 Tremont, 1st Floor – Galveston, Texas 77550

Board Members from the Park Board of Trustees of the City of Galveston may attend and participate at this meeting.

- I. **CALL MEETING TO ORDER**
- II. **ROLL CALL AND DECLARATION OF QUORUM**
- III. **CONFLICT OF INTEREST DECLARATIONS**
- IV. **REQUESTS TO ADDRESS THE COMMITTEE**

The public shall be allowed to address the Committee regarding one or more agenda or non-agenda items. All requests to address the Committee must be submitted in writing to the Board Reporter the day of the meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.

- V. **APPROVAL OF MINUTES**
 - **REGULAR MEETING – DECEMBER 20, 2011**
- VI. **MARDI GRAS UPDATE – MIKE DEAN**
- VII. **ISLAND PASS UPDATE – MELODY SMITH**
- VIII. **DISCUSS AND CONSIDER MARDI GRAS TRANSPORTATION FUNDING**
- IX. **GICVB MARKETING PLAN – OVERVIEW OF STRATEGIC PLAN**
- X. **SIGNAGE UPDATE**
- XI. **DISCUSS AND CONSIDER TOURISM ACTION PLAN**
- XII. **MONTHLY CVB REPORTS:**

- MONTHLY SALES REPORT – MEG WINCHESTER
- MONTHLY MARKETING REPORT – MELODY SMITH
- MONTHLY PUBLIC RELATIONS REPORT – LEAH BOYD
- MONTHLY SPECIAL EVENTS REPORT – BRYAN KUNZ

XIII. DISCUSS TDAC GOALS FOR 2012

XIV. ACTION AGENDA

- SIGNAGE PRESENTATION

XV. DISCUSS FUTURE AGENDA ITEMS

XVI. ANNOUNCEMENTS

XVII. ADJOURNMENT

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas Government Code, on January 12, 2012, before 5:00 p.m.

Prepared: January 12, 2012

Approved as to Format:

Renee Dondonay

Renee Dondonay
TDAC Reporter

Via email

Carla Cotropia
Legal Counsel

POSTED

JAN 12 2012

CITY SECRETARY'S
OFFICE

3:25pm