



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, January 21, 2020 at 9:00 a.m.
Park Board Plaza, Board Room - First Floor
601 Tremont Street, Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. 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 Committee Reporter the day of the Committee meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.
- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[DECEMBER 17, 2019 TOURISM DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES.PDF](#)
- VII. Discuss And Consider Special Event Incubator Funding For 2020 Ben Temps Rouler Cajun Throwdown (Bryan Kunz, 10 Minutes)

Documents:

[2020 BTR CAJUN THROWDOWN OVERVIEW FOR TDAC.PDF](#)
- VIII. Discuss And Consider Artist Boat Request For Additional Funding (Michael Woody, 5 Minutes)

Documents:

[ARTIST BOAT ADDIOTNAL FUNDING OVERVIEW.PDF](#)
- IX. Discuss Resident Sentiment Survey And Destination Strategic Plan (Michael Woody, 15 Minutes)
- X. Presentation Of The Boating/Fishing 2019-2020 Taskforce Work Plan (Bryan Kunz, 10 Minutes)

Documents:

2019-20 BOATING-FISHING TASKFORCE WORK PLAN.PDF

XI. Presentation Of Birding Taskforce 2019-2020 Work Plan (Melody Smith, 10 Minutes)

Documents:

2019-20 BIRDING TASKFORCE WORK PLAN.PDF

XII. Monthly Convention & Visitors Bureau (CVB) Reports

XIII. Future Agenda Items

XIV. Announcements

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 18, 2020

XVI. 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 or before January 17, 2020, 5:00 p.m.

Approved
to Format
Will Wright
Chair, TDAC
Director

Approved
Spencer Priest
Chair, Park Board of Trustees

Approved as
Kelly de Schaun
Park Board Executive

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)



**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

12/17/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:02 A.M.

II. Pledge Of Allegiance

The Pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The Roll was called, a majority of the members were present and a Quorum was declared.

TDAC Members Present: Will Wright, Maureen Patton, Dave Jacoby, Mike Pistone, Patty Rouse, Willis Ghandi, Leon Garrison, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott, Barbara Sanderson, Ron Sutula, Lisa Shaw and James Clark.

TDAC Members Absent: Jan Collier, Robert Gregory, Joan Marshall and Ted O'Rourke.

Staff Present: Bryan Kunz, Melody Smith, Anna Lopez, Jacquelyn Helton and Michael Woody.

Guest Present: Theresa Morris and Mar Jurado

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: Trey Click made a motion to approve November 19, 2019 meeting minutes with a note that Ted O'Rourke and Mike Pistone were absent.

Second: Shane Cantrell second the motion.

Vote: 14-0

Denise Alexander abstained due to being absent.

VII. Presentation Of Artist Boat Programs For 2019 (Karla Klay, 15 Minutes)

Karla Klay, Executive Director of Artist Boat presented on their efforts made for the 2019 Bucket Brigade Beach Tours, Beautify the Bucket and World Oceans Day Festival. There are some growth opportunities that were presented to the committee and they would like to increase the events that are already in place. Artist Boat would like businesses to adopt a bucket for Beautify the Bucket and they are hoping to create this event in the fall. Artist Boat is requesting \$36,000 to support Bucket Brigade, Beautify the Bucket, World Oceans Day and restart Marine Debris Task Force. Karla Klay will return to ask the Park Board and the committees for the extra funding that is planned.

VIII. Discuss And Consider 2019-2020 Tourism Action Plan (Michael Woody, 15 Minutes)

Michael Woody, Chief Tourism Officer, updated the committee about their roles and goals to inform and direct the Convention and Visitors Bureau to achieve their goals and objectives outlined in the 2019-2020 Business Plan.

Motion: Maureen Patton moved to approve

Second: Shane Cantrell second the motion.

Vote: 15-0 Unanimous

Discussion: Theresa Elliott would like to see a broader focus and she feels we are minimizing ourselves. Diversity Market Taskforce was suggested instead of the LGBTQ+ Taskforce.

- IX. Update On Holiday Social Media Campaign And Downtown Lighting (Melody Smith, 20 Minutes)
Melody Smith, Marketing Director with the Galveston Island Convention and Visitors Bureau updated the committee about the 2019 Holiday Social Media Campaigns and Downtown Lighting. There were multiple businesses around the island that participated in the social media Elfie Selfie Contest where guests can post about their winter island experiences. Guests that posted were entered into a weekly drawing where they could come back to the island to extend their experience. Trey Click states that the downtown businesses have experienced greater numbers due to the added holiday experiences.
- X. Monthly Convention & Visitors Bureau (CVB) Reports
Michael Woody gave highlights regarding the efforts made during the month of November by the Convention and Visitors Bureau.
- XI. Future Agenda Items
 - Artist Boat ask for additional funding
 - Start discussion about Holiday Plans 2020
- XII. Announcements
The committee members gave updates on their organizations upcoming events.
- XIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - January 21, 2020
- XIV. Adjournment
Meeting adjourned at 10:11 AM

Agenda Item: Discuss and Consider Special Event Incubator Funding For 2020 Ben Temps Rouler Cajun Throwdown

Background:

The Ben Temps Rouler Cajun Throwdown, scheduled for March 27-28, 2020 at Tin Cup's Caddyshack, is a 2-day celebration of all things Cajun. Anchored by an all-you-can-eat crawfish cooking competition and some of the country's best Louisiana Cajun live entertainers, the event is designed to help boost Galveston's economy, give back to the local community and become an annual event where family and friends gather to enjoy Cajun cuisine, music and family atmosphere.

Activities will include:

Friday night Cajun Cookoff
Crawfish cookoff including all-you-can-eat crawfish
Crawfish races
Crawfish eating competition
Zydeco Throwdown
Bloody Mary Throwdown
Cajun cuisine food trucks
Onsite oyster bar throughout the festival
Children's activities
Cajun Throwdown Pageant at Galveston Island Convention Center
Live entertainment throughout, featuring Keith Frank, Frank Foster, Jamie Bergeron and many more, including surprise guests.

A portion of event proceeds will benefit St. Jude Children's Research Hospital, and donations are encouraged through the event website.

The 2019 event had an estimated 6,000 in attendance and generated 542 trackable hotel room nights.

For 2020, the promoter expects over 10,000 attendees and well over 500 trackable hotel room nights.

Staff Recommendation:

With the popularity of food and cooking events continuing to rise, as well as the regional and national attention Cajun culture is receiving, staff believes this event could become a great annual addition to our calendar of events.

Staff recommends approval of up to \$10,000 in incubator funding.

Funding Source: FY 2019-2020 Special Event Incubator Fund. Balance of that fund, including tentative commitments, is \$20,000.

Agenda: Discuss and Consider Artist Boat Request for Additional Funding

Background: In December, TDAC received a presentation from Artist Boat regarding 2020 environmental education, programming and funding assistance.

Requested fiscal contributions for 2019-2020 programming total \$36,000. For consideration by TDAC, \$15,000 is being solicited from the Tourism Development budget.

Recommendation:

Staff recommends allocating budgeted resources of \$15,000 from TD 62-5345 for:

- Bucket Brigade (\$7,000)
- World Ocean's Day (\$8,000)

Additional funds for Beautify the Bucket and World Ocean's Day will be paid from other Park Board departments including Parks & Amenities and Beach Maintenance Advisory Committee.

GALVESTON RECREATIONAL BOATING/FISHING TASKFORCE - 2019/20 Work Plan

Action	Funding Source	Stakeholders	Metrics/Goals
Increase awareness of Galveston as a boating/fishing destination			
Work with local experts to write, post and promote monthly blogs promoting fishing in Galveston. Highlight the typical fish caught in that month, where they can be caught, etc. Include recipes from local chefs. Blogs to be hosted on Galveston.com and various industry websites.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, Industry Experts	Produce 8 blogs annually.
Work with local experts to write, post and promote pop-up blogs promoting fishing in Galveston. Highlight 'what's hot' or upcoming events. Blogs to be hosted on Galveston.com and various industry websites.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, Industry Experts	Produce a minimum of 5 pop-up blogs annually.
Pitch Galveston stories to long-lead print publications such as TPWD, TX Highways, Saltwater Angler, Texas Outdoor Journal, Gulf Mariner and other outdoor publications.	CVB Operational Budget	CVB PR Staff	Secure a minimum of 4 articles in outdoor publications.
Host outdoor writer/influencer on Galveston familiarization tours.	CVB Operational Budget	CVB PR Staff Boating/Fishing Stakeholders	Host a minimum of 4 outdoor writers for FAM tour.
Sponsor production of Galveston-focused episodes of outdoor television programs .	CVB Special Projects Fund	CVB PR/Marketing and Sales Staff	Secure production of at least 2 episodes.
Engage boating/fishing stakeholders to produce Galveston-focused boating safety seminars for presentation at boating/outdoor shows and distribution through digital outlets.	CVB Operational Budget	CVB Staff, Boating/Fishing Stakeholders	Produce a minimum of one seminar/class per quarter.
Engage boating/fishing stakeholders to produce live and recorded video presentations to share on social media. Topics should include fishing demos, 'catch-clean-cook', recipe demos, etc.	CVB Operational Budget	CVB Staff, Boating/Fishing Stakeholders	Produce and share a minimum of 1 video per quarter.
Host Boating/Fishing roundtable or panel at 2020 Galveston Tourism Summit.	CVB Operational Budget	CVB Staff Boating/Fishing Stakeholders	Host panel or roundtable discussion at 2020 Tourism Summit
Increase visitation to Galveston Island for boating/fishing activities			
Work with GPBA and other organizers to develop and promote fishing tournaments that are accessible to all, encourage family participation, and produce trackable overnight visitation to Galveston.	Park Board/CVB Event Incubator Fund	CVB Staff, GPBA, Boating/Fishing Stakeholders	Produce a minimum of 1,500 trackable hotel room nights.
Research and solicit boating/fishing/water sports events that complement natural resources and promote Galveston's image as a tourism destination.	CVB Operational Budget	CVB Sales Staff	Secure a minimum of 3 new events.

BIRDING TASKFORCE - 2019/20 Work Plan

Action	Funding Source	Stakeholders	Metrics/Goals
Develop Credibility for Birding in Galveston			
Work with nature tourism partners to link online birding tour guides on websites including galveston.com.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Secure a minimum of 3 website partners.
Coordinate an East End and West End "Christmas Bird Count" through National Audubon Society.	GINTC, CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Host two holiday events annually.
Explore Texas Parks & Wildlife "Bird City" designation for Galveston.	CVB Operational Budget	GINTC, COG	Work with the city and TPWL to understand requirements before submitting.
Continue to obtain video testimonials during birding events to validate Galveston's unique resources.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Capture a minimum of 3 testimonials annually.
Develop Product to Enhance Birding Exposure and Experiences			
Fund Birding Entrepreneurs and micro business: such as guides.	Park Board/CVB Event Incubator Fund	CVB, GINTC, Industry Experts	Fund at least one nature tour guide annually.
Continue to build a database of photography and video footage.	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Capture a minimum of 5 images and or broll quarterly.
Develop a bird focused exhibit and attraction at Galveston's Visitor Information Center.	GINTC/CVB Operational Budget	CVB Staff, GINTC	Work with the VIC and launch summer 2020.
Work with nature tourism partners to coordinate a new "Hotter than Hell" birding competition during the summer.	GINTC, CVB Operational Budget	CVB, GINTC, Industry Experts	Secure a minimum of 20 participants.
Identify and develop nature based curriculum for home school students with current and new programs offered by nature tourism partners.	GINTC, CVB Operational Budget, Nature Partners	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Identify and develop a minimum of 3 activities.

Increase visitation to Galveston Island for birding activities			
Pitch Galveston stories to long-lead print publications such as TPWD, TX Highways, BirdWatchers Digest and WildBird.	CVB Operational Budget	CVB PR Staff	Secure a minimum of 2 articles in outdoor publications.
Host outdoor writers/influencers on Galveston familiarization tours.	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Host a minimum of 2 nature writers for FAM tour.
Continue to develop a visitor database of birding enthusiasts.	CVB Operational Budget	CVB, GINTC	Obtain a minimum of 75 emails annually.
Develop a full color birding guide for children and adults new to birding	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Work with GINTC to produce a guide in 2020.
Cultivate a list of nature based conferences that could be hosted in Galveston	CVB Operational Budget	CVB Sales Staff, GINTC	Uncover and contact a minimum of 3 conferences.
Target birding enthusiasts through print, social and digital channels and during birding events in Texas.	GINTC, CVB Operational Budget	CVB Sales Staff, GINTC	Deliver a minimum of 300k impressions annually
Represent Galveston at a regional birding festival.	CVB Operational Budget	CVB Sales Staff, GINTC	Attend at least one regional festival in Texas.
Partner with museums to develop multigenerational birding programs.	CVB Operational Budget	CVB Sales Staff, GINTC	Develop a minimum of 2 programs.