



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Parks and Amenities Committee
Thursday, February 6, 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 Board must be submitted in writing to the Board Reporter the day of the Board meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.
- VI. Introduction Of Parks General Manager - Tom Scheffer
- VII. Discuss And Consider Approval Of Meeting Minutes

Documents:

[DRAFT PARKS AND AMENITIES COMMITTEE MEETING MINUTES 01-09-2020.PDF](#)
- VIII. Update And Presentation Of Stewart Beach Site Planning And Mobile Amenities Concept Design (Sheryl Rozier/Tyler Swanson)
- IX. Discuss And Consider Recommendation To Amend Concessionaire Policy To Establish Timelines And Approval Process For Concession Bidding (Kelly De Schaun)

Documents:

[RENEWAL BID PROCESS 2020 DRAFT.PDF](#)
- X. Presentation Of Proposed Art And Landscaping Project (Kelly De Schaun)

Documents:

[ART AND LANDSCAPE.PDF](#)
- XI. 2019-2020 Committee Work Plan

Documents:

XII. Future Agenda Items

XIII. Announcements

XIV. 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 31, 2020, 5:00 p.m.

Approved
to Format

Steven Creitz
Chair, PAC
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
Parks and Amenities Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

1/9/2020 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:00a.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.

Committee Members Present: Steven Creitz, Jason Worthen, Mary Branum, Marlo Landreth, Wanda Buttner, Joe Zdunek, Joan Marshall, Kristen Vale, Ann Hobing, Robert Callies (9:03), and Mario Rabago (9:05-10:08)

Committee Members Absent: Sam Malchar

Staff Present: Kelly de Schaun, Schel Heydenburg, Kathy Novack

IV. Conflict Of Interest Declarations

There were no conflict declared.

V. Requests To Address The Committee

There were no requests to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: Mary Branum motioned to approve the December 5, 2019 Parks & Amenities Committee Meeting minutes.

Second: Wanda Buttner seconded.

Vote: Approved (9-0, Callies and Rabago not present at time of vote).

VII. Meet Our Park Champions: Tim Jackson, Dellanera Park Manager

Tim Jackson discussed this year's plans for improvement at Dellanera Park. There was \$25,000 budgeted for two "ultimate campsites". By utilizing his staff and knowledge, Mr. Jackson believes he can build six campsites, a dog park, a walkover from the showers to the beach, a walkway to the lagoon and two fish cleaning stations and stay within his budget. Work should be completed in this fiscal year. The committee and Kelly de Schaun expressed their thanks and appreciation for Mr. Jackson's hard work and attention to budget.

VIII. Presentation On Stewart Beach Drainage Project (Sheryl Rozier)

Sheryl Rozier discussed the history of the Stewart Beach Drainage Project, dating back to 2017, noting that many committee members were not here when this project started. More recently, 2018 was spent exploring funding options for the drainage solutions for the west side of East Beach and the east side of Stewart Beach but found no funding available. In 2019, the Board, at the City's request, decided to focus solely on Stewart Beach. The project was reevaluated to engineer the entire park. A grant request was submitted to the Texas General Land Office (GLO). In August, 2019, GLO said they would consider the request. In September, 2019, bids and specs were completed. By December, 2019, GLO denied the grant request. With funds currently available the project is being pared down and revised to provide some needed improvement. Mrs. Rozier said that a very rough cost estimate would be one million plus. There is currently only about \$500,000 available, but regardless of funding the City requires us to move forward with some type of solution.

IX. Discuss And Consider Recommendation Of Approval Of \$16,000 For Support Of Bucket Brigade And World Ocean's Day Celebration At Stewart Beach (Kelly De Schaun)

Kelly de Schaun discussed Artist Boat's request for ongoing support of Bucket Brigade tours at Stewart Beach, Beautify the Bucket contest at Menard Park, celebration of World Ocean's Day (expanding to 3 days) and support of the marine debris task force. Mrs. de Schaun recommended that the committee approve the funding request of \$16k.

Motion: Robert Callies motioned to support the Artist Boat request.

Second: Kristen Vale seconded.

Vote: Approved (10-0, Rabago not present at time of vote).

X. Review Draft State Of Parks Document (Kelly De Schaun)

Kelly de Schaun discussed the State of the Parks Review document. She stated that this document was requested by city council to promote and educate people about Galveston beaches. She requested that committee members read and evaluate the document and be prepared to give feedback and ideas for improvement at the next committee meeting. Mary Branum questioned whether the RV park at Dellanera was the "highest and best use" of the land there. Mrs. de Schaun explained that there was a 30% land loss after hurricane Ike and that FEMA had provided some funding for the loss. She added that there was no room for expansion. Other committee members expressed their satisfaction with the use as an RV park.

XI. Concessionaire Bid Update (Kelly De Schaun)

Kelly de Schaun told the committee that the Park Board is behind on bidding concessionaires this year. She said there were openings at East Beach and Stewart Beach. Offerings have been received for East Beach but so far none for Stewart Beach. Mrs. de Schaun explained that she believed it would be a good side business for someone already in the business so local gift shops like Murdoch's, Wings, etc., would be approached with the opportunity. She also said that a video arcade is being considered, as well as some combination of games/gifts since Stewart Beach has such a large space available. Mrs. de Schaun said that she had met with Reuben Trevino and Jason Worthen to discuss future plans for the concessionaire program and will recommend the bidding process begin a year out to give vendors time to prepare for the season. Mrs. de Schaun noted that historically the Parks & Amenities Committee has not approved traditional concessionaires, like umbrellas or snow cones, but has approved new services like horses, helicopters and camels. She said that for this season there is not time to bring approvals to the committee before going to the Board, but that could change if the committee felt strongly about it. Kristen Vale commented that she would like the committee to be able to have approval of new vendors, but not existing ones. Jason Worthen said he thinks it would be helpful for the committee to vet all bids. Mario Rabago suggested that the Committee should look only at staff recommendations. Kelly de Schaun said a new policy should be written to back up bids to a year, to revise the applications and that all staff recommendations should come through the committee by the next meeting.

XII. Review 2019-2020 Revenue Targets And Assumptions (Kelly De Schaun)

Kelly de Schaun discussed the highlights of the Ten Year Consolidate Profit & Loss Report and the need to establish targets to generate additional income. She pointed out that revenues have doubled since 2010 with admissions being the biggest income source. Mary Branum suggested developing a "Friends" or "Patrons" of the Beach program that would be a loyalty program to include some benefits such as front row parking or early admission. Mrs. de Schaun pointed out that the system generated \$500,000 last year and asked the committee for a 5 year goal. The committee agreed that one million would be a realistic goal. Mrs. de Schaun said that she will bring specific budgets for Stewart Beach and Dellanera Park for a deeper dive into the numbers next month.

XIII. Discuss Special Event Management (Kelly De Schaun)

Kelly de Schaun discussed the problem of compatibility between party atmosphere at East Beach and the East End Lagoon Nature Preserve. She stated that guidelines could be established to help minimize the conflict. A surveyor will mark out parking spots so that an event size/type structure that included car count limits could be developed. Kristin Vale has done some research and will bring some ideas and best practices to the March committee meeting.

XIV. 2019-2020 Committee Work Plan

Kelly de Schaun stated that these would be included in the packet each month for the committee to review.

XV. Future Agenda Items

- Patrons of the Beach
- State of the Parks
- Concessionaire Policy

XVI. Announcements

The East End Lagoon will hold a ribbon cutting at 5:00p.m. on Wednesday, April 1, 2020.

XVII. Adjournment

The meeting adjourned at 10:21a.m.

Concessionaire Renewal/Bid Process 2020- DRAFT

All contracts ending prior to March 2021 will be included in this effort

All concessionaires will be bid out the year before contracts are to expire.

March 2020:

- Existing vendor contracts evaluated for renewal availability or bid out status by staff per existing contract language and policy requirements.

April 2020:

- PAC updated on results from contract evaluation and list of opportunities for available areas for bidding
- Letters sent to all vendors with expiring contracts prior to March 2021 with intentions to renew or requirement to go out for bid. Those with renewal options must reply with intention to renew

May 2020:

- Concessionaire packet updated with PAC and approved by BoT
- Vendors with extension opportunities must reply with interest to renew by end of month

June 2020:

- Bid out any available areas or opportunities identified in evaluation process mid-June
- Develop extension addendums for applicable contracts

July 2020:

- Sealed bid proposals due middle of the month
- Extensions approved by BoT

August 2020:

- PAC reviews recommendations of staff evaluation process

September 2020:

- BoT approves new concession agreements

Agenda Item: Presentation of Proposed Art and Landscaping Project

Background: In an effort to continue beautification of Stewart Beach, the Park Board has allocated funding this year for increased landscaping and an art project. A commercial artist with deep experience in creating ambiance and fun was recruited to develop a series of ideas to enliven the Stewart Beach. Staff is asking for feedback on the proposal from the committee. Renderings will be presented at the meeting for the committee's review.

2019-2020 Park Board Work Plan
Park and Amenities Committee
Draft for Review

- A. Stewart Beach Pavilion
 - Receive and deliberate proposed drainage project and alternatives (Atkins)
 - Receive and deliberate proposed satellite bathroom/concession/shade design (Rogers Partners)
 - Receive and deliberate proposed art and landscaping project
 - Receive and deliberate proposed Stewart Beach Site Plan (Rogers Partners)
- B. Concession Packet
 - Feedback on Quality Control Program (CZM)
 - Discuss promotional means to attract vendors and new services
 - Receive and deliberate proposed cash/revenue controls (Parks/ Finance)
- C. Parks Promotional/Outreach
 - Establish "Loyalty Program" for seasonal annual pass buyers and 'self identified' repeat visitors
 - Review and feedback on proposed marketing and social media campaign (CVB)
 - Review and feedback on annual "State of the Parks" (CVB)
- D. Future Visioning
 - Discuss and propose strategies to fulfill Board/City Council mandate to leverage visitor opportunities to benefit City Parks and Recreation (Committee/Board)
 - Research models of sustainability and resiliency in parks (CZM)
 - Recommend Special Events guidelines for capacity and operations in beach parks
- E. Quality Control
 - Receive and discuss customer feedback
- F. Special Projects
 - Mobility and accessibility
 - Educational and environmental outreach programming

Board Approved

Date 1-28-2020

Signature Shoydenburg