



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Parks and Amenities Committee
Thursday, March 4, 2021 at 9:00 a.m.
Galveston, Texas 77550

In accordance with the order effective March 16, 2020 issued by the Office of the Texas Governor, the Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines for the reduction in the spread of the Covid-19 virus.

- I. Call Meeting To Order
- II. Roll Call And Declaration Of A Quorum
- III. Conflict Of Interest Declarations
- IV. Requests To Address The Committee
The public shall be allowed to provide comment to the Committee regarding one or more agenda or non-agenda items by completing the public comment form available on the Park Board of Trustees website at the following link prior to the start of the meeting

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65](https://www.galvestonparkboard.org/forms.aspx?fid=65)

- V. Welcome New Committee Member, Cesar Garcia, City Of Galveston Director Of Parks & Recreation (Steven Creitz, 5 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - WELCOME NEW COMMITTEE MEMBER CESAR GARCIA.PDF](#)

- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[12_3_2020 - MINUTES.PDF](#)
[2_4_2021 - MINUTES.PDF](#)

- VII. Discuss And Consider Approval Of PAC 2020-2021 Work Plan (Steven Creitz, 20 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - DISCUSS AND CONSIDER APPROVAL OF PAC 2020-2021 WORKPLAN.PDF](#)

VIII. Park Manager Spotlight - Jason Ross, Seawall Urban Park Manager (Mario Rabago, 5 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - PARK MANAGER SPOTLIGHT - JASON ROSS.PDF](#)

IX. Park Revenues Update (Mario Rabago, 5 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - PARK REVENUE UPDATE .PDF](#)

X. Update Of Hard Freeze Recovery Efforts At Parks (Mario Rabago, 5 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - UPDATE ON HARD FREEZE RECOVERY EFFORTS .PDF](#)

XI. Discuss Seawall Parking And Park Annual Pass Price Increases (Jason Ross, 10 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - SEAWALL PARKING INCREASES.PDF](#)

XII. Update On Seawall Urban Park Visitor Transactions And Communications (Kimberly Danesi, 10 Minutes)

Documents:

[AGENDA ITEM OVERVIEW - DISCUSS UPDATE ON SEAWALL URBAN PARK VISITOR TRANSACTIONS AND COMMUNICATIONS.PDF](#)

XIII. Future Agenda Items

XIV. Announcements

XV. 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 , February 26, 2021, 5:00 p.m.

Approved
to Format
Steven Creitz
Chair, PAC

Approved
Spencer Priest
Chair, Park Board of Trustees

Approved as
Kelly de Schaun
Park Board CEO

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)



GALVESTON
* ISLAND *
Park Board of Trustees

Agenda Item Overview

Agenda Item: Welcome New Committee Member Cesar Garcia

Background: Welcome and introduction of Cesar Garcia Director of Parks and Recreation for the City of Galveston.



**Park Board of Trustees of the City of Galveston
Parks and Amenities Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

12/3/2020 - Minutes

I. Call Meeting To Order

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

II. 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 (phone), Sam Malchar (9:02 a.m.), Robert Callies, Joe Zdunek, Kristin Vale and Anna Deichman.

Staff Present: Mario Rabago, Kimberly Danesi, Ann Hobing, Cobry Dotson and Schel Heydenburg.

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. Discuss And Consider Approval Of Meeting Minutes

Motion: Robert Callies motioned to approve the November 12, 2020 Parks and Amenities Committee meeting minutes.

Second: Mary Branum seconded.

Vote: Approved (9-0).

VI. Introduction Of Cobry Dotson, Stewart Beach Park Manager (Mario Rabago, 5 Minutes)

Mario Rabago introduced Cobry Dotson the new park manager for Stewart Beach.

VII. Review Concessionaire Partner Program For FY2021 (Ann Hobing, 10 Minutes)

Ann Hobing shared that staff is seeking input from the committee on the concessionaire process including renewals, bidding and the development of new opportunities. She gave an overview of the process and reported that currently policy allows for one contract renewal before an area is required to be re-bid. Jason Worthen shared that he would like to see a program that encourages concessionaires to be strategic partners and that there should be some incentive to be successful. Mary Branum asked about incentives for environmental stewardship and Ms. Hobing shared that this is encouraged and part of the evaluation criteria to become a concessionaire. Kimberly Danesi shared that staff is planning for more structured engagement with the concessionaires throughout the season. Mrs. Branum also asked about the possibility of offering a concierge service. Mrs. Danesi responded that staff is also looking into this idea. Ms. Hobing concluded her report telling the committee that staff will be actively looking for new opportunities and asked the committee what level of involvement they would like to have. Jason Worthen recommended that the committee review these prior to going to the Board for approval if time allows with Steven Creitz and Kristin Vale concurring.

VIII. Future Agenda Items

IX. Announcements

Mario Rabago reported that the Parks revenue for November was up 29% over last year.

X. Adjournment

The meeting was adjourned at 9:32 a.m.



**Park Board of Trustees of the City of Galveston
Parks and Amenities Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

2/4/2021 - Minutes

- I. Call Meeting To Order
Meeting was called to order at 9:00am.
- II. Roll Call And Declaration Of A Quorum
Roll was called and quorum was declared.

Committee Members Present: Steven Creitz, Jason Worthen, Marlo Landreth, Sam Malchar, Wanda Buttner, Robert Callies, Joe Zdunek, Kristen Vale, Anna Deichmann

Committee Members Not Present: Mary Branum
- III. Conflict Of Interest Declarations
There were no conflicts of interest declared.
- IV. Requests To Address The Committee
There were no requests to address the committee.
- V. Discuss And Consider Approval Of Meeting Minutes

Motion: Joe Zdunek made a motion to approve the November 12, 2020 meeting of the Park And Amenities Committee minutes.

Second: Kristen Vale seconded.

Vote: Approved (9-0)
- VI. Introduction Of Timothy Jones, Stewart Beach Manager (Mario Rabago, 5 Minutes)
Mario Rabago introduced Timothy Jones, new Stewart Beach Manager.
- VII. Parks Revenue And Maintenance Update (Mario Rabago, 10 Minutes)
Mario Rabago presented the committee with an update on the Parks Revenue and Maintenance Projects.
- VIII. Update About New Concessionaire Partners Who Launch In 2021 (Ann Hobing, 5 Minutes)
Ann Hobing discussed the three newest Board approved concessionaire partners.
- IX. 2020-2021 PAC Work Plan Update (Mario Rabago, 5 Minutes)
Mario Rabago reminded the committee that the development of the 2020-2021 Work Plan had been discussed at the September 3, 2020 committee meeting. He discussed the four areas of focus that were being targeted and next steps to moving that work plan forward at the next meeting so that the plan could be approved by the committee and then moved forward for Board approval.
- X. Discuss Park Board Strategic Plan (Tammy Canavan, 45 Minutes)
Tammy Canavan with Fired Up! Culture facilitated a discussion with the committee regarding their goals and priorities to establish a long term plan for the Park Board operations using the 2016 adopted plan as a starting point for the discussion.
- XI. Future Agenda Items

Kelly de Schaun announced that a contract had been signed for drainage at Stewart Beach and asked that a plan be brought to the next meeting.

Kimberly Danesi and Mario Rabago will work together to bring a proposed work plan to the next committee meeting.

XII. Announcements

Pending Board approval, Cesar Garcia with the City of Galveston Parks Department, will be the newest member of the Parks and Amenities Committee.

XIII. Adjournment

Meeting was adjourned at 10:08am.



Agenda Item: Discuss and Consider Approval of PAC 2020-2021 Workplan

Background: On September 3, 2020 the Parks and Amenities Committee discussed the development of the 2020-2021 PAC Work Plan. The PAC looked into the 2019-2020 plan which was very broad and decided the committee should focus on a handful of manageable tasks for 2020-2021. During that discussion the PAC identified four thematic areas that they would like to dedicate their focus on for 2020-2021. The areas were visioning, quality control, special projects and environmental and education initiatives.

At the February 4, 2021 meeting Tammy Canavan with Fired Up! Culture participated in the PAC meeting. The PAC continued discussing ideas for the development of the 2020-2021 plan. Ideas that generated increased interest were the following.

- Improve engagement and involvement with residents
- Elevating the quality of life for residents and improving the balance of local and tourist use of amenities
- Improve user experience with the app to pay for Seawall parking
- Pedestrian safety when walking across Seawall boulevard
- Image. Color of water
- Leverage assets under our management to help support the improvement of Galveston's larger recreational system
- Benefit/privilege cards for locals
- Relieving traffic and pedestrian density/spreading people and traffic to other areas of the island
- Enforcement of litter and camping laws
- Conservation and nature tourism opportunities

Next steps moving forward:

- March 4, 2021 – PAC to discuss and consider final Work Plan for 2020-2021
- March 23, 2021 – Board of Trustees makes final approval on Work Plan for 2020-2021

Staff Recommendation: N/A

Funding Source (if applicable): Parks Operational Budgets



Agenda Item: Park Manager Spotlight – Jason Ross, Seawall Urban Park Manager (Mario Rabago/Jason Ross 5 minutes)

Background: Employee Spotlight and introduction of Seawall Urban Park Manager Jason Ross.



Agenda Item: Park Revenues Update (Mario Rabago 5 minutes)

Background: Update on 2021 parks revenues in comparison to 2020.



Agenda Item: Update on Hard Freeze Recovery Efforts at Parks

Background: Update on damages to the parks caused by the recent hard freeze and repairs to bring the parks back online.

Staff Recommendation: N/A

Funding Source (if applicable): Parks Operational Budgets



Agenda Item: Discuss Seawall Parking and Park Annual Pass Price Increases

Background: On May 4, 2019, Galveston residents voted to extend the Seawall Parking Program through 2029. Part of the extension included an increase in pricing. The State of Texas required that the City of Galveston be in full compliance with their beach access plan before they would grant an increase in pricing. There were also administrative measures that had to be undertaken at the State level to finalize the change.

Seawall Parking

Pricing: Effective March 10, 2021, pricing along Seawall Boulevard will increase as follows:

| Former Rates | Effective 03/10/2021 |
|------------------------|----------------------|
| \$1.00 per hour | \$2.00 per hour |
| One hour minimum | Two hour minimum |
| \$8.00 per day maximum | \$16.00 per day |
| \$25.00 annual pass | \$45.00 annual pass |

Communication:

- The CVB will work with the Public Information Officer at the City of Galveston to communicate on the increase in pricing to residents, encouraging locals to buy before the increase goes into effect.
- Seawall Urban Park staff will notify our partners along the Seawall to include Ohana Surf and Skate, 61st Street Fishing Pier and Jimmy’s on the Pier.
- Call Center Operations will notify callers of future increase in pricing as time permits.
- Rack cards will be updated with new pricing models and distributed throughout Galveston as well as by our Seawall crew.
- Staff across all departments will be notified of the change and talking points to ensure consistency in message.

Impact to Budget:

To date, Urban Park has generated \$197,160.00 in parking revenues minus fees. This is 32% higher than the same timeframe last year, which is \$47,254.

When building the budget for the current fiscal year, staff projected the increase would take effect in March and were conservative in their figures. If we take the new pricing model and apply it to the transactions we saw in Summer 2019, we will see an increase in revenue of \$630,627. This would bring total annual revenue to \$1,481,309.00, which is 16% above budget.

This figure does not consider any Ultimate Pass sales at our beach parks. If the Parks mimic 2019 in Season Pass Sales and we conservatively say 30% of passes sold are “Ultimate Passes”, we will see an additional revenue of \$7,200.00.

Park Season Passes

As a result of the price increase in Seawall Parking Passes, the Annual Park Pass prices will be updated as well. We will now offer two passes.

Pricing: Residents and visitors may buy an Ultimate Pass which gives them access to all Beach and Pocket Parks as well as the Seawall Urban Park for a total of \$95.00 per year. If they are not interested in Seawall Parking, they can purchase a Park Season Pass for \$50.00

| Former Rates | Effective 03/10/2021 | |
|--|--|--|
| \$50.00 annually | Ultimate Pass \$95.00 | Season Park Pass \$50.00 |
| Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, Pocket Parks, and Seawall Boulevard | Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, the Pocket Parks, and Seawall Boulevard | Includes access to: East & Stewart Beach, Dellanera RV Park Beach Parking, and the Pocket Parks |

Communication:

- The CVB will work with Park Management to communicate on the increase in pricing to residents, encouraging locals to buy before the increase goes into effect.
- We will share our messaging with the City of Galveston Park’s & Recreation Department, who also sells Ultimate and Season passes at their Pocket Park Locations
- Staff across all departments will be notified of the change and talking points to ensure consistency in message.
- Park Staff will be trained in selling the new passes and will have a special script for guests who return with a Park Pass.

Impact to Budget:

In previous years, the Parks offered a \$50 pass that was inclusive of the Seawall Parking Pass. \$25 was split among the beach parks, and the remaining \$25 was transferred to the Seawall Urban Park budget. Had we maintained this pricing model, \$45 would have been transferred to the Seawall Urban Park budget, and the Parks would have split the remaining \$5.

The Park budgets were built in accordance with the new model, and therefore the budgeted figures for FY20.21 should be reached provided sales mimic that of Summer 2019. For reference, the budgeted annual pass figures for the Parks are as follows:

Dellanera RV Park: \$8,075.00
 East Beach: \$8,140.00
 Stewart Beach: \$8,000.00

Staff Recommendation: Discuss item only

Funding Source (if applicable): Budgeted Revenue Item



Agenda Item: Discuss Update on Seawall Urban Park Visitor Transactions and Communications

Background: Per an Interlocal Agreement with the City of Galveston, the Park Board is responsible for managing the Seawall Urban Park program. This includes the daily operation of a Call Center to assist individuals with paying for parking, Seawall Ambassadors who assist with parking and general tourist information on the Seawall itself and the maintenance of the Loos, Port-o-Loo's, Bus Stops and Bollards for the entire Seawall Urban Park.

In early 2020 the Park Board responded to the financial challenges presented by the pandemic by modifying budgets. As part of the budget modifications, several Part Time positions were eliminated through the end of the budget cycle. While these reductions proved to be a strong recourse for lost revenue opportunities early in the pandemic, we quickly saw that demand for outdoor recreation was high and the Seawall saw record visitation.

When building the budgets for current fiscal year, it was apparent that the positions eliminated because of the pandemic were essential to ensure a successful program. The decision was made to bring back the Seawall Ambassadors previously eliminated in Spring of 2021, in anticipation of the increases to the Seawall Parking Program and another busy season.

As 2020 progressed, the Parks as a whole saw turnover in leadership, which created an opportunity to review practices and make recommendations for improvement. The primary area of opportunity for improvement in Seawall Urban Park related to customer engagement and payment options.

Today's presentation will focus on the importance of Seawall Ambassadors and explore options for improving customer engagement and payment options.

Staff Recommendation: Discussion Item Only – Staff is seeking feedback from the Committee

Funding Source (if applicable): n/a