



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, April 16, 2019 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:

[FEBRUARY 19, 2019 TOURISM DEVELOPMENT ADVISORY COMMITTEE MINUTES.PDF](#)
- VII. Update On Chief Tourism Officer Search (Melody Smith, 10 Minutes)
- VIII. Update On Spring Break (Bryan Kunz, 15 Minutes)

Documents:

[SPRING BREAK 2019 HOTEL UPDATE .PDF](#)
- IX. Update On Tourism Market Research Study (Shannon Gray, 20 Minutes)
- X. Update On Boating And Fishing Taskforce (Bryan Kunz, 10 Minutes)
- XI. Monthly Convention & Visitors Bureau (CVB) Reports
- XII. Future Agenda Items
- XIII. Announcements
- XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - May 21, 2019
- 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 April 12,2019 by 5:00 p.m.

Approved
to Format

Maureen Patton
Chair, TDAC
Board Executive Director

Approved

Spencer Priest
Chair, Park Board of Trustees

Approved as

Kelly de Schaun
Park

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
601 Tremont Street, Galveston, Texas 77550**

2/19/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:00 AM.

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: Maureen Patton, Will Wright, Jan Collier, Willis Ghandi
Leon Garrison, Steve De Felice, Denise Alexander, Gina Spagnola (9:02 AM), Joan Marshall, Ron Sutula, Ted
O'Rourke and Lisa Shaw.

TDAC Members Absent: John Zendt, Claire Reisweg, Patty Rouse, Ken Friesen, Shane Cantrell, Trey Click and
Barbara Sanderson.

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

Guest Present: Lee Roane, Julie Ann Brown and Kent Muller.

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: Willis Ghandi made a motion to approve January 15, 2019 meeting minutes.

Second: Jan Collier second the motion.

Vote: Unanimous (11-0 Gina Spagnola was not present for the motion.)

VII. Port Of Galveston Update (Ted O'Rourke, 10 Minutes)

Ted O'Rourke gave an update on the Port of Galveston. He states there are multiple projects in the works and urged everyone to attend the open house to be a part of the strategic master plan. Talking points were provided to the committee to be used in various settings. The committee also received the preliminary financial summary and an at a glance data comparisons for cargo, ship calls and cruise statistics.

VIII. Update On Port Marketing (Melody Smith, 15 Minutes)

Melody Smith updated the committee on efforts the CVB have made regarding the Port Marketing. Multiple flyers have been created to promote the cruises along with downtown businesses to visit during cruise delays. The multiple efforts made range from social media postings, public relations publications and collateral material developed.

IX. Update On Birding Taskforce (Julie Ann Brown, 15 Minutes)

Julie Ann Brown with Galveston Island Nature Tourism Council gave an update on the birding taskforce. The taskforce has been hard at work to continue to offer a great birding experience on the island. Efforts made by the taskforce were shared with the committee. Quarterly updates will be provided to the committee.

X. Update On Birding Emarketing Deliverables (Lee Roane, 10 Minutes)

Lee Roane with Galveston.com shared a video that showcased the birding community. Galveston.com has worked on video B-Roll, testimonials and adding a birding tab to galveston.com. The goal is to continue to enhance the website for birders and continue to create blogs and videos to engage the visitor.

XI. Update On Museum Day (Melody Smith, 15 Minutes)

Melody Smith shared with the committee a post event update on Museum Day in Galveston. The attraction attendance, Facebook, videos, earned media and paid media such as magazines and flyers created were shared with the committee. The museum day was a success and a group was created to plan for next year. The group has come up with some changes for next year that were suggested through surveys received.

XII. Discuss And Consider Special Event Solicitation Funding For 2019 The Race Of Gentlemen (Bryan Kunz, 10 Minutes)

The Race of Gentlemen, scheduled for November 9-11, 2019, is a vintage automobile and motorcycle drag racing event featuring American-made, pre-1934 cars and pre-1957 motorcycles. The entire event is geared toward recreating the feel of historic beach races that were tremendously popular in the 1930s-1960s in beach towns across the US, including Galveston.

The promoter is highly influential in the motorcycle community on a national level and has strong relationships with national manufacturers (Harley-Davidson), sponsors, car clubs, motorcycle clubs and media outlets. They produce this event annually in Wildwood, NJ with huge success and attendance ranges upward of 15,000 for the weekend. The promoter expects 7,000-10,000 the first year in Galveston.

Staff Recommendation:

The historic feel of this event fits perfectly with the CVB's ongoing effort to promote Galveston's historic and cultural amenities. The race promises to expose Galveston to a new audience on a national level, and the promoter has shown the ability to generate tremendous media exposure for past events. Staff recommends supporting this event in the amount of \$10,000.

Motion: Jan Collier made a motion to accept the solicitation funding proposal.

Second: Willis Ghandu second the motion.

Vote: 11-1 (Steve De Felice opposed)

XIII. Monthly Convention & Visitors Bureau (CVB) Reports

There were no questions regarding the CVB reports.

XIV. Future Agenda Items

There were no future agenda items suggested.

XV. Announcements

The committee members gave updates on their upcoming events.

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 19, 2019

XVII. Adjournment

Meeting adjourned 10:38 AM

SPRING BREAK 2019 HOTEL UPDATE

3 Weeks Combined (March 3 – 23, 2019)

	OCCUPANCY	ADR	REVENUE
2019	66.7	139.8	9,838,568
2018	72.8	144.9	11,108,921

For Galveston Island, the middle three weeks of March showed a decrease in hotel occupancy of over 8% from the same weeks in 2018, per STR. In addition, Average Daily Rate (ADR) was down approximately \$5, or 3.5%, and hotel revenue was short of 2018 approximately \$1.2M, or 11.4%.

	OCCUPANCY			YoY % CHANGE		
	WD	WE	Total	WD	WE	Total
Galveston, TX+	60.3	82.4	66.7	-10.3	-6.7	-8.9
South Padre Island, TX+	70.6	83.4	74.3	3.2	-0.2	2.2
Corpus Christi, TX+	67.8	84.2	72.5	-9.3	0.2	-6.3
San Antonio, TX+	75.9	87.9	79.3	1.3	-1.6	0.2
Panama City, FL+	65.7	66.6	65.9	-2.1	-14.0	-5.9

	ADR			YoY % CHANGE		
	WD	WE	Total	WD	WE	Total
Galveston, TX+	117.09	178.84	139.78	-0.9	-5.1	-3.1
South Padre Island, TX+	119.45	143.83	127.78	-4.3	-13.6	-8.7
Corpus Christi, TX+	98.45	116.80	104.66	-4.6	4.1	-1.3
San Antonio, TX+	128.73	143.07	133.25	-0.4	-1.9	-1.0
Panama City, FL+	123.48	126.07	124.24	39.5	30.1	36.2

A look at our competitive set shows that many destinations experienced similar decreases in occupancy and ADR from 2018.