NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Parks and Amenities Committee
Thursday, July 2, 2020 at 9:00 a.m.
601 Tremont Street, 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/phone conference in order to maintain social distancing guidelines for the reduction in the spread of the Covid-19 Virus. There will be no public access to the location listed above.

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 address 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
V. Discuss And Consider Approval Of Meeting Minutes
   Documents:
   DRAFT 03-05-2020 PAC MEETING MINUTES.PDF
VI. Meet Our NEW Park Champions (Kelly De Schaun)
   Kelly de Schaun will introduce our newest members of the Parks Team
   • Mario Rabago (Parks GM)
   • Nate Stevens (Manager, East Beach)
   • Jason Ross (Manager, Urban Park)
VII. Discuss Park Revenues As Adjusted For COVID19 And Projected Through Year End (Kimberly Danesi)
   Documents:
   ACTUAL AND PROJECTED PARK REVENUE POST COVID19.PDF
VIII. 2020/2019 Park Revenue Comparison (Kelly De Schaun)
IX. Park Board Covid Update (Ann Hobing)

X. 2019-2020 Committee Work Plan

   Documents:

   PAC 2019-2020.PDF

XI. Future Agenda Items

XII. Announcements

XIII. 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 , June 26, 2020, 5:00 p.m.

Approved

Approved

Approved as

Steven Creitz
Chair, PAC

Spencer Priest
Chair, Park Board of Trustees

Kelly de Schaun
Park Board Executive

D. Director

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)
I. Call Meeting To Order
   The meeting was called to order at 9:01am.

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, Sam Malchar, Wanda Buttner, Mario Rabago, Joe Zdunek, Joan Marshall, Kristin Vale, Ann Hobing

IV. Conflict Of Interest Declarations
   There were no conflicts declared.

V. Requests To Address The Committee
   There were no requests to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes
   Motion: Wanda Buttner motioned to approved the February 6, 2020 Parks and amenities Committee Meeting minutes.
   Second: Mary Branum seconded.
   Vote: Approved 11-0

VII. Present Beach Park Marketing Initiatives (Melody Smith)
   Melody Smith introduced team members Clayton Kolavo, Caitlin Carnes and Natalie Paul who discussed their roles in promoting the Parks and upcoming events. Mrs. Smith gave the committee an overview of marketing strategies and initiatives for the Parks.

VIII. Meet Our Park Champions - Ulises Zamudio, Stewart Beach Park Manager
   Kelly de Schaun introduced Stewart Beach Park Manager Ulises Zamudio. Mr. Zamudio gave the committee an update on his work to prepare for the opening weekend of both Stewart Beach and East Beach. He further discussed his interest in bringing more ADA compliant and special needs initiatives to the Parks to make them more accessible to all.

IX. Discuss And Consider Opportunities To Allow Alcohol Sales At Stewart Beach (Kelly De Schaun)
   Kelly de Schaun explained to the committee that since there was no longer a city ordinance prohibiting alcohol on city beaches the Board has asked the Parks and Amenities Committee to consider and make
recommendations regarding allowing alcohol at Stewart Beach Park.

Motion: Sam Malchar made a motion for alcohol to be allowed at Stewart Beach Park, adding resources to control security and to have concessionaire's contract include pricing that would be equivalent to the value of the cost of the security.

Second: Joe Zdunek seconded.

Vote: Approved (11-0)

X. Recommended Best Management Practices For Special Events At East Beach (Kristen Vale)

Kristen Vale, accompanied by her manager Kasey Wright of the American Bird Conservancy, reported her research on special event best practices at other beach parks, with special consideration to environmental concerns. Kelly de Schaun thanked Mrs. Vale and asked her to bring back another report in the next months to give the committee more information around which to develop the Committee’s own policy.

XI. Update On First Quarter 2019-2020 Park Fiscal Report (Kelly De Schaun)

Kelly de Schaun presented the committee with the Park's actual year to date operating data.

XII. Presentation On "Glamping: Reconnaissance Findings And Opportunities For Galveston (Kelly De Schaun)

Highlighted by photos of their trip, Kelly de Schaun and Steven Creitz shared their experiences and thoughts on the possibility of bringing the “glamping” concept to Galveston.

XIII. 2019-2020 Committee Work Plan

Kelly de Schaun pointed to the committee work plan to show that the committee was on track and indicated current topics to be added to the work plan.

- Update Stewart Beach alcohol policy.
- Special Event Policy
- East End Lagoon Master Plan with consideration of historic revenues for East Beach

XIV. Future Agenda Items

- Effect of free parking at Seawolf Park(% of local residents)
- Discuss changing percentages of concessionaire package at Stewart Beach considering the ongoing alcohol discussion.
- Effect of “demand” pricing at Dellanera Park
- Kristen Vale - 7 minute bird survey

XV. Announcements

Sheryl Rozier reminded the committee about the ribbon cutting at East End Lagoon on April 1 at 5:00pm

Joan Marshall invited the committee to the opening of a new exhibit at the Bryan Museum called “The Lost Bird Project” on March 29, running through September 15.

XVI. Adjournment

The meeting adjourned at 10:47am.
**Agenda Item**: Discuss Park Revenues as Adjusted for COVID-19 and Projected through Year End

**Background**: The Parks closed their gates due to the COVID-19 Pandemic on March 20, 2020. Aside from Urban Park who was passively generating a revenue, the beach parks did not generate revenue until they reopened on May 1, 2020. During this shutdown, revenue projections were decreased by approximately 35% and budget expenses were adjusted accordingly.

Since reopening the Parks on May 1, 2020, attendance and the corresponding Gate Revenue has significantly exceeded the estimates made in the adjusted budget. The following charts represent the narrative of Gate Revenues for the Parks before and after the shutdown as well as projection for the remainder of the fiscal year.

It is important to note a few things when reviewing this data:

- These figures include actual gate revenues between October 1, 2020 and June 21, 2020
- These figures do not include other sources of income or revenue to include loan proceeds, concessionaire fees, FEMA reimbursements or interfund transfers. They strictly represent gate admissions.
- Seawolf Park revenues post shutdown are without the split ticket admission from the Sub & Ship, which remain closed
- In the final table entitled “Projected Revenue at Year End vs Budget”:
  - Best Case Scenario assumes the weekly revenue for the remainder of the fiscal year will be an average of actual weekly revenue between May 1st and June 21st
  - Conservative estimate applies a 20% reduction in the average of actual weekly revenue between May 1st and June 21st
## Gate Revenues by Park pre-COVID 19

<table>
<thead>
<tr>
<th>Park</th>
<th>Gate Revenue thru March 20, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dellanera</td>
<td>$205,283.60</td>
</tr>
<tr>
<td>East Beach</td>
<td>$164,889.95</td>
</tr>
<tr>
<td>Seawolf</td>
<td>$211,269.00</td>
</tr>
<tr>
<td>Stewart Beach</td>
<td>$329,257.00</td>
</tr>
<tr>
<td>Urban Park</td>
<td>$225,154.00</td>
</tr>
</tbody>
</table>

## Gate Revenue vs the Adjusted Budget Post COVID19

<table>
<thead>
<tr>
<th>Park</th>
<th>Revenue Goal May – Sep 2020</th>
<th>Actual Gate Revenue 05/01 – 06/21</th>
<th>Percentage of Revenue Goal Met thru 06/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dellanera</td>
<td>$306,245.00</td>
<td>$230,264.00</td>
<td>75%</td>
</tr>
<tr>
<td>East Beach</td>
<td>$392,408.00</td>
<td>$202,263.00</td>
<td>52%</td>
</tr>
<tr>
<td>Seawolf</td>
<td>$474,208.00</td>
<td>$246,932.00</td>
<td>48%</td>
</tr>
<tr>
<td>Stewart Beach</td>
<td>$708,953.00</td>
<td>$339,434.00</td>
<td>52%</td>
</tr>
<tr>
<td>Urban Park</td>
<td>$509,467.00</td>
<td>$269,315.00</td>
<td>53%</td>
</tr>
</tbody>
</table>

## Gate Revenue vs the Original Budget, Year to Date

<table>
<thead>
<tr>
<th>Park</th>
<th>Original Budget</th>
<th>Actuals YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dellanera</td>
<td>$987,478.00</td>
<td>$435,547.60</td>
</tr>
<tr>
<td>East Beach</td>
<td>$671,433.00</td>
<td>$367,152.95</td>
</tr>
<tr>
<td>Seawolf</td>
<td>$1,362,179.00</td>
<td>$458,201.00</td>
</tr>
<tr>
<td>Stewart Beach</td>
<td>$1,275,353.00</td>
<td>$668,691.00</td>
</tr>
<tr>
<td>Urban Park</td>
<td>$1,195,341.00</td>
<td>$494,469.00</td>
</tr>
</tbody>
</table>

## Projected Revenue at Year End vs Budget

<table>
<thead>
<tr>
<th>Park</th>
<th>Best Case Scenario</th>
<th>vs. Adjusted Budget</th>
<th>vs. Original Budget</th>
<th>Conservative Estimate</th>
<th>vs. Adjusted Budget</th>
<th>vs. Original Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dellanera</td>
<td>$896,075.60</td>
<td>125%</td>
<td>91%</td>
<td>$803,970.00</td>
<td>113%</td>
<td>81%</td>
</tr>
<tr>
<td>East Beach</td>
<td>$771,678.95</td>
<td>171%</td>
<td>115%</td>
<td>$690,773.75</td>
<td>153%</td>
<td>103%</td>
</tr>
<tr>
<td>Seawolf</td>
<td>$952,065.00</td>
<td>96%</td>
<td>70%</td>
<td>$853,292.20</td>
<td>86%</td>
<td>63%</td>
</tr>
<tr>
<td>Stewart Beach</td>
<td>$1,347,559.00</td>
<td>155%</td>
<td>106%</td>
<td>$1,211,785.40</td>
<td>139%</td>
<td>95%</td>
</tr>
<tr>
<td>Urban Park</td>
<td>$1,033,00.99</td>
<td>131%</td>
<td>86%</td>
<td>$925,373.00</td>
<td>117%</td>
<td>77%</td>
</tr>
</tbody>
</table>

**Staff Recommendation:** This is a discussion item only  
**Funding Source (if applicable):** non-applicable
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 Shaydenburg
## Park and Amenities 2019-2020 Workplan

### Quarter 1

<table>
<thead>
<tr>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Feedback, Q3</td>
<td></td>
<td>State of the Parks EOY Fiscal Review of Parks</td>
</tr>
</tbody>
</table>

### Quarter 2

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of the Parks</td>
<td>Art Proposal</td>
<td>Review Marketing campaigns</td>
</tr>
<tr>
<td>Board Mandate Discussion: Role of Parks</td>
<td>Landscaping Proposals</td>
<td>Concessions: Review cash and reporting controls</td>
</tr>
<tr>
<td>Drainage project deliverables</td>
<td>Mobility Project</td>
<td>Fiscal Report: Q2</td>
</tr>
<tr>
<td>Special event management</td>
<td>Satellite bathroom deliverables</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SB Site plan deliverables</td>
<td></td>
</tr>
</tbody>
</table>

### Quarter 3

<table>
<thead>
<tr>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Feedback: Q2</td>
<td>Board Mandate Discussion: Sustainability &amp; Resiliency</td>
<td>Board Mandate Discussion: Sustainability &amp; Resiliency</td>
</tr>
<tr>
<td>Environmental education opps</td>
<td>Loyalty Program discussion</td>
<td>Fiscal Report Q3</td>
</tr>
<tr>
<td>Loyalty Program discussion</td>
<td></td>
<td>World Ocean's Day</td>
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<tr>
<td></td>
<td>Tourism Summit</td>
<td></td>
</tr>
</tbody>
</table>

### Quarter 4

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft Budget discussions</td>
<td>Dept workplan presented</td>
<td>Committee workplan review</td>
</tr>
<tr>
<td>Customer Feedback: Q3</td>
<td></td>
<td>Fiscal report, Q4</td>
</tr>
</tbody>
</table>

**Monthly:** Bring in a manager or assistant manager to talk about an item of their choice.