



**Park Board of Trustees of the City of Galveston
601 Tremont Street, Galveston, Texas 77550**

9/17/2019 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:33 p.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.

Trustees Present: Spencer Priest, Jan Collier, Maureen Patton, David Collins, Steven Creitz, Marty Fluke, Dave Jacoby, Jason Worthen and Will Wright.

Staff Present: Kelly de Schaun, Michael Moser, Mary Beth Bassett, Tim Jackson, Larry Jackson, Corey Holcomb, Ulises Zamudio, Melody Smith, Michael Woody, Sheryl Rozier, Kimberly Danesi, Schel Heydenburg, Reuben Trevino, Bryan Kunz, Jacquelyn Helton, Dan Gundrum, Tony Pryor, Peter Davis and Scott Freudenburg.

IV. Conflict Of Interest Declarations

No Conflicts were declared.

V. Requests To Address The Board

There were no requests to address the Board.

VI. Open Public Hearing

The public hearing on the 2019-2020 Park Board of Trustees Operating Budget was opened at 1:34 p.m.

There were no public comments.

VII. Close Public Hearing

The Budget Hearing was closed at 1:34 p.m.

VIII. Experience Galveston Presentation (15 Minutes)

Sara Spak spoke on behalf of the Experience Galveston Coalition. She shared with the Board that the group was created to advocate support for the sustainability of the yearly festivals and events that drive tourism to Galveston and the positive impact that they have. She reviewed the list of current Board members and directed the trustees to the list of businesses currently part of the coalition. She stated that the group is asking that the Park Board/Convention and Visitor's Bureau join the coalition. Maureen Patton asked that this item be placed on the next Board agenda for discussion and approval.

IX. Present 2019-2020 MBuy Paid Advertising Strategies (MBuy, 20 Minutes)

Melody Smith gave a short overview on MBuy's history with the Park Board.

Mbuy presented to the Board on the current trends and what they learned in 2019. They reported that the main media strategy moving forward for 2020 is education about Galveston and shared that the island has many offerings so that the creative content will be catered to specific audiences, such as eco-tourism, arts, cultural, shopping, etc. They also reported that they plan to reduce cable spots and increase radio. Mbuy also shared that since Texas is a Super Tuesday state, the election will be impacting how advertising is done around Spring Break and that they will be focusing efforts on traditional media for the Summer and Holiday seasons. They also reported that a minimum of 25% of their media buys will be directly trackable in terms of ROI and hotel nights, they will be expanding their group targeting to a broader audience and will report back using updated dashboards.

X. Discuss And Consider Approval Of Park Board Of Trustees 2019-2020 Operating Budget (Park Board Management, 20 Minutes)

Michael Moser reviewed the overall income and expenses and use of reserve funds in the proposed 2019-2020 budget. Each Department gave an overview of their budgets including the goals and projects planned in the upcoming year.

Maureen Patton stated that as the Chair of the Finance and Operations committee she wanted to thank the staff and everyone involved in this process.

Motion: Will Wright motioned to approve the 2019-2020 Park Board of Trustees Operating Budget presented.

Second: Maureen Patton seconded.

Vote: Approved (9-0).

XI. Administration

A. Discuss And Consider Approval Of Medical Plan Provider For The 2020 Plan Year (Kimberly Danesi, 10 Minutes)

Kimberly Danesi explained that the Park Board joined the City of Galveston insurance plan in 2017. She shared that the plan is a self-insured plan and explained how this plan worked for the Park Board. Mrs. Danesi reported that due to some significant claims made this year and the expected shortage of funds for this plan, after sending out a call for proposals, the City has decided to go with a new plan manager, Blue Cross Blue Shield. She stated that it is still a self-insured plan and that the cost would increase 21% for the Park Board. Mrs. Danesi stated that the Park Board also went out and searched for medical plans but that due to the size of the organization, the plans researched were fully insured plans. She shared that the best deal received was a plan by Humana at an 18% increase in costs. Mrs. Danesi stated that the recommendation from staff is to stay with the City of Galveston plan which she believes long-term would be economically more beneficial since the payouts are for actual instead of perceived claims and the benefits for the employees are more in-line with what the current plan offers including zero co-pays for primary care visits, including pediatrics and OB-gyn as well as zero co-pays for generic prescriptions.

Motion: Maureen Patton motioned to approve continuing with the City of Galveston medical plan for 2020.

Second: Jan Collier seconded.

Vote: Approved (9-0).

B. Discuss And Consider Park Board Of Trustee Advisory Committee Appointments (Spencer Priest, 10 Minutes)

Spencer Priest presented the recommended advisory committee appointments.

Motion: Spencer Priest motioned to approve the recommended appointments to the Beach Maintenance Advisory Committee: T'Noya Thompson, Craig Vance, Kris Benson, Ron Gwin and Kelli Mclure.

Second: Maureen Patton seconded.

Vote: Approved (7-0, Fluke and Collins abstained)

Motion: Spencer Priest motioned to approve the recommended appointments to the Parks and Amenities Committee: Wanda Buttner and Joan Marshall.

Second: Steven Creitz seconded.

Vote: Approved (9-0)

Motion: Spencer Priest motioned to approve the recommended appointment to the Tourism Development Advisory Committee: Mike Pistone.

Second: Jan Collier seconded.

Vote: Approved (9-0).

XII. Consent

Motion: Maureen Patton motioned to approve the consent agenda items.

Second: Marty Fluke seconded.

Vote: Approved (9-0).

- A. Discuss And Consider Slanina's Concessionaire Agreement (Dan Gundrum, 5 Minutes)
- B. Discuss And Consider Approval Of Funding Of The Current Deficit For The City Of Galveston Medical Plan (Kimberly Danesi, 10 Minutes)
- C. Discuss And Consider Approval Of Changes To The Human Resources Policy Manual Effective October 1, 2019 (Kimberly Danesi, 10 Minutes)
- D. Discuss And Consider Approval Of Contract Renewal With Ryan Brannan For State Legislative And Advocacy Support (Kelly De Schaun)

XIII. Future Agenda Items

- Experience Galveston Coalition Membership
- Legal/Meeting Etiquette Training
- Bylaws
- \$200,000 payment to the City for Revenue Sharing
- Five-year Capital Improvement Plans
- FEMA Update
- Interlocal Agreement
- Payment to the IRS

XIV. Announcements

XV. Adjournment

The meeting was adjourned at 3:46 p.m.

Schel Heydenburg
Board Reporter

Maureen M. Patton
Board Secretary