



**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550**

12/17/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:02 A.M.

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: Will Wright, Maureen Patton, Dave Jacoby, Mike Pistone, Patty Rouse, Willis Ghandi, Leon Garrison, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott, Barbara Sanderson, Ron Sutula, Lisa Shaw and James Clark.

TDAC Members Absent: Jan Collier, Robert Gregory, Joan Marshall and Ted O'Rourke.

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

Guest Present: Theresa Morris and Mar Jurado

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: Trey Click made a motion to approve November 19, 2019 meeting minutes with a note that Ted O'Rourke and Mike Pistone were absent.

Second: Shane Cantrell second the motion.

Vote: 14-0

Denise Alexander abstained due to being absent.

VII. Presentation Of Artist Boat Programs For 2019 (Karla Klay, 15 Minutes)

Karla Klay, Executive Director of Artist Boat presented on their efforts made for the 2019 Bucket Brigade Beach Tours, Beautify the Bucket and World Oceans Day Festival. There are some growth opportunities that were presented to the committee and they would like to increase the events that are already in place. Artist Boat would like businesses to adopt a bucket for Beautify the Bucket and they are hoping to create this event in the fall. Artist Boat is requesting \$36,000 to support Bucket Brigade, Beautify the Bucket, World Oceans Day and restart Marine Debris Task Force. Karla Klay will return to ask the Park Board and the committees for the extra funding that is planned.

VIII. Discuss And Consider 2019-2020 Tourism Action Plan (Michael Woody, 15 Minutes)

Michael Woody, Chief Tourism Officer, updated the committee about their roles and goals to inform and direct the Convention and Visitors Bureau to achieve their goals and objectives outlined in the 2019-2020 Business Plan.

Motion: Maureen Patton moved to approve

Second: Shane Cantrell second the motion.

Vote: 15-0 Unanimous

Discussion: Theresa Elliott would like to see a broader focus and she feels we are minimizing ourselves. Diversity Market Taskforce was suggested instead of the LGBTQ+ Taskforce.

- IX. Update On Holiday Social Media Campaign And Downtown Lighting (Melody Smith, 20 Minutes)
Melody Smith, Marketing Director with the Galveston Island Convention and Visitors Bureau updated the committee about the 2019 Holiday Social Media Campaigns and Downtown Lighting. There were multiple businesses around the island that participated in the social media Elfie Selfie Contest where guests can post about their winter island experiences. Guests that posted were entered into a weekly drawing where they could come back to the island to extend their experience. Trey Click states that the downtown businesses have experienced greater numbers due to the added holiday experiences.
- X. Monthly Convention & Visitors Bureau (CVB) Reports
Michael Woody gave highlights regarding the efforts made during the month of November by the Convention and Visitors Bureau.
- XI. Future Agenda Items
 - Artist Boat ask for additional funding
 - Start discussion about Holiday Plans 2020
- XII. Announcements
The committee members gave updates on their organizations upcoming events.
- XIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - January 21, 2020
- XIV. Adjournment
Meeting adjourned at 10:11 AM