



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

12/15/2020 - Minutes

I. Call Meeting To Order

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

II. 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, Claire Reisweg, Marty Miles, Willis Ghandi, Leon Garrison, Richard See, James Clark, Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click (9:20 AM), Joshua Ojeda, Jim O'Neill and Lisa Shaw.

TDAC Members Absent: All Present

III. Conflict Of Interest Declarations

There were no conflict of interests declared.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Maureen Patton made a motion to approve November 17, 2020 meeting minutes.

Second: James Clark second the motion.

Vote: 14-0 Denise Alexander abstained.

VI. Recap Of 2020 Galveston Island E-Sports Summit - Bryan Kunz (10 Minutes)

The Galveston Island E-sports Summit was held November 5-8, 2020 at the Galveston Island Convention Center. There were over 900 attendees and participants that came from across the state and country. The hope was to have 5000 in attendance with a projected budget of \$320,000.00. The event had to be downgraded due to Covid-19 which the final budget came in at \$69,600 with an estimated 372 lodging room nights. The final attendance came in at 925. The group had some challenges but agrees that the experience was good. The committee encouraged them to continue to make a long-term commitment to host this event each year.

VII. Present New Holiday Activations Update, Mardi Gras For The Holidays, December 12 & 19, 2020 And The Galveston Holiday Tree Trimming Contest For Downtown Island Businesses, December 1, 2020-January 4th, 2021 - Melody Smith (10 Minutes)

Galveston Holiday tree trimming contest currently has 46 businesses on board. The businesses are starting to get competitive and they are sharing on their social media channels. This event has received 1,310 votes as of the morning of December 15, 2020. This event e votes are one vote per email.

Mardi Gras for the holidays that was held on December 12 and 19, 2020 was an event that was created to enhance the holiday experience. Mardi Gras Krewes were invited to bring out their floats and decorate for the season. This opportunity gives the krewes the chance to raise funds for the charity of their choice. Each participating float received \$500 sponsorship funds that can be used to decorate the float or give to their charity. The public viewing the float will then go online to vote for their favorite float.

VIII. Present State Legislative Action Plan - Kelly De Schaun (15 Minutes)

Kelly De Schaun presented the state legislative action plan to the committee. The Park Board has retained the advocates in Austin to represent Park Board interests and to keep us informed of opportunities or concerns. This year the plan is focused on GLO Funding for local coastal programs, GLO contracts for emergency removal of debris along the coast, Improve GOMESA reimbursement grant funding and additional funding options beyond hotel

tax dollars. Kelly De Schaun updated the committee on Ryan Brannum and explained his expertise in the field and projects that he is handling for the Park Board.

IX. Discuss And Consider Revised 2020-2021 Committee Workplan - Michael Woody (10 Minutes)

At the previous November 17, 2020 Tourism Development Advisory Committee meeting the work plan was submitted to the members to review and revise. Following the committee's recommendations staff worked to update the 2020-2021 committee work plan. Michael Woody presented the updated work plan to the committee.

Motion: Theresa Elliott made a motion to approve the recommended action plan with the addition of staff working with the City to encourage development of a special event taskforce with industry involvement.

Second: Shane Cantrell

Vote: Unanimous (15-0)

X. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee of efforts made by CVB for the month of November 2020.

XI. 2019-2020 Committee Work Plan

XII. Future Agenda Items

Update on the City's Special Event Taskforce

XIII. Announcements

The committee members gave an update on their organizations upcoming events.

XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - January 19, 2021

XV. Adjournment

The Tourism Development Advisory Committee meeting adjourned at 10:38 A.M.