



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

1/19/2021 - 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, Claire Reisweg, Marty Miles, Willis Ghandi, Leon Garrison, Richard See, James Clark, Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click, Joshua Ojeda, Jim O'Neill and Lisa Shaw.

TDAC Members Absent: Maureen Patton

III. Conflict Of Interest Declarations

Jim O'Neil declared a conflict of interest for item VII. Discuss and Consider Special Event Incubator Funding for 2021 Galveston Kite and Drone Festival.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Trey Click made a motion to approve December 15, 2020 meeting minutes.

Second: Willis Ghandi second the motion.

Vote: Unanimous 13-0

VI. Present New CRM Partner Portal Design, Functionality And Activation – Tempest/IDSS (20 Minutes)

Chris Mater with Tempest presented the functionality and self-serve capacity of the Customer Relationship Management (CRM) platform. The CRM platform funnels information directly into the VisitGalveston.com website, which has a scheduled launch date in May. This platform will allow partners to manage what type of information they would like to share on the website. The partners will have the ability to update images, specials and much more. Tempest shared with the committee examples of other successful business listings and how it feeds into the website. Kristi Troxel, Destination Services Coordinator with the GICVB, distributed by email available times to book training for the appropriate staff member responsible for updating web content for their business.

VII. Discuss And Consider Special Event Incubator Funding For 2021 Galveston Kite And Drone Festival- Bryan Kunz (15 Minutes)

Bryan Kunz introduced Bert Dagnon with Saltwater Gift Shop who plans to host the first annual Galveston Kite and Drone Festival. This event is scheduled for June 5-6, 2021 at East Beach. The event is family friendly that will host competitive events including fighting kites, kite surfing, and display kites. There will be drone races and activities for kids, vendors and local food trucks. To get on the pre-registration list visit Galveston kite fest.com. Members asked Mr. Dagnon to reconsider having an event in June due to being busy in the summer in Galveston. The promoter expects 12,000 in attendance and over 500 lodging room nights. Staff recommends approval of the event with up to \$10,000 in Incubator Funding.

Motion: Shane Cantrell made a motion to approve funding up to \$10,000 for the 2021 Galveston Kite and Drone Festival.

Second: Trey Click

Vote: 12-1 Jim O'Neil abstained

VIII. Present Update On City Of Galveston Events Research Discussion And Task Force Recommendation – Michael Woody (10 Minutes)

Michael Woody updated the committee at their request, and as one of the initiatives in the 2020-2021 Tourism Action Plan, discussions staff had with the City of Galveston to share our recent industry research. This research was tied to festival and event policies and approvals found in other Texas Municipalities. Staff presented those materials to David Smith, Executive Director of Fleet, Mass Transit, and Special Events. Research included examples of application forms, requirements over and above the state mandates, creation of a taskforce or advisory committee, and current status regarding permits and approvals.

Staff recommended that the City consider creating a special event taskforce with industry involvement. Mr. Smith will be taking the recommendation to Senior City Staff to explore this possibility. We shared that this taskforce could not only help to inform decisions being made regarding the policies and procedures governing the permitting of events, but it would also provide first-hand insight, process clarity and a high level of transparency within the hospitality industry. It was also shared that Industry leaders will be meeting with Mayor Brown in February to talk about this in greater detail.

During the conversation staff was able to explore the status of COVID-19 Plan Applications for Events. We were pleased to learn that all applications for private events that have been submitted through the COVID application form have been approved by the Mayor. City staff has gone to great lengths to assist applicants through the process so that their application would be approved.

IX. Present Final Recap Of The 2020 Holiday Activations To Include Tree Decorating Contest, Mardi Gras For The Holiday's And Elfie Selfie - Melody Smith (10 Minutes)

Melody Smith updated the committee on the efforts made for the 2020 Holiday Activatoes. The Park Board created three new holiday events for 2020 which included downtown tree decorating contest, a Mardi Gras float contest and an Elfie Selfie social media contest.

Downtown Holiday Tree Trimming Contest had 46 businesses signed up, 5,266 visits to online contest blog and 2,287 votes. There were 1st-3rd place winners with prizes up to \$2,000.

Mardi Gras Float Contest had 7 floats participate with a car traffic of 300, 2,029 visits to the website contest blog and 497 votes. There were 1st-3rd place winners with prizes up to \$3,000.

Elfie Selfie Social Media Contest had 17 decals placed around Galveston, 434 images posted and 968 visits to online blog site.

X. Discuss Mardi Gras Alternative Activities For 2021 - Michael Woody (10 Minutes)

Michael Woody shared with the committee the alternative activities that are happening on the island for Mardi Gras due to it's cancellation. Mr. Woody encouraged all members to bring forward any activites or promotions that are being activated which will allow the CVB to be able to promote as well. There are some events that the CVB is aware of which include: Krewe of Saints House Float, Bryan Museum Exhibit Galveston's Mardi Gras and King Cakes at various restaurants.

XI. Present Restructured Mobile Visitor Information Center (VICi) Rollout Plan – Jacquelyn Helton (10 Minutes)

Due to concerns about COVID, we are pivoting from our original plan for a ribbon cutting and open house on January 26! But collectively we feel that this new direction is a stronger plan and are looking forward to the various activations. VICi is scheduled to arrive on island either Sunday, January 24th or Monday, January 25th

XII. Monthly Convention & Visitors Bureau (CVB) Reports

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

XIII. 2020-2021 Committee Work Plan

XIV. Future Agenda Items

XV. Announcements

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

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting- February 16, 2021

XVII. Adjournment

The Tourism Development Advisory Committee meeting adjourned at 11:30 A.M.