



**Agenda Item:** Discuss and Consider World Migratory Bird Day multi-day event in connection with East End Lagoon Preserve

**Background:** The East End Lagoon Advisory Committee had discussed the opportunity to intersect awareness for East End Lagoon Preserve with World Migratory Bird Day on Saturday, May 8. With Galveston recently earning the coveted Bird City Texas award, one of only three Texas cities to receive such accolade this year, EELAC thought it appropriate to promote the award in tandem with East End Lagoon Preserve.

After consideration of a structure for a multi-day event, the following items have been preliminarily developed as a possible outline:

Friday, May 7, 2021 – Virtual Introduction to East End Lagoon

A virtual program would be created with the expertise of the Tourism Development team and can include virtual content developed by Galveston Island Nature Tourism Council, one of the Park Board’s partners at East End Lagoon. We can share remarks and testimonials from key supporters, experts and enthusiasts about the importance of preserving nature or what the Lagoon means to them. We can promote Lagoon activities like fishing, adventure kayaking, hiking the interpretive trail, and we can develop a social media photography contest.

Saturday, May 8, 2021 – World Migratory Bird Day celebration

World Migratory Bird Day is a celebration of birdwatching, “...a pastime enjoyed by some 86 million Americans.” (migratorybirdday.org). The goal is to connect with birds and develop a deeper understanding and appreciation of them, their habitats and the mysteries of migration to promote conservation. World Migratory Bird Day provides a toolkit of activities and programs that can be shared digitally, and asks sites to register on their global map.

**Staff Recommendation:** Staff recommends proceeding with development of a two-day event, using the above outline.

**Funding Source (if applicable):** No funding is budgeted.