



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

3/16/2021 - 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: Maureen Patton, Claire Reisweg, Marty Miles, Leon Garrison, Richard See, Denise Alexander, Theresa Elliott, Trey Click, Joshua Ojeda, Jim O'Neill and Lisa Shaw.

TDAC Members Absent: Will Wright, Willis Ghandi, Shane Cantrell and James Clark.

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: Trey Click made a motion to approve February 26, 2021 meeting minutes.

Second: Marty Miles second the motion.

Vote: Unanimous 11-0

Theresa Elliott wants the minutes to reflect that the sales solicit advertising and sponsorship will be sent back to the committee for approval before execution on the website.

VI. Update On Current Status Of Event Permitting And Re-Launch Of The Steel Rail Trolley System (David Smith, 10 Minutes)

David Smith, Executive Director of Fleet, Mass Transit, and Special Events presented to the committee the status regarding the opening of event permits for the City of Galveston. The City of Galveston has received an influx of calls regarding having events. Ironman is a large event that was recently approved to take place in April 2021. Mr. Smith also shared the details for the re-launch of the Steel Rail Trolley. The trolley will have an adjusted path due to the 25th street revitalization project. Currently there are 3 Trolley's that have arrived and will have to be tested and certified before going into service. The plan is to have the Steel Trolley running by the Summer of 2021. The 4th trolley is up for discussion with council to determine the future of this trolley. Mr. Smith is hoping to have the rubber trolley running very soon.

VII. Presentation Of Entrada Insights Data Aggregator And Dashboard (Melody Smith, 15 Minutes)

Melody Smith introduced Josh Collins with Zartico previously known as Entrada. Zartico is the company responsible for the use of a Destination Intelligence Platform that will be utilized by the CVB. This platform will allow a deeper insight to visitor segmentation patterns, origin markets, length of stay, and the ability to group points-of-interest by categories such as hotels, attractions, and restaurants. The platform information will also provide insight into traffic flow during events, city-wide-conferences, and holidays.

VIII. Recap Of 2020 Galveston Balloon Roundup (Michael Woody, 10 Minutes)

9:48 Dan Cobb with the Galveston Professional Boatman's Association updated the committee on the marine debris roundup. He explained that this was initially started to help with the sea turtles. Sea Turtles mistakenly think the trash in the sea is food. The debris collected is given to an artist to make a piece of art. They are hoping to present at some local events to teach the community of their efforts.

IX. Recap Of 2020 Galveston Fishing Rodeo (Michael Woody, 10 Minutes)

Dan Cobb updated the committee on the Fishing Rodeo. This event had 800 people enrolled and produced 364 room nights. This event is looking to be an event that they will produce each year. Another Fishing Rodeo event will take place this summer.

X. Presentation Of Mobile Visitor Information Center Spring Break Activation (Jacquelyn Helton, 5 Minutes)

Jacquelyn Helton updated the committee regarding the Mobile Visitor Information Center Spring Break activation schedule. Currently there are 11 activations scheduled throughout the City for Spring Break. The activation schedule was shared with the Committee.

XI. Update On 7th Annual Galveston Island Tourism Summit Program (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton updated the committee with the tentative schedule for the 7th annual Tourism Summit. The Tourism Summit is held each year during the National Tourism Week and this year will be held on May 5, 2021. This event is a free day-long event that will feature national and regional speakers covering a variety of topics.

XII. Discuss And Consider New Chamber Visitor Information Center Finish Out And Enhancements (Michael Woody, 10 Minutes)

The Galveston Regional Chamber of Commerce is finishing out the center and staff is recommending funding to finish the project. This will include the addition of Television Monitors linked to the Island Web Cams and interactive displays. The staff is recommending a package cost spend of \$15,000 from the Special Projects fund 70-7002.

Motion: Trey Click made a motion to approve staff's recommendation of the \$15,000 spend.

Second: Claire Reisweg

Vote: 11-0 Unanimous

XIII. Discuss And Consider Meeting Professional International Promotion For Global Meetings Industry Day And World Education Conference (Michael Woody, 10 Minutes)

The Meeting Professional International is hosting a Global Meetings Industry Day and World Education Conference. To increase brand awareness staff is recommending a \$15,000 sponsorship spend. Staff will be involved in GMID Stretch Break, MPI WEC Digital Expo booth, Digital Hosted Buyer program, and The Meetings Professional issue.

Motion: Trey Click made a motion to support and approve the \$15,000 spend.

Second; Lisa Shaw second the motion

Vote: 11-0 Unanimous

XIV. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee of efforts made by the CVB for the month of February 2021.

XV. 2020-2021 Committee Work Plan For Reference

XVI. Future Agenda Items

Discuss And Consider a Book Direct Platform

STROAG present master plan

Presentation on Ship to Shore Exhibit (April May)

Expand Footprint of Christmas

Discuss water sports on the beach front

Discuss In Person Meetings

XVII. Announcements

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

XVIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - April 20, 2021

XIX. Adjournment

Meeting adjourned at 11:07 AM