



Agenda Item: Discuss and Consider Approval of PAC 2020-2021 Workplan

Background: On **September 3, 2020** the Parks and Amenities Committee discussed the development of the 2020-2021 PAC Work Plan. The PAC looked into the 2019-2020 plan which was very broad and decided the committee should focus on a handful of manageable tasks for 2020-2021. During that discussion the PAC identified four thematic areas that they would like to dedicate their focus on for 2020-2021. The areas were visioning, quality control, special projects and environmental and education initiatives.

The following items were discussed.

- Yurts
- RV Park Opportunities
- Fishing
- Concessionaire Packet
- Park Promotions/Programming
- Focus on Island Residents
- Seawolf Park – bring to the forefront
- Stewart Beach
- Marketing, Promotions, Outreach
- Loyalty Program(s)
- Awareness of what is important for visitors to know. Something simple not a lot of frill.
- Reservation system. Partner with concessionaires to offer VIP specials. Special park entry lane for season pass holders.
- Social media opportunities to educate via live/stream

On **February 4, 2021** meeting Tammy Canavan with Fired Up! Culture participated in the PAC meeting. The PAC continued discussing ideas for the development of the 2020-2021 plan. Ideas that generated increased interest were the following.

- Improve engagement and involvement with residents
- Elevating the quality of life for residents and improving the balance of local and tourist use of amenities
- Improve user experience with the app to pay for Seawall parking
- Pedestrian safety when walking across Seawall boulevard
- Image. Color of water
- Leverage assets under our management to help support the improvement of Galveston's larger recreational system
- Benefit/privilege cards for locals
- Relieving traffic and pedestrian density/spreading people and traffic to other areas of the island
- Enforcement of litter and camping laws
- Conservation and nature tourism opportunities

On **March 4, 2021** the Parks and Amenities Committee discussed Work Plan related items from the previous meetings and narrowed down the list of items to the following.

- Improve engagement with residents and their use of amenities
- Improve litter control measures



- Brainstorm and implement conservation and nature tourism opportunities
- Improve image (brown water, east beach party beach)
- Pedestrian safety
- Relieving density issues. Spreading traffic and people to other parts of the island

Next steps moving forward:

- April 1, 2021 – PAC to discuss and consider final Work Plan for 2020-2021
- April 27, 2021 – Board of Trustees makes final approval on Work Plan for 2020-2021

Staff Recommendation: Discuss and Consider Approval of PAC 2020-2021 Work Plan

Funding Source (if applicable): Parks Operational Budgets