



Park Board of Trustees of the City of Galveston

4/26/2022 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:31 p.m.

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees present: Will Wright, Dave Jacoby, David Collins (1:33p.m.), Steven Creitz, Marty Fluke, Jason Hardcastle and Jason Worthen.

IV. Conflict Of Interest Declarations

There were no conflicts declared.

V. Requests To Address The Board

There were no requests to address the Board.

VI. Employee Spotlight - Dean Lee (Susan Keeble, 5 Minutes)

Susan Keeble introduced Coastal Zone Management supervisor, Dean Lee and gave a short overview of his career with the Park Board and announced that he would be celebrating his 15th anniversary with the organization this year.

VII. Administration

A. Present And Discuss Reporting Framework For Strategic Plan, Budget And Departmental Goals (Tammy Canavan, 20 Minutes)

Tammy Canavan presented on the reporting framework that staff would be implementing to share updates on the Strategic Plan initiatives. The plan includes monthly key performance indicator dashboards, quarterly publication of the Island Times report, a semi-annual presentation by the CEO and CFO and the publication of an annual report each year.

B. Standing Committee Monthly Updates (Committee Chairs, 10 Minutes)

The committee chairs reported on the current activities of their respective committees. These reports included updates on the seaweed relocation permit, spring break, first quarter financial projections, master planning for Seawolf Park, Tourism Summit plans and discussions of hospitality sector jobs.

C. Discuss Executive Performance Reviews And Timeline (Susan Keeble, 5 Minutes)

Susan Keeble reported that it is time for the trustees to submit their comments for the annual evaluations of the Chief Executive Officer (CEO) and the Chief Financial Officer (CFO). Ms. Keeble stated that she would send each of them the form to complete and asked that these be returned to her for compiling not later than May 6, 2022.

D. Discuss And Consider Approval Of Beach Maintenance Advisory Committee Appointment (Will Wright, 5 Minutes)

Will Wright reported that due to a recent resignation on the Beach Maintenance Advisory Committee (BMAC), there is an open position and the recommendation is to appoint Heidi Whitehead, Executive Director for the Texas Marine Mammal Stranding Network to complete the term of this vacancy.

Motion: Marty Fluke motioned to approve the appointment of Heidi Whitehead to BMAC.

Second: Jason Worthen seconded.

Vote: Approved (7-0).

E. Discuss And Review IT Security Audit Results (Bryson Frazier, 10 Minutes)

Bryson Frazier provided an update on the results from the IT security audits approved by the Board in December 2021. He shared that there were some vulnerabilities detected and these have already been or are in the process of being resolved. Mr. Frazier also reported that IT training would be part of the required annual training for all staff.

F. Discuss Amendments To The City Of Galveston And Park Board Of Trustees Interlocal Agreement (Marty Fluke, 5 Minutes)

Marty Fluke provided an update on the interlocal agreement with the City that expires in October. He reported that there are several amendments needed including clarification on the capital improvement plan (CIP) process including approvals and updates to the hotel occupancy tax program. He shared that he has asked David Collins to facilitate the meeting between the two entities and he has agreed.

G. Discuss And Consider Approval Of Hotel Occupancy Tax Audits Addendum To The Interlocal Agreement With The City Of Galveston (Bryson Frazier, 10 Minutes)

Bryson Frazier shared that this addendum to the interlocal agreement with the City would allow for the hotel occupancy tax, (HOT), audits for the short term rentals to be done by the City Auditor. The hotel audits would still be performed by the third-party vendor currently contracted with. The cost of the audits would be \$600 per audit for a total cost of \$12,000. David Collins reported that the agreement addendum is also on the April City Council agenda for approval.

Motion: Marty Fluke motioned to approve the interlocal agreement addendum to include the HOT audits.

Second: David Collins seconded.

Vote: Approved (7-0).

VIII. Operations

A. Update On 2023 Beneficial Use Of Dredge Material RESTORE Project (Sheryl Rozier, 5 Minutes)

Sheryl Rozier shared that the Babe's Beach nourishment project scheduled for 2023 will move forward as originally planned. She reported that the U.S. Army Corps of Engineers (USACE) has begun the work on this project and that the timeline has this job going out for bid by the end of the 2022. Mrs. Rozier reminded the Board that there had been discussions about possibly delaying the Babe's Beach project to allow for the next dredge cycle to be used on the west end of the island however the review and research on the feasibility of this will not be done in time for the 2023 cycle.

B. Discuss Beach Patrol Headquarters Needs And Opportunities (Peter Davis, 20 Min)

Peter Davis reported that at the last Finance and Operations committee, (FOC). meeting, the members voted to approve recommending to the Board moving forward with the schematic design of a new headquarters for beach patrol which he reminded the trustees is separate from the facilities/amenities discussion that the City Ad Hoc committee is reviewing. He shared that before bringing forward for a vote, he wanted to share additional information and answer any questions/address any concerns that the trustees may have. Chief Davis gave an

overview of a summer day for beach patrol which begins at 7:30 a.m. and runs to approximately 9:30 p.m. He reported on the staffing that it takes to accomplish the daily tasks, the training done daily and the need to be on the beach and all in one facility.

Dave Jacoby asked Chief Davis to share the call volume comparison data that he had reported at the FOC meeting which shows that Galveston ranks very close to San Diego, California. He shared that the facility should match the volume and that the schematic designs need to be done so that there is something tangible to share during discussions with the City and potential funding contributors. Kelly de Schaun reported that staff would be bringing the item to the Board at the May meeting for a vote.

IX. Tourism Development

A. Presentation Of VisitGalveston Multi-Year Marketing Plan (Melody Smith, 15 Minutes)

Melody Smith presented the multi-year marketing plan. She reviewed the situation analysis, travel trends, opportunities, goals and key strategies and the priorities for the tourism development departments.

B. Update On July 4th Festivities (Michael Woody, 10 Minutes)

Michael Woody shared that four bids from three companies were received for the drone show and that the contract was awarded to Sky Elements who has proven experience with putting on these events in coastal environments. Mr. Woody reported that they will be providing two shows and staff is working with them to customize these for Galveston. In addition, he reported that the remaining funds are being used to sponsor the Seawall parade.

X. Consent

Motion: Dave Jacoby motioned to approve the consent agenda items.

Second: David Collins seconded.

Vote: Approved (7-0).

A. Discuss And Consider Approval Of Meeting Minutes (Schel Heydenburg)

B. Discuss And Consider Amendments To Concessionaire Agreements For 2022 Season (Ann Hobing)

C. Discuss And Consider Approval Of Fiscal Year 2022 First Quarter Unaudited Financial Statements (Bryson Frazier)

D. Discuss And Consider The Approval Of Award For The Babe's Beach Vegetation Mitigation Project (Sheryl Rozier)

XI. Monthly Report

Neil Murphy distributed that monthly talking points for the trustees and the March Island Times report.

XII. Future Agenda Items

- Six-month strategic plan update
- Approval of award of contract for schematic design of beach patrol headquarters
- CEO/CFO Annual evaluations
- Update on Stewart Beach Ad Hoc Committee

XIII. Announcements

Bryson Frazier introduced the new Grants Manager, Tom Singleton.

Will Wright was celebrated for completing his Masters degree.

Tourism Summit - May 5, 2022.

XIV. Adjournment

The meeting was adjourned at 356 p.m.

Schel Heydenburg
Board Reporter

Dave Jacoby
Board Secretary