



GALVESTON

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Park Board of Trustees

Park Board of Trustees of the City of Galveston Tourism Development Advisory Committee

7/26/2022 - Minutes

I. Call Meeting To Order

Tourism Development Advisory Committee Meeting was called to an order at 9:00 AM

II. Pledge Of Allegiance

The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

The roll was called, and a quorum was declared.

TDAC Members Present: Claire Reisweg, Marty Miles, Willis Ghandi, Leon Garrison, James Clark, Theresa Elliot, and Trey Click.

TDAC Members Absent: Will Wright, Richard See, Denise Alexander, Shane Cantrell, Lisa Shaw, and Sherill Hilton

IV. Review And Discuss 2022-2023 Tourism Development Budget (Bryson Frazier)

Bryson Frazier, Chief Financial Officer, presented the Tourism Development 2023 Budget. The Park Board is financially healthy and we are staying within budget. There are a number of big projects for Tourism Development (TD) that staff will highlight on. The committee was told that there are some reinvestments taking place for the Parks and tourism community and TDAC is encouraged to approve.

Michael Woody explained that the proposed budget is at \$11,980,750. This represents a 39% increase from 2022 approved budget.

- Personnel Expenses @21.8% of total budget
- Board Projects Contingency- \$3,355,500
- Current reserves are projected to be at \$5.8 million

Special Projects highlights were discussed with the committee.

Each department director gave an update to the committee regarding their departments budget and upcoming events.

Suggestions were made to change the areas of spend for advertising and it was shared that the goal was to first meet with the marketing partners to come up with a plan before investing. It was suggested to double or triple the amount of spend for website enhancements. It was also suggested that if the funds are available to do all projects to the best of our ability regardless of the price.

V. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - August 9, 2022

VI. Adjournment

The Meeting Adjourned at 10:54 AM