



GALVESTON

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Park Board of Trustees

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

9/13/2022 - Minutes

I. Call Meeting To Order

The 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, a majority of the members were present and a quorum was declared.

TDAC Members Present: Will Wright, Claire Reiswerg, Marty Miles, Willis Ghandi, Richard See, Denise Alexander, Shane Cantrell, Trey Click, Lisa Shaw, and Sherill Hilton.

TDAC Members Absent: Jeff Ossenkop, Leon Garrison, James Clark, and Theresa Elliot.

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Trey Click made a motion to approve July 26, 2022 and August 9, 2022 meeting minutes.

Marty Miles second the motion.

Vote: Unanimous (9-0) Shane Cantrell not present for the vote.

VII. Discuss And Consider Approval Of The Tourism Development Advisory Committee Workplan For FY 22-23 (Michael Woody, 20 Minutes)

Staff presented the workplan for the Tourism Development Advisory Committee that outlines the annual meeting calendar and the topics that will be discussed at each month's meeting. The upcoming change of the scheduled meetings is that there will now be 9 meetings instead of the traditional 12 meetings. Staff recommends approval of the TDAC workplan for FY2022-2023. It was agreed to call a meeting if some items need to be discussed during the off months.

Shane Cantrell made a motion to approve the workplan calendar.

Claire Reiswerg second the motion

Vote: 10-0 Trey Click abstained

VIII. Galveston State Of Arts And Culture Report (Lisa Shaw, 10 Minutes)

Lisa Shaw updated the committee on the Arts and Culture Master Plan. This plan is a joint effort with the City of Galveston, Park Board of Trustees, Downtown Partnership and Galveston Arts Group. There was a NEA grant received with a match from the Park Board of Trustee. The Arts Group Lakata Group out of Chicago was partnered is introduced Josh Bloom with the galveston arts who presented the culture report that was presented to City Council. The plan is to develop a master Art and Culture plan to give to the arts district to spearhead this project to continue to promote Galveston as an Arts and Culture Island. The presentation slide that was presented to the committee will be sent to the group to review in greater detail.

IX. Update On FY '22-'23 Federal Per Diem Lodging Rate (Bryan Kunz, 10 Minutes)

Galveston's federal per diem lodging rates have been near the lowest among Texas destinations for several years, despite Galveston's consistently driving Average Daily Rates near the highest among Texas destinations. These low rates present significant challenges to our meetings and events business since National and State government groups and many Association groups follow the federal per diem rate for lodging. To explore the factors used to set those rates and to determine if we may affect positive change, Visit Galveston engaged our federal government affairs representative beginning in Fall 2021.

Arranged through our work with Congressman Randy Weber's office, staff met with U.S. General Services Administration representatives. We learned the processes and data sources used to determine the rate for the coming fiscal year.

Staff asked for the committee to search their databases for any federal representatives that cannot meet on the island due to the per diem rates. If the committee has a federal contact is what suggested to get in contact with staff. Staff will provide an update on those processes and data sources and the actions taken since in the future.

X. Present 2021-2022 Media Results And 2022-2023 Paid Media Strategy (Melody Smith, 10 Minutes)

In 2021, Miles Partnership was selected as the agency of record for media buying services to promote Galveston as a premier year-round tourism destination. Miles currently works with over 200 destination marketing organizations across the country, including other Gulf Coast destinations such as Visit Florida, St. Pete Clearwater, Visit Sarasota, and Gulf Shores & Orange Beach Tourism. The agency solely focuses on travel, and purchases more than \$100 million annually in paid media. Staff is pleased with the services provided, added-value and the ability to shift media channels and geographic targets for better optimization.

Miles provides a dashboard that integrates and analyzes data to measure the value of each media channel to determined KPIs. Their core services include:

- Media Planning & Buying
- Strategic Consulting
- Content Creation & Distribution
- Digital Development & Optimization
- Development of Coop Programs

The Miles Team gave an overview of 2021-2022 paid media results and discussed strategies, media channels and geographic targets for next fiscal year.

For 2023 Miles Partnership will launch to continue to increase brand awareness, overall visitation, and to drive qualified traffic to visitgalveston.com. Other target markets were shared with the committee.

XI. Monthly Visit Galveston Executive Reports

Michael Woody updated the committee on Visit Galveston's efforts for the month of July 2022.

XII. 2021-2022 Committee Work Plan

For Reference

XIII. Future Agenda Items

Plan of Work and Action Plan

XIV. Announcements

The committee members gave an update of their upcoming events

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - October 11, 2022

XVI. Adjournment

Meeting adjourned at 10:40 AM