



**GALVESTON**  
\* ISLAND \*  
*Park Board of Trustees*

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

10/11/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 9:02 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: Claire Reiswerg, Jeff Elkins, James Clark, Mark Scibinico, Shane Cantrell, Theresa Elliot, Monica Berry, Sherill Hilton (9:06), Craig Corbell, and Lisa Shaw.

TDAC Members Absent: Will Wright, Jeff Ossenkop, Marty Miles, Willis Ghandi, and Richard See.

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

Lisa Shaw made a motion to approve September 13, 2022 meeting minutes

Second: Claire Reiswerg second the motion.

Vote: 4-0 Jeff Elkins, Mark Scibinico, James Clark, Theresa Elliot, Monica Berry, Craig Corbell abstained for not being present at the meeting. Motion did not pass and will present at the next Tourism Development Advisory Committee Meeting.

VII. Introduction Of New Tourism Development Advisory Committee Members (Michael Woody, 10 Minutes)

At the September 2022 Board of Trustees Meeting, the Park Board of Trustees approved new members for the TDAC Committee Jeff Elkins, Mark Scibinico, Monica Berry and Craig Corbell. The board also reappointed members Marty Miles, James Clark and Sherrill Hilton. All members gave a brief introduction of themselves.

VIII. Present 2022-2023 Tourism Development Advisory Committee Mission, Role And Goals (Michael Woody, 5 Minutes)

Michael Woody updated the committee of the Tourism Development Advisory Committee's mission and roles to support the Park Board of Trustees on issues related to marketing Galveston and its amenities, to promoting Galveston as a recreational and convention destination, to providing appropriate facilities and services for visitors.

IX. Discuss Recommended Changes To The Tourism Development Annual Work Plan (Neil Murphy, 20 Minutes)

The committee work plan is the annual document that guides the work and focus of the committee through the year with the mission and vision of the Park Board and the Annual Work plan as the guidepost. Staff has made updates to the work plan to reflect the 2022-2023 initiatives. Committee initiatives in the work plan support those established by the Board of Directors and are informed by the Strategic Plan and the Destination Sustainability Plan.

Motion: Theresa Elliot moved to accept this work plan

Second: James Clark

Vote: Unanimous (10-0)

X. Discuss Recommendation To The Park Board Regarding 2023 July 4th Activations (Jacquelyn Helton, 20 Minutes)

After activating a new drone show program to replace traditional fireworks and sponsoring the Seawall 4th of July Parade in 2022, staff met with City Leadership to debrief. The 2022 activities drew record numbers to the Seawall and brought into full view the concerns tied to security, crowd control, and safety, all everchanging concerns in relation to large unrestricted gatherings. This inspired both institutions (City and Park Board) to rethink deliverables and activations.

Staff would like to explore thoughts and ideas and any additional recommendations from the committee regarding 4th of July activations. We have been asked to create two plans, one to include a July 3rd Drone Show in the Historic Downtown area, and a second activation plan to include creating energy around Freedom Days, bridging Juneteenth and July 4th. With that direction, staff will finalize the plans, and bring them back to TDAC at the November meeting for final approval. The plans will then be taken to the Board for their consideration and approval. The committee suggested doing more activities off the Seawall to bring visitors to the downtown area, to downsize the drone show for the downtown area, and Park Board provide a sponsorship for the 4th of July fireworks if the City of Galveston were to decide to proceed with the fireworks.

XI. Update On Award Of The Wayfinding Project (Melody Smith, 10 Minutes)

Melody Smith updated the committee on the wayfinding project. Tourism Development identified funding for the first stage of an Island Wide Wayfinding Program. The objective of this program is to upgrade and enhance the wayfinding signage in Galveston. Members of the taskforce responsible for RFP opening and grading system were David Smith, Catherine Gorman, Will Wright, Kimberly Gaido, Marty Miles Lisa Shaw, Trey Click, Melody Smith, and Michael Woody. Ten proposals were received through a sealed bid process. The firm selected by the taskforce for the wayfinding project is Corbin Design. The first phase of the project will begin late in the month of October.

XII. Monthly Visit Galveston Executive Reports

Michael Woody updated the committee of the efforts made by VisitGalveston for the month of August 2022.

XIII. 2021-2022 Committee Work Plan

For Reference

XIV. Future Agenda Items

Discuss increasing Wi-Fi Bandwidth Capabilities

July 4, 2023 Holiday Activations

XV. Announcements

Members of the committee gave an update on their upcoming events.

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - November 8, 2022

XVII. Adjournment

Meeting adjourned at 10:53 AM