



601 TREMONT STREET, 1<sup>ST</sup> FLOOR  
GALVESTON ISLAND, TEXAS 77550  
409-797-5000 (PHONE), 409-762-8911 (FAX)  
WWW.GALVESTONPARKBOARD.ORG

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**Minutes – Regular Meeting**  
**Park Board of Trustees of the City of Galveston**  
**Tuesday, December 13, 2016 at 1:30 p.m.**  
**Park Board Plaza, 601 Tremont Street, Galveston, Texas 77550**

**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 QUORUM DECLARED.

**TRUSTEES PRESENT:** JOYCE CALVER MCLEAN, DR. CRAIG BROWN, ROCKY SULLIVAN, MAUREEN PATTON, BUZZ ELTON, THAYER EVANS, SPENCER PRIEST AND PASTOR KERRY TILLMON (1:45 P.M.)

**TRUSTEES ABSENT:** JOHN ZENDT

**STAFF PRESENT:** KELLY DE SCHAUN, MIKE MOSER, MEG WINCHESTER, CHRIS SADDLER, SHERYL ROZIER, SCHEL HEYDENBURG, JESSE OJEDA, TONY ANDRISEK, ROBERT LATHROP, TONY PRYOR, SARAH KINSLER, MELODY SMITH, MARY BETH BASSETT, TIM JACKSON AND CARLA COTROPIA, LEGAL COUNSEL

**IV. CONFLICT OF INTEREST DECLARATIONS**

SPENCER PRIEST DECLARED A CONFLICT ON AGENDA ITEM VIII.

**V. REQUESTS TO ADDRESS THE BOARD**

ROBERT MIHOVIL ADDRESSED THE BOARD ON THE NEED OF PUBLIC BOAT RAMPS ON THE EAST END, SPECIFICALLY OFF OF BODDEKER ROAD. MR. MIHOVIL STATED THAT PRIOR TO HURRICANE IKE THERE WERE FOUR RAMPS IN THAT AREA AND NOW THERE ARE NONE. HE REFERENCED AN ARTICLE THAT RECENTLY RAN IN THE GALVESTON COUNTY DAILY NEWS THAT ASKED FOR FREE RAMPS. MR. MIHOVIL STATED THAT HE DID NOT BELIEVE THAT THEY NEEDED TO BE FREE AND THAT PEOPLE WOULD PAY TO USE THEM AT A REASONABLE COST.

**VI. DISCUSS AND CONSIDER INTERLOCAL WITH THE CITY OF GALVESTON FOR MEDICAL INSURANCE**

CARLA COTROPIA REPORTED THAT THE CITY MADE THE CHANGES REQUESTED. THAYER EVANS ASKED IF THE CITY WAS HAPPY WITH THIS AGREEMENT. CITY MANAGER BRIAN MAXWELL STATED THAT THE CITY HAS ALREADY APPROVED THIS INTERLOCAL.

**MOTION:** THAYER EVANS MOTIONED TO APPROVE THE INTERLOCAL AGREEMENT.

**SECOND:** CRAIG BROWN SECONDED THE MOTION.

**VOTE:** APPROVED (7-0, KERRY TILLMON WAS NOT PRESENT AT TIME OF VOTE)

**VII. SPORTS TOURISM PRESENTATION**

BRYAN KUNZ EXPLAINED THAT THE SPORTS TOURISM TASK FORCE FROM THE GALVESTON ECONOMIC DEVELOPMENT PARTNERSHIP ALONG WITH THE CITY OF GALVESTON AND THE PARK BOARD IDENTIFIED THE MARKET OF SPORTS TOURISM AS ONE THAT IS UNDER SERVED IN GALVESTON. HE STATED THAT THE GROUP BELIEVES THAT THIS COULD BE IMPORTANT TO NOT ONLY THE TOURISM INDUSTRY BUT ALSO TO ECONOMIC DEVELOPMENT ON THE ISLAND. MR. KUNZ REVIEWED THAT A SPORTS TOURISM SYMPOSIUM WAS HELD BACK IN MARCH WITH INDUSTRY EXPERTS AND OUT OF THAT, DON SCHUMACHER, EXECUTIVE DIRECTOR OF THE NATIONAL ASSOCIATION OF SPORTS TOURISM, WAS HIRED TO RESEARCH THE OPPORTUNITIES FOR GALVESTON AND ASSIST WITH DEVELOPING ACTION PLANS.

DON SCHUMACHER PRESENTED AN OVERVIEW OF HIS RESEARCH. HE STATED THAT HE CAME TO GALVESTON IN AUGUST AND TOURED THE ISLAND AND FACILITIES AND CONDUCTED INTERVIEWS WITH SEVERAL STAKEHOLDERS INCLUDING AMATEUR SPORTS ORGANIZERS, HIGH SCHOOL AND COLLEGE EDUCATORS AND THE CITY PARKS AND RECREATION DEPARTMENT.

MR. SCHUMACHER EXPLAINED THAT SPORTING EVENTS FALL INTO TWO CATEGORIES: TICKETED EVENTS SUCH AS TRAVELING PROFESSIONAL EVENTS LIKE VOLLEYBALL, AND PARTICIPANT EVENTS SUCH AS AMATEUR BEACH VOLLEYBALL AND THAT THIS WAS THE FOCUS OF HIS STUDY. MR. SCHUMACHER EXPLAINED THAT PARTICIPANT EVENTS BRING ATHLETES, OFFICIALS, FAMILY AND FRIENDS FOR THE LENGTH OF THE EVENT AND MANY TIMES THESE TURN INTO VACATIONS THAT PERMIT VISITS TO AREA ATTRACTIONS BEFORE AND AFTER THE EVENT.

OVERALL MR. SCHUMACHER STATED THAT GALVESTON DELIVERS FOR THE VISITOR AND THAT THERE IS PLENTY TO SEE AND DO WHEN TEAMS AND THEIR FRIENDS AND FAMILY ARE HERE FOR EVENTS. HE NOTED THAT GALVESTON'S MOST IMPORTANT ASSET IS THE BEACH, SPECIFICALLY EAST BEACH WHICH HE SAID SHOULD BE USED AS MUCH AS POSSIBLE FOR BEACH VOLLEYBALL AND SOCCER AS WELL AS ULTIMATE.

MR. SCHUMACHER REVIEWED THE SWOT ANALYSIS FINDINGS FROM HIS RESEARCH. HE SAID THAT THE MAJOR STRENGTH FOR GALVESTON IN REGARDS TO SPORTS TOURISM IS THE BEACH. OTHER STRENGTHS INCLUDE THE TWO CONVENTION CENTERS, THE MIX OF ACCOMMODATIONS AVAILABLE AND THE LOCATION. MR. SCHUMACHER THAN REVIEWED SOME OF THE WEAKNESSES IN GALVESTON. HE CITED THE SMALL NUMBER AND CONDITION OF THE AVAILABLE FACILITIES AND FIELDS. HE ALSO NOTED THAT THERE ARE A SMALL NUMBER OF CORPORATIONS WHICH LIMITS SPONSORSHIP FUNDING. MR. SCHUMACHER STATED THAT AN AREA OF OPPORTUNITY FOR

GALVESTON IS TO INCREASE THE NUMBER OF BEACH VOLLEYBALL EVENTS. HE ALSO STATED THAT THE CONVENTION CENTERS HAVE THE POTENTIAL OF HOSTING MAT SPORTS IN ADDITION TO VOLLEYBALL AND BASKETBALL. FINALLY MR. SCHUMACHER STATED THAT ONE OF THE THREATS TO SPORTS TOURISM IN GALVESTON IS THE COST FOR EQUIPMENT, SUCH AS TEMPORARY FLOORING FOR CONVENTION CENTERS FOR BASKETBALL AND VOLLEYBALL. HE ALSO SAID THAT WEATHER IS A THREAT FOR OUTDOOR EVENTS AND HAS PREVIOUSLY PROVEN COSTLY FOR THE ISLAND.

MR. SCHUMACHER CONCLUDED HIS PRESENTATION BY REVIEWING HIS KEY FINDINGS FROM HIS RESEARCH OF GALVESTON. HE STATED THAT COORDINATION AND COMMUNICATION BETWEEN THE CONVENTION CENTERS, THE CITY AND THE PARK BOARD IS CRUCIAL AND THAT A SCHEDULE OF FACILITIES AND EVENTS NEEDS TO BE MAINTAINED BETWEEN THE ENTITIES. MR. SCHUMACHER SAID THAT CAPITAL INVESTMENTS NEED TO BE MADE TO IMPROVE THE CURRENT SPORTS FIELDS AND THAT IF THE NECESSARY IMPROVEMENTS WERE MADE GALVESTON WOULD BE AN IDEAL LOCATION TO HOST YOUTH SPORTS TOURNAMENTS SUCH AS BASEBALL AND GIRL'S FAST PITCH. MR. SCHUMACHER SUGGESTED USING THE CONVENTION CENTERS AS SPORTS VENUES FOR MORE THAN CHEERLEADING. THIS WOULD TAKE INVESTMENT IN EQUIPMENT BUT THAT THESE FACILITIES COULD BRING IN EVENTS, ESPECIALLY IN THE SHOULDER SEASONS. MR. SCHUMACHER ALSO REPORTED THAT THERE IS A NEED FOR AN INCREASE IN FINANCIAL SUPPORT FOR BEACH EVENTS SPECIFICALLY BEACH VOLLEYBALL.

MR. SCHUMACHER STATED THAT GALVESTON HAS DONE AN AMAZING JOB OF RECOVERY SINCE HURRICANE IKE AND THAT IF GALVESTON TAKES THE FACILITIES THAT IT CURRENTLY HAS AND MAKES IMPROVEMENTS TO THEM, IT WILL BENEFIT RESIDENTS AND BRING VISITOR'S TO THE ISLAND.

#### **VIII. DISCUSS AND CONSIDER 2017 GALVESTON ISLAND CONVENTION CENTER OPERATING BUDGET**

DELRITA WOODS, THE ASSISTANT FINANCE DIRECTOR FROM THE CONVENTION CENTER REVIEWED THE PROPOSED 2017 BUDGET INCLUDING THE PROPOSED CAPITAL EXPENSES.

**MOTION:** BUZZ ELTON MOTIONED TO APPROVE 2017 OPERATING BUDGET.

**SECOND:** MAUREEN PATTON SECONDED.

**VOTE:** (7-0, SPENCER PRIEST ABSTAINED)

#### **IX. CONSENT**

- A. DISCUSS AND CONSIDER A PROPOSAL FROM COASTAL SURVEYING OF TEXAS, INC, FOR SURVEY AND DELINEATION WORK FOR EAST END LAGOON CMP CYCLE 21 GRANT.**
- B. DISCUSS AND CONSIDER CAMPING AT EAST BEACH FOR 2017 JEEP GO TOPLESS DAY**
- C. DISCUSS AND CONSIDER TOURISM DEVELOPMENT EXPENDITURES**
- D. DISCUSS AND CONSIDER SOLICITATION FUNDING FOR 2018-2020 CHEER POWER**
- E. DISCUSS AND CONSIDER REVISED VIDEOCONFERENCING POLICY**

CARLA COTROPIA NOTED THAT THERE WAS A TYPO IN THE VIDEOCONFERENCING POLICY INCLUDED IN THE DOCUMENTATION FOR THE MEETING. THE POLICY SHOULD STATE "UNABLE TO ACCOMMODATE" IN ITEM 7.

**MOTION:** MAUREEN PATTON MOTIONED TO APPROVE THE CONSENT ITEMS WITH THE CORRECTION TO THE VIDEOCONFERENCING POLICY.

**SECOND:** KERRY TILLMON SECONDED.

**VOTE: APPROVED (8-0)**

**X. ADMINISTRATION**

**A. DISCUSS AND CONSIDER SECOND READING OF THE FOLLOWING AMENDMENTS TO THE PARK BOARD OF TRUSTEE BY-LAWS**

- 1. CHANGE VOTING TO INCLUDE VIDEOCONFERENCING AS ALLOWED BY STATUTE AND PARK BOARD POLICY**
- 2. CHANGE IN ATTENDANCE REQUIREMENTS TO READ FAILURE TO COMPLY MAY RESULT IN REMOVAL FROM THE BOARD**
- 3. ADDITION OF VOTING MEMBERS TO THE BEACH MAINTENANCE ADVISORY COMMITTEE AND THE PARKS AND AMENITIES ADVISORY COMMITTEE**

THAYER EVANS SAID THAT HE IS AGAINST ADDING COMMITTEE MEMBERS AND STATED THAT THE NUMBER ON THE BEACH MAINTENANCE ADVISORY COMMITTEE SHOULD BE REDUCED.

**MOTION:** KERRY TILLMON MOTIONED TO APPROVE THE AMENDMENTS TO THE BY-LAWS.

**SECOND:** SPENCER PRIEST SECONDED.

**VOTE:** APPROVED (7-1, EVANS AGAINST)

**B. DISCUSS AND CONSIDER STATE LEGISLATIVE AGENDA**

KELLY DE SCHAUN PRESENTED THE PROPOSED STATE LEGISLATIVE AGENDA. MRS. DE SCHAUN EXPLAINED THAT THE AGENDA IS COMPOSED OF TWO PARTS; TOURISM INDUSTRY ISSUES AND COASTAL ISSUES.

MRS. DE SCHAUN REVIEWED THE TOURISM INDUSTRY ITEMS:

- ADVOCACY FOR THE GOVERNOR'S OFFICE TO FULLY FUND THE OFFICE OF ECONOMIC DEVELOPMENT FOR THE TRAVEL TOURISM PROGRAM. MRS. DE SCHAUN EXPLAINED THAT THIS IS FUNDED BY THE STATE PORTION OF THE HOTEL OCCUPANCY TAX.
- PROPOSED STATE WIDE SHORT TERM RENTAL PREEMPTION. MRS. DE SCHAUN STATED THAT WITH THE GROWTH OF SHORT TERM RENTALS, THERE IS A MOVEMENT AT THE STATE LEVEL TO CONSOLIDATE REGULATIONS OF THIS INDUSTRY UNDER STATE ORDINANCES INSTEAD OF LOCAL ORDINANCES AND THAT THIS IS PART OF LEGISLATION PROPOSED BY AIR BNB WHICH WOULD ALLOW SITES LIKE THEIRS TO COLLECT THE HOTEL OCCUPANCY TAXES AND PAY IN BULK REDUCING THE CURRENT TRANSPARENCY OF INDIVIDUAL UNITS.
- SUPPORT CONTINUED FUNDING OF THE STATE EVENT TRUST FUND AUTHORITY WHICH ASSISTS IN BRINGING UNIQUE EVENTS TO THE STATE.
- SUPPORT THE RETENTION OF THE UNIFORM SCHOOL START DATE WHICH MRS. DE SCHAUN STATED DIRECTLY IMPACTS THE TOURISM INDUSTRY.
- DISRUPTIVE POLICIES THAT MAY AFFECT THE PRIVATE TOURISM BUSINESS. MRS. DE SCHAUN EXPLAINED THAT THE INDUSTRY IS CONCERNED ABOUT DIALOGUE BEING HELD AT THE CAPITAL REGARDING POLICIES REGULATING CERTAIN

MORALITIES. SHE STATED THAT THESE HAVE HAD A NEGATIVE IMPACT IN OTHER STATES SUCH AS NORTH CAROLINA AND ARIZONA.

- SUPPORT THE LONE STAR NATIONAL RECREATION AREA LEGISLATION. MRS. DE SCHAUN STATED THAT THIS WILL ALSO BE ON THE NATIONAL LEGISLATIVE AGENDA AND IS ON THE STATE AGENDA TO ADVOCATE TO THE STATE REPRESENTATIVES SUPPORT FOR THIS BILL AT THE FEDERAL LEVEL.

MRS. DE SCHAUN REVIEWED THE COASTAL ISSUES:

- FUNDING FOR THE TEXAS GENERAL LAND OFFICE COASTAL PROGRAMS. MRS. DE SCHAUN SAID THAT THIS WILL BE ONE OF THE MOST IMPORTANT ITEMS THE PARK BOARD WILL BE ADVOCATING FOR AS IT COULD IMPACT FUNDING FOR BEACH NOURISHMENT PROJECTS. SHE EXPLAINED THAT WITH THE PROJECTED REVENUE DEFICIT AT THE STATE LEVEL, IT IS IMPORTANT THAT THE GENERAL LAND OFFICE HAS DEDICATED ALLOCATIONS FROM THE STATE HOTEL OCCUPANCY TAX.
- RESTORE FUNDING. MRS. DE SCHAUN SAID THAT THE SUBMITTED ITEMS FOR THE FIRST PHASE OF RESTORE FUNDING HAVE BEEN REVIEWED BY TOBY BAKER, THE DIRECTOR OF THE TEXAS COMMISSION ON ENVIRONMENTAL QUALITY, AND HE HAS MADE HIS RECOMMENDATIONS TO THE GOVERNOR.

THAYER EVANS STATED THAT HE DOES BELIEVE THAT THE PARK BOARD SHOULD BE WEIGHING IN ON THE UNIFORM SCHOOL START DATE AND SCHOOL START DATES SHOULD BE UP TO THE LOCAL SCHOOL DISTRICTS. BUZZ ELTON DISAGREED. MRS. DE SHAUN SAID THAT THIS IS NOT EXPECTED TO BE AN ISSUE AT THIS LEGISLATIVE SESSION AND THAT GALVESTON'S SENATE REPRESENTATIVE, LARRY TAYLOR, HAS CHAMPIONED THIS AS A FINANCIAL ISSUE FOR THE STATE.

CRAIG BROWN STATED THAT CITIES ACROSS THE COUNTRY ARE ENACTING LOCAL ORDINANCES, SUCH AS LIMITING THE NUMBER OF NIGHTS AND AIR BNB IS HONORING THESE.

ROCKY SULLIVAN STATED THAT SUPPORT OF THE LONE STAR NATIONAL RECREATION AREA NEEDS TO ENSURE THAT PARTICIPATION IS VOLUNTARY.

**MOTION:** BUZZ ELTON MOTIONED TO APPROVE THE LEGISLATIVE AGENDA.

**SECOND:** JOYCE CALVER MCLEAN SECONDED.

**VOTE:** APPROVED (7-1, EVANS AGAINST)

## **C. PRESENTATION OF 2016-2017 BUSINESS PLANS**

### TOURISM DEVELOPMENT

MEG WINCHESTER PRESENTED THE 2016-2017 BUSINESS PLANS FOR TOURISM DEVELOPMENT. SHE REVIEWED THE VISION AND MISSION OF THE CONVENTION AND VISITORS BUREAU, (CVB), AND DETAILED THE CORE OBJECTIVES THAT STAFF WILL BE FOCUSING ON WHICH INCLUDE INCREASING HOTEL OCCUPANCY, GROWING LEISURE VISITATION TO GALVESTON, INCREASING EXPOSURE, INCREASING UTILIZATION OF THE GALVESTON ISLAND CONVENTION CENTER AND PROMOTING THE IMAGE OF GALVESTON. MS. WINCHESTER REPORTED THAT THE TWO MAIN MARKETING TARGETS ARE

GROUPS/EVENTS AND LEISURE TRAVELERS. SHE HIGHLIGHTED THE KEY AREAS THAT THE CVB WOULD BE FOCUSING ON.

THE FIRST AREA MS. WINCHESTER DISCUSSED WAS GROUP SALES. SHE STATED THAT THE GOAL FOR 2016-2017 IS TO BOOK 70,000 GROUP ROOM NIGHTS AND 4 CITYWIDE GROUPS, HOST 175 SITE AND FAMILIARIZATION TOURS, CREATION OF NEW TRACKING INDICATORS FOR THE DEVELOPMENT FUND, HOST FOCUS GROUPS FOR MEETING PLANNERS AND HOST REGULAR MEETINGS WITH HOTEL PARTNERS.

MS. WINCHESTER THEN DISCUSSED THE PLANS FOR CONVENTION SERVICES AND THE VISITOR CENTER. SHE REPORTED THAT THESE GOALS INCLUDE INCREASING TRAFFIC TO THE VISITOR CENTER TO 61,500 AND HOST A QUARTERLY OPEN HOUSE THERE FOR HOSPITALITY PARTNERS. IN ADDITION, THEY WILL CONTINUE TO PROMOTE THE CTA PROGRAM TO MAINTAIN A 50% RETENTION AND UTILIZE THE CTAs FOR SOCIAL MEDIA ENGAGEMENT. THEY WILL ALSO CREATE GROUP OFFERINGS AND ENHANCE SOCIAL MEDIA SUPPORT WITH GROUPS TO BUILD ENGAGEMENT.

MS. WINCHESTER REPORTED THAT THE PUBLIC RELATIONS PLANS INCLUDE MAINTAINING STRONG RELATIONSHIPS WITH THE MEDIA IN DRIVE MARKETS AND CONDUCTING 15 MEDIA MISSIONS IN THESE MARKETS. SHE ALSO STATED THAT THEY WILL HOST 3 GROUP MEDIA AND 15 TRAVEL WRITER FAMILIARIZATION TOURS, ATTEND 3 CONSUMER SHOWS TO PROMOTE GALVESTON AND COORDINATE A SOCIAL MEDIA INFLUENCER TOUR.

MS. WINCHESTER DISCUSSED THE MARKETING PLANS FOR THE CVB. SHE STATED THAT THEY HAVE THE GOAL TO INCREASE ATTENDANCE AT THE TOURISM SUMMIT, INCREASE ISLAND PASS SALES TO 5,000, INCREASE SOCIAL MEDIA CHANNELS, DEVELOP A MINIMUM OF 10 CO-OP ADVERTISING OPPORTUNITIES AND IMPLEMENT AN ADVERTISING PLAN WITH YEAR OVER YEAR INCREASES IN BROADCAST, RADIO AND DIGITAL.

BRYAN KUNZ THEN PRESENTED THE PLANS FOR SPORTS TOURISM. HE STATED THAT MANY OF THE PLANS FOR SPORTS TOURISM ARE IN LINE WITH THE RECOMMENDATIONS MADE BY MR. SCHUMACHER WHO PRESENTED PREVIOUSLY ON SPORTS TOURISM. MR. KUNZ REPORTED THAT THE CVB WOULD BE WORKING TO PROMOTE GALVESTON'S NATURAL RESOURCES AS PREMIER SPORTS LOCATIONS, SUPPORT THE CITY'S INVESTMENTS BY TARGETING SPORTS THAT WOULD USE THE CITY FACILITIES, TARGET MAT SPORTS, VOLLEYBALL AND BASKETBALL FOR INDOOR SHOULDER-SEASON EVENTS AND TARGET SPORTS THAT INVOLVE ACTIVE SENIORS. MR. KUNZ ALSO STATED THAT THEY WOULD BE RESEARCHING AND IMPLEMENTING PRODUCT DEVELOPMENT INITIATIVES.

DR. BROWN ASKED HOW FEASIBLE IT IS FOR THE CONVENTION CENTER TO BE USED FOR VOLLEYBALL AS WAS RECOMMENDED BY DON SCHUMACHER. MR. KUNZ STATED THAT THEY ARE LOOKING IN TO THIS AS WELL AS THE PORTABLE FLOOR REQUIRED FOR THESE TYPES OF EVENTS. HE ALSO STATED THAT MANY OF THESE TOURNAMENTS BRING THEIR OWN FLOORING.

## PARKS

CHRIS SADDLER PRESENTED THE 2016-2017 PARKS WORK PLANS. HE REVIEWED THE RESPONSIBILITIES OF THE PARKS DEPARTMENT AND HOW EACH PARK WAS STAFFED.

MR. SADDLER THEN REVIEWED THE OPERATIONS PLANS FOR EACH PARK. HE STATED THAT AT SEAWOLF PARK THERE ARE PLANS TO INSTALL BULKHEAD WASH STATIONS, UPDATE THE RESTROOMS AND INSTALL NEW PVC FENCING AROUND THE SHIP AND SUB. MR. SADDLER SAID THAT AT STEWART BEACH, PLANS INCLUDE REPLACING THE CURRENT CAMERAS AS WELL AS ADDING ADDITIONAL ONES TO THE PAVILION, REPAINTING THE FLOOR OF THE OBSERVATION DECK ON THE 2<sup>ND</sup> LEVEL, ESTABLISHING A MONTHLY INSPECTION PROCESS FOR THE PLAYGROUND AND CREATING AN AESTHETIC IMPROVEMENT PLAN FOR THE PARK BY IDENTIFYING 5 AREAS FOR IMPROVEMENT. AT EAST BEACH, MR. SADDLER STATED THAT THEY WOULD BE INSTALLING WAYFINDING SIGNAGE AT THE ENTRANCES TO DIRECT TRAFFIC, CREATE A TRAFFIC PLAN FOR THE AIA SANDCASTLE COMPETITION AND EVALUATE OPPORTUNITIES FOR ECO EDUCATION IN THE PAVILION. FOR ALL THREE OF THESE PARKS, MR. SADDLER STATED THAT THEY WOULD ALSO BE EVALUATING THE OPERATING SCHEDULES. MR. SADDLER REPORTED THAT FOR SEAWALL URBAN PARK, PLANS INCLUDE COLLABORATION WITH THE CITY ON THE REFURBISHMENT OF FT. CROCKET AND CREATING A MATRIX TO TRACK THE NUMBER OF DAILY CONTACTS FOR THE CALL CENTER AND AMBASSADORS. AT DELLANERA AND THE POCKET PARKS, MR. SADDLER SAID THAT THEY ARE WORKING TO PLAN AND IMPLEMENT ACTIVITIES AT THE RV PARK SUCH AS MOVIE NIGHTS, RENOVATE THE RESTROOMS/SHOWERS AT DELLANERA AND FABRICATE AND INSTALL DOORS ON THE PAVILION AT POCKET PARK 2.

MR. SADDLER STATED THAT PARKS WILL BE WORKING WITH THE CVB ON ADVERTISING AND MARKETING AS WELL AS MAINTAINING RELEVANCE ON SOCIAL MEDIA. IN ADDITION, PLANS INCLUDE ENSURING THAT THE PARK'S WEB PAGES AND ONLINE RESERVATION SYSTEM ARE KEPT UP TO DATE WITH ACCURATE INFORMATION. ADDITIONALLY THEY ARE WORKING ON A PLAN TO POSITION STEWART BEACH AS A REGIONAL FAMILY DESTINATION.

MR. SADDLER REVIEWED THE REVENUE GOALS FOR EACH PARK. HE ALSO PRESENTED THE PLANS FOR SEASONAL RECRUITING FOR THE PARKS WHICH INCLUDE THE SEASONAL JOB FAIR, USING SOCIAL MEDIA, AND EXPLORING PARTICIPATION IN THE J1 VISA STUDENT PROGRAM. IN ADDITION, MR. SADDLER REPORTED THAT THEY WILL BE CREATING A FRONTLINE ON BOARDING PROGRAM FOR SEASONAL EMPLOYEES, CONDUCTING ANNUAL CPR AND FIRST AID TRAINING AND ENSURING THAT 80% OF STAFF RECEIVES TURTLE/BIRD TRAINING.

MR. SADDLER CONCLUDED HIS PRESENTATION WITH THE VENDING PLANS FOR THE 2017 BEACH SEASON. THESE PLANS INCLUDE ESTABLISHING A LAYOUT AND MAP OF PARK BOARD VENDORS, CONDUCTING AN ANNUAL REVIEW OF THE CONCESSIONAIRE PACKET AND POLICIES, ADDING 6 NEW VENDORS, INCREASING REVENUE 10% OVER 2016, ENROLLING 20% OF THE VENDORS IN THE CTA PROGRAM AND REVISING THE INSTITUTIONAL AGREEMENT BETWEEN THE PARK BOARD AND THE CAVALLA HISTORICAL FOUNDATION. MR. SADDLER ALSO STATED THAT THEY ARE WORKING WITH A LOCAL GROUP TO CREATE A FOOD TRUCK DAY IN THE PARKS.

**XI. COMMITTEES**

**A. DISCUSS AND CONSIDER CHAIR NOMINATIONS FOR APPOINTMENTS TO THE FOLLOWING COMMITTEES**

JOYCE CALVER MCLEAN ASKED THE BOARD TO APPROVE THE FOLLOWING PARK BOARD COMMITTEE APPOINTMENTS:

1. TOURISM DEVELOPMENT ADVISORY COMMITTEE
  - JOHN ZENDT – MOVE TO BOARD MEMBER POSITION INSTEAD OF ATTRACTIONS POSITION
  - RON SUTULA – ATTRACTIONS REPRESENTATIVE AT LARGE
  
2. PARKS AND AMENITIES ADVISORY COMMITTEE
  - SPENCER PRIEST – BOARD MEMBER
  - JEFF NEILSON – GALVESTON BUSINESS
  - JOSH HAIRGROVE – TOURISM RELATED BUSINESS
  - HAL NEEDHAM – ENVIRONMENTAL/HISTORICAL PRESERVATION/CONSERVATION
  - KRISTIN VALE - ENVIRONMENTAL/HISTORICAL PRESERVATION/CONSERVATION
  
3. BEACH MAINTENANCE ADVISORY COMMITTEE
  - LAUREN DESOMEAUX, GHLA REPRESENTATIVE
  - CLYDE STEDDUM, CITIZEN AT LARGE
  - MARIE ROBB, BEACH RELATED BUSINESS
  - JERRY MOHN, BEACH VOLUNTEER ORGANIZATION

**MOTION:** MAUREEN PATTON MOTIONED TO APPROVE THE COMMITTEE APPOINTMENTS.

**SECOND:** BUZZ ELTON SECONDED.

**VOTE:** APPROVED (7-0, EVANS ABSTAINED)

**B. DISCUSS COMPOSITION OF MEMBERS OF THE FOLLOWING COMMITTEES**

1. EAST END LAGOON ADVISORY COMMITTEE
2. DOWNTOWN OVERSIGHT COMMITTEE
3. FINANCE AND OPERATING COMMITTEE

KELLY DE SCHAUN EXPLAINED THAT THIS ITEM WAS ADDED TO THE AGENDA AT THE REQUEST OF THAYER EVANS AFTER THE PREVIOUS MEETING DISCUSSION ON THE COMPOSITION OF SOME OF THE OTHER PARK BOARD COMMITTEES.

THAYER EVANS STATED THAT THE FINANCE AND OPERATIONS COMMITTEE SHOULD BE MADE A COMMUNITY COMMITTEE LIKE THE REST OF THE PARK BOARD COMMITTEES AND INCLUDE MEMBERS OF THE PUBLIC AND NOT JUST TRUSTEES. HE STATED THAT SINCE BUZZ ELTON IS SERVING HIS LAST TERM, THE COMMITTEE WILL BE LOSING THE INSTITUTIONAL KNOWLEDGE HE BRINGS. MR. EVANS SAID THAT THIS IS A GOOD TIME TO LOOK AT BRINGING SOMEONE WITH A FINANCIAL BACKGROUND FROM THE COMMUNITY INTO THE COMMITTEE AS A “GROOMING MECHANISM” FOR POTENTIAL TRUSTEES. MR. EVANS ALSO STATED THAT THE DOWNTOWN OVERSIGHT COMMITTEE SHOULD INCLUDE MEMBERS THAT ARE NOT PART OF DOWNTOWN AREA AND THAT THE EAST END



LAGOON COMMITTEE SHOULD MATCH THE NUMBER OF MEMBERS THAT ARE ON THE BEACH MAINTENANCE ADVISORY COMMITTEE SINCE IT IS JUST AS IMPORTANT.

DR. BROWN EXPLAINED THAT THE DOWNTOWN OVERSIGHT COMMITTEE WAS ORIGINALLY CREATED TO MAKE RECOMMENDATIONS TO THE BOARD ON USE OF THE FUNDS GENERATED BY THE DOWNTOWN PARKING METERS FOR USE IN MARKETING OF DOWNTOWN. THE MEMBERSHIP WAS FOR THOSE WHO HAVE A VESTED INTEREST IN DOWNTOWN. HE SAID THAT THIS COMMITTEE IS EVOLVING AND MAY IN THE FUTURE MAKE RECOMMENDATIONS TO THE CITY REGARDING CAPITAL IMPROVEMENTS AND IN THAT SENSE IT MAY MAKE SENSE TO KEEP THE MAKE-UP OF THE COMMITTEE AS IT IS.

DR. BROWN SAID THAT WHILE HE BELIEVES MR. EVANS RECOMMENDATION FOR THE FINANCE AND OPERATIONS COMMITTEE HAS MERIT, HE WOULD LIKE TO THINK ABOUT IT. HE STATED THAT IF THE COMMITTEE WAS JUST A FINANCE COMMITTEE, HE WOULD SUPPORT IT BEING MORE LIKE THE CITY'S COMMITTEE WHICH IS COMPRISED OF COUNCIL MEMBERS AND COMMUNITY MEMBERS WITH FINANCIAL EXPERTISE. HE IS NOT SURE THAT THIS WOULD FIT FOR THE OPERATIONS PART HOWEVER AND SAID THAT MAY BE AN ALTERNATIVE MAY BE TO SPLIT THE COMMITTEE INTO TWO COMMITTEES. MRS. DE SCHAUN STATED THAT SHE DOES NOT SUPPORT ADDING AN ADDITIONAL COMMITTEE AS STAFF SPENDS A SIGNIFICANT AMOUNT OF TIME EACH MONTH PREPARING FOR THE COMMITTEE AND BOARD MEETINGS AND ANOTHER COMMITTEE WOULD INCREASE THAT. DR. BROWN SAID THAT HE WAS UNSURE WHY THE FINANCE AND OPERATIONS WERE PUT TOGETHER IN A COMMITTEE AND THAT OPERATION DECISIONS SHOULD BE AT THE BOARD LEVEL. BUZZ ELTON STATED THAT THE OPERATIONAL ISSUES DISCUSSED IN THE COMMITTEE ARE NOT THE DAY TO DAY OPERATIONS OF THE PARK BOARD BUT ARE DISCUSSIONS THAT CAN HAVE FINANCIAL CONSEQUENCES AND VICE VERSA. MR. ELTON ALSO STATED THAT HE HAS NO PROBLEM WITH ADDING SOMEONE TO THE FINANCE AND OPERATIONS COMMITTEE. CARLA COTROPIA STATED THAT COMMITTEES MAKE RECOMMENDATIONS TO THE BOARD AND HAVE NO POWER TO APPROVE ANYTHING. DR. BROWN ADDED THAT HAVING PEOPLE FROM THE COMMUNITY WITH FINANCIAL EXPERIENCE BRINGS ANOTHER PERSPECTIVE TO THE COMMITTEE.

JOYCE CALVER MCLEAN SAID THAT THE DOWNTOWN OVERSIGHT COMMITTEE MAY BE DISCONTINUED AND IF IT IS CONTINUED, THE BY-LAWS WOULD HAVE TO BE CHANGED SINCE THE PURPOSE OF THE COMMITTEE WOULD BE CHANGED.

THAYER EVANS STATED HE WOULD LIKE TO SEE CITIZEN-AT-LARGE POSITIONS ADDED TO THE FINANCE AND OPERATIONS COMMITTEE AND THE DOWNTOWN OVERSIGHT COMMITTEE. HE ALSO ASKED IF THE RESOURCE MEMBERS ON THE EAST END LAGOON ADVISORY COMMITTEE, (EELAC), SHOULD BE ADDED AS VOTING MEMBERS AS SOME WERE ON THE BEACH MAINTENANCE ADVISORY COMMITTEE. KELLY DE SCHAUN STATED THAT SHE WOULD LIKE TO DISCUSS WITH THE CHAIR AND STAFF MEMBER OF EELAC BEFORE MAKING ANY RECOMMENDATIONS AND THAT THIS COMMITTEE IS SOMEWHAT IN FLUX AT THE MOMENT.

MRS. DE SCHAUN STATED THAT SHE WOULD BRING BACK ADDITIONAL INFORMATION FOR THE BOARD ON THIS DISCUSSION FOR THEIR CONSIDERATION.

## **XII. CHAIR UPDATE**

JOYCE CALVER MCLEAN REPORTED THAT SHE, ALONG WITH KELLY DE SCHAUN, CARLA COTROPIA CRAIG BROWN AND BUZZ ELTON HAD A MEETING WITH THE MAYOR, COUNCILMAN MACEO, CITY MANAGER BRIAN MAXWELL AND OTHER MEMBERS OF THE CITY STAFF. MRS. MCLEAN STATED THAT SEVERAL ITEMS WERE DISCUSSED INCLUDING RAISING THE PROFILE OF THE VISITORS TO GALVESTON. KELLY DE SCHAUN STATED THAT THE MAYOR WOULD ALSO LIKE TO SEE THE PARK BOARD DO SOME FIELD TRIPS TO OTHER DESTINATIONS COMPARABLE TO GALVESTON. SHE SAID THAT SHE WILL BRING THIS ITEM TO THE BOARD IN THE FUTURE FOR THEIR RECOMMENDATIONS OF COMPARABLE DESTINATIONS. MRS. DE SCHAUN STATED THAT ANOTHER ITEM DISCUSSED WAS THE SCHEDULING OF A JOINT MEETING WITH THE CITY COUNCIL TO HAVE REAL DIALOGUE BETWEEN THE TWO ENTITIES AND NOT JUST PRESENTING AT A CITY COUNCIL WORKSHOP. SHE STATED THAT SOME ITEMS FOR DISCUSSION CONSIDERATION ARE THE BEACH ACCESS POINTS, WHAT DEFINES A “HIGH-VOLUME” VISITOR AND SPORTS TOURISM. SHE ASKED THAT IF THERE WERE ANY ITEMS THE TRUSTEES WOULD LIKE TO SUBMIT FOR CONSIDERATION TO PLEASE LET HER KNOW. DR. BROWN WILL RECOMMEND THAT THIS JOINT DISCUSSION BE THE ONLY ITEM ON THE CITY WORKSHOP AGENDA TO ALLOW FOR ENOUGH TIME FOR A THOROUGH DISCUSSION. MAUREEN PATTON SAID THAT THE GRAND CAN HOST THIS MEETING IF A PLACE IS NEEDED. SPENCER PRIEST ASKED ABOUT ADDING TO THE AGENDA A DISCUSSION ON THE EFFECT OF LIMITED SERVICE HOTELS ON OCCUPANCY. MRS. DE SCHAUN REPLIED THAT WITH THE RECENTLY CREATED DATA AND ANALYSIS COLLECTION GROUP SHE IS HOPEFUL THAT THEY WILL HAVE TANGIBLE NUMBERS TO PRESENT IN THE JOINT MEETING SHOWING THE IMPACT. SHE ALSO STATED THAT ONE OF THE TOPICS FOR DISCUSSION AT THE JOINT MEETING SHOULD BE TO DETERMINE WHAT THE GOAL OF GALVESTON IS FOR BOTH THE RESIDENTS AND THE TOURISTS. ONCE THAT IS DETERMINED, THEN POLICIES AND PROCEDURES CAN BE DETERMINED TO ACHIEVE THAT GOAL.

## **XIII. FUTURE AGENDA ITEMS**

BUZZ ELTON ASKED FOR THE FOLLOWING ITEMS TO BE CONSIDERED FOR FUTURE AGENDAS:

- BOAT RAMP – EAST BEACH AREA
- FUNDING FOR DOWNTOWN MARKETING
- FUNDING FOR EAST END LAGOON

## **XIV. ANNOUNCEMENTS**

JOYCE CALVER MCLEAN MADE THE FOLLOWING ANNOUNCEMENTS:

- THE PARK BOARD WAS RECENTLY PRESENTED WITH AN AWARD BY THE GALVESTON ISLAND TREE CONSERVANCY.
- THE PARK BOARD WAS SELECTED AS A WINNER OF THE HOUSTON-GALVESTON AREA COUNCIL PARKS AND NATURAL AREAS AWARD IN THE POLICY TOOLS CATEGORY FOR THE GALVESTON SAND MANAGEMENT STRATEGIES. MRS. MCLEAN ASKED THAYER EVANS IF WOULD LIKE TO ATTEND THE CEREMONY WITH CHRIS SADDLER ON JANUARY 17<sup>TH</sup> TO ACCEPT ON BEHALF OF THE PARK BOARD. MRS. DE SCHAUN NOTED THAT THIS WAS THE FIRST AWARD THAT THE PARKS HAVE RECEIVED.
- JOHN ZENDT HAS BEEN NAMED THE GALVESTON ROTARIAN OF THE YEAR.
- THE CHAMBER OF COMMERCE ANNUAL GALA IS SCHEDULED FOR JANUARY 13<sup>TH</sup> AT MOODY GARDENS.
- THE TTIA UNITY DINNER IS FEBRUARY 15<sup>TH</sup> IN AUSTIN.

- THE FAREWELL PARTY FOR MIKE MIERZWA WILL BE HELD AT THE PORT ON DECEMBER 21<sup>ST</sup> BEGINNING AT 1:00 P.M.

DR. BROWN ANNOUNCED THAT THE RIBBON CUTTING WAS HELD TODAY FOR THE LEE AND JOE JAMAIL PARK OPENING.

KELLY DE SCHAUN INTRODUCED THE NEW CVB NATIONAL SALES MANAGER, CIARA BASILE.

**XV. ADJOURNMENT**

THE MEETING WAS ADJOURNED AT 3:58 P.M.

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**SCHEL HEYDENBURG**  
**BOARD REPORTER**

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**SPENCER PRIEST**  
**BOARD SECRETARY/TREASURER**