



GALVESTON

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Park Board of Trustees

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

11/8/2022 - Minutes

I. Call Meeting To Order

The meeting was called to an order at 11:04 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.

Members Present: Jeff Ossenkop, Claire Reisweg, Marty Miles, Willis Ghandi, Jeff Elkins, Richard See, Shane Cantrell, Monica Barry, Sheril Hilton, and Craig Corbell.

Members Absent: Will Wright, James Clark, Mark Scibinico, Theresa Elliot, and Lisa Shaw.

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

Sherill Hilton made a motion to approve September 13, 2022 and October 11, 2022 meeting minutes.

Shane Cantrell second the motion.

Vote: Unanimous (10-0)

VII. Discuss And Consider Proposed 2023 Holiday Activities, June 23rd Through July 4th (Michael Woody, 10 Minutes)

At the previous October 11, 2022 Tourism Development Advisory Committee Meeting staff discussed the direction of the holiday plan provided by the Park Board of Trustees. TDAC provides two plans for the holiday activations. The two plans were discussed, and the final plan will be sent to the Board of Trustees for consideration and approval at the November 15, 2022 meeting. These recommendations will be sent to the City of Galveston for the planning of the upcoming events.

Shane Cantrell moved to approve both plans with option two being the recommendation from TDAC.

Sheril Hilton Second the motion.

Vote: Unanimous

Discussion: There was discussions regarding the fireworks and if the \$25,000 was enough to cover the show. The recommendations are to first have discussions with the City of Galveston to get better direction.

VIII. Present 2022 Winter Wonder Island Marketing Tactics (Melody Smith, 10 Minutes)

Melody Smith presented the 2022 Winter Wonder Island Marketing Tactics. The strategies and tactics for the 2022 Winter Wonder Island plan will include earned, owned and paid media channels.

IX. Recess For Lunch

The committee went on recess for lunch at 11:42 AM

The meeting resumed at 12:12 PM

X. Monthly Visit Galveston Executive Reports

Michael Woody updated the committee on Visit Galveston efforts for the month of September 2022.

XI. 2022-2023 Committee Work Plan

For Reference

XII. Future Agenda Items

None Mentioned

XIII. Announcements

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

XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 14, 2023

XV. Adjournment

Meeting adjourned at 12:23 PM