



## GALVESTON

\* ISLAND \*  
*Park Board of Trustees*

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

2/14/2023 - 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.

Members Present: Jeff Ossenkop, Claire Reisweg, Jeff Elkins, James Clark, Mark Scibinico, Shane Cantrell, Theresa Elliot, Monica Barry, Sherill Hilton, Craig Corbell, and Lisa Shaw.

Members Absent: 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

Sherill Hilton made a motion to approve November 8, 2022 meeting minutes.

Lisa Shaw second the motion

Vote: 9-0 with James Clark and Theresa Elliot abstained

#### VII. Update From The City Of Galveston Transportation Department On Winter Schedules (James Oliver, 10 Minutes)

James Oliver with Island Transit updated the committee on the City's Winter Schedule. The City of Galveston has not received any federal funding for 2022 or 2023 and they have to report to TXDOT and FTA. After the census it was determined that Galveston is now part of a UTA Zone with Texas City. The funding that comes in from the Federal Government will now be shared with Texas City. The charges for riders has changed to be in compliance with the half fare policies for seniors and disabled clients.

James Oliver is taking a trip to Denver to explore more technology to implement for the City instead of the paper data entry.

There are requests to add additional stops but the State Safety Oversight (SSO) has regulations on where the city can have transportation stops. There cannot be stops added unless the SSO is involved. Adding additional hours also has to be approved through the SSO. 65% of ridership happens only four months a year starting in March.

Ridership is 600-700 a month during off-season. March - July ridership is 3,000 a month. For a rate increase there is a 4-5 month process that requires data submitted and public comment.

The question was asked if the Park Board can help with the printing of the maps to support Island Transit. it was explained that there are items being worked on with Island Transit on advertising and promotions.

VIII. Update On 2023 Mardi Gras Transportation (Bryan Kunz, 5 Minutes)

Bryan Kunz gave the committee an update on Mardi gras shuttle services being offered for residents and visitors. The shuttle services make stops along the seawall and transports the guests to the Strand District. There are three routes offered for both weekends and is a continuous shuttle. The shuttle services utilized the first weekend received around 150 riders. \$9,800 is the price that is paid to Island Transit for the shuttle services.

IX. Discuss And Consider Special Event Incubator Funding For 2023 Galveston Esports Summit (Bryan Kunz, 10 Minutes)

Bryan Kunz introduced the Galveston Island Esports Summit planners who gave a presentation on their event taking place August 25-27, 2023. The event is designed to bring together Esports educators, influencers, professionals, trade, merchandisers, gamers, and all interested in the rapidly growing esports market. There will be multiple participants to the Summit which includes the US Army - Esports and Recruitment Houses (2), Texas Scholastic Esports Federation, NASA, Esports Trade Association (ESTA), Women in Games (WIGI), the US Marine Corps, the US Navy, and panels featuring esports professionals, educators, game developers, and technology leaders.

E-Sports continues to develop as one of the most rapidly growing industries across the globe. Therefore, the event is well-positioned for sustainable growth. Staff recommends approval of up to \$10,000 in funding.

Motion: Claire Reiswerg made a motion to approve the funding

Second: Craig Corbell

Vote: Unanimous (11-0)

X. Discuss And Consider Special Event Incubator Funding For 2023 La Izquierda Surf And Music Festival (Bryan Kunz, 10 Minutes)

Bryan Kunz introduced the event planners for the La Izquierda Surf and Music Festival, scheduled for May 6-7, 2023, at Menard Park.

The event is a two-day surf contest and music festival designed to attract visitors to stay a full weekend in Galveston. Activities planned include a surf contest, live entertainment, vendors, workshops, performances by local groups and community partners, non-profit spotlights, live art including a community mural, photo booth area, and much more.

The event will be supported by a marketing plan which includes digital, website, print, radio, and social media advertising. Attendance is expected to approach 10,000 and generate over 450 lodging room nights.

Staff recommends approval of up to \$8,485 in Incubator Funding.

Motion: Theresa Elliot made a motion to accept staffs recommendation to fund \$8,485

Second: Sherill Hilton

Vote: Unanimous (11-0)

XI. Discuss And Consider Special Event Incubator Funding For 2023 Moto Surf Texas Cup (Bryan Kunz, 10 Minutes)

The second annual MotoSurf Texas Cup, scheduled for May 2-8, 2023, is a multi-day watersports festival hosted at Moody Gardens by JetSurf Houston. The event will feature a three-day training camp and four days of racing and watersports entertainment.

MotoSurf racing consists of multi-class racing with a single rider aboard a motorized and highly modified surfboard. Racers can reach speeds approaching 40 miles per hour. The sport continues to grow in popularity around the world and within the U.S.

The event will be supported by a marketing plan which includes digital and social media advertising as well as public relations efforts. Attendance is expected to approach 2,000 and generate more than 300 lodging room nights.

Staff recommends approval of up to \$5,751 in Incubator Funding

Motion: Craig Corbell

Second: Jeff Elkins

Vote Unanimous (11-0)

- XII. Discuss And Consider Approval To Award Contract To Vanguard Truck Centers Of Houston For Visit Galveston Box Truck With Lift Gate (Jacquelyn Helton, 5 Minutes)

- XIII. Update Of 9th Annual Galveston Island Tourism Summit ( Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton gave an update on this year's event taking place May 4, 2023. The committee was reminded that next month there will be a vote to announce the Industry Partner of the year at Tourism Summit. The committee asked staff why this event is not funded through HOT if it is an industry event. This event benefits the industry and it should come from HOT funding and placed in regular budget for immediate approval.

- XIV. Certified Galveston Ambassador Update (Shawna Reid, 5 Minutes)

Shawna Reid gave the committee an update on the new certified Galveston Ambassador Program. This program will replace the existing Certified Tourism Ambassador program and will roll out in 2024. This change will allow the program to be managed in-house so avoid delays or problems with the existing program. It will be recognized as a full certified program to allow continued education points.

- XV. Update On Galveston Visitor Center (Shawna Reid, 5 Minutes)

Shawna Reid gave an update on the Galveston Visitor Center, currently it is located within the Chamber of Commerce business. The Galveston Chamber will be moving to the Sealy Hutchings Building located at 24th and Strand on the third floor. Staff is currently in negotiations with owners to house the second floor for the Galveston Visitors Center. The second floor is ADA accessible and with an elevator. There will be several activations on the first floor as well to give a better experience to the visitors.

- XVI. Present 2021-2022 Park Board Of Trustees Annual Report (Melody Smith, 15 Minutes)

Melody Smith presented the Annual Report to the Committee. The annual report is produced each year and features the results from the organization by each department.

- XVII. Monthly Visit Galveston Executive Reports

The committee reviewed the last three months of the monthly executive reports.

- XVIII. 2022-2023 Committee Work Plan

For Reference

- XIX. Future Agenda Items

- XX. Announcements

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

- XXI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 21, 2023

XXII. Adjournment

Meeting adjourned at 10:51 AM