



**Park Board of Trustees of the City of Galveston
601 Tremont Street, Galveston, Texas 77550**

1/12/2021 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:31 p.m.

II. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees Present: Spencer Priest, Will Wright, Dave Jacoby, David Collins, Steven Creitz, Marty Fluke, Maureen Patton and Jason Worthen.

Trustees Absent: Joan Marshall.

Staff Present: Kelly de Schaun, Bryson Frazier, Schel Heydenburg, Michael Woody, Kimberly Danesi, Susan Keeble, Peter Davis, and Carla Cotropia, Legal Counsel.

III. Conflict Of Interest Declarations

There were no conflicts declared.

IV. Requests To Address The Board

There were no requests to address the Board.

V. Executive Session

The meeting entered Executive Session at 1:32 p.m.

- A. Pursuant To Texas Government Code Section 551-071 - Consultation With Attorney On A Matter In Which The Duty Of The Attorney To The Governmental Body Under Texas Disciplinary Rules Of Professional Conduct Of The State Of Texas Clearly Conflicts With This Chapter - Legal Matters Concerning Cavalla Historical Foundation And Possible Litigation

VI. Action Item (S) Resulting From Executive Session

The Open Meeting resumed at 2:17 p.m.

- A. Discuss And Consider Action For Any Executive Session Item Listed On The Meeting Agenda
There was no action taken.

VII. Presentation And Discussion For Park Board Strategic Plan (Kelly De Schaun/Tammy Canavan, 180 Minutes)

Tammy Canavan with Fired Up! Culture lead the discussion for the creation of an updated strategic plan for the Park Board. She reviewed the process that would be taken to develop the strategic plan including the timeline and those who would be involved.

The vision and mission statements were read and it was agreed that they both are too long. Recommendations were made to make these shorter and more concise. Ms. Canavan shared several points of data that should be considered. These included the resident sentiment survey, visitor perception study, visitor data, U.S. traveler sentiment and the current long-term market conditions.

Ms. Canavan then reviewed each of the key initiatives of the 2016-2020 Strategic Plan and asked for feedback on what was still relevant and what needed to be removed or amended.

The core value discussion was pushed to the next meeting due to time constraints.

VIII. Future Agenda Items

- Core Values for strategic planning
- Legislative agenda approvals
- City of Galveston legislative agenda presentation
- CIP update
- Discussion on Voluntary Collection Agreements
- Stewart Beach PPP Update

IX. Announcements

Michael Woody announced that the tours of the mobile visitor center have been changed due to Covid and that an email with all of the details was sent. He also shared that the official ribbon cutting is now planned for the Tourism Summit in May.

Steven Creitz shared that with the cancelation of the Mardi Gras festivities, Mitchell is working with the Bryan Museum on a Mardi Gras display.

X. Adjournment

The meeting was adjourned at 4:55 p.m.

Schel Heydenburg
Board Reporter

Dave Jacoby
Board Secretary