



GALVESTON
* ISLAND *
Park Board of Trustees

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
601 Tremont Street, Galveston, Texas 77550**

1/15/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee 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.

TDAC Members Present: Maureen Patton, Will Wright, John Zendt, Jan Collier, Claire Reisweg, Patty Rouse, Willis Ghandi, Steve De Felice, Ken Friesen, Denise Alexander, Shane Cantrell, Trey Click, Gina Spagnola, Barbara Sanderson, Joan Marshall, Ron Sutula, Ted O'Rourke and Lisa Shaw.

TDAC Members Absent: Leon Garrison.

Staff Present: Meg Winchester, Kelly De Schaun, Bryan Kunz, Melody Smith, Anna Lopez, Diana Kovacevich, Kimberly Danesi, Jacquelyn Helton and Dottie Bossley.

Guest Present: Becky Gantert, Della Shorman, George Osborn, Wayne Holt, Bill Keese, Mike Pistone, Richard See, Johnny Smecca, Dennis Byrd, Danny Hart, Russell Finney and Theresa Elliott.

IV. Conflict Of Interest Declarations

There were no conflict of interests declared.

V. Requests To Address The Committee

Mike Pistone, George Osborne, Johnny Smecca, Becky Gantert, Della Shorman and Wayne Holt addressed the committee regarding item VIII Discuss and Consider Summer Seawall Fireworks.

VI. Discuss And Consider Approval Of Meeting Minutes

Discussion: Shane Cantrell proposed an edit of motion for November 13, 2018 meeting minutes. Proposed Shane Cantrell made a motion to complete a phased-in approach with the goal of eliminating abandoned canopy structures on Galveston's Public beaches. This phased-in approach could include an educational component, new ordinance, or other approaches as needed to reduce and eliminate overnight or abandoned structures.

Motion: John Zendt made a motion to approve the minutes with the recommended revised motion.

Second: Trey Click second the motion.

Vote: Unanimous (18-0)

VII. Present 2018 Holiday Marketing Efforts (Melody Smith, 30 Minutes)

Melody Smith introduced MBuy the media buying company that is handling advertising for the CVB. MBuy presented to the committee the updates on the holiday marketing efforts. Mbuy also informed the committee of some of the changes they will make for the Spring Break Season.

VIII. Discuss And Consider Summer Seawall Fireworks (Meg Winchester, 10 Minutes)

Meg Winchester passed a petition around along with emails received regarding the fireworks. Staff recommends that it is more effective to redeploy the resources for need times The CVB suggested possibly using the funds to focus on the major holiday's such as Memorial Day, July 4th, Labor Day, and New Year's Eve fireworks.

There were comments made regarding the discontinuation of the seawall fireworks during the summer months. The concerns mentioned were children and pets being frightened and the environmental concerns surrounding the debris.

The majority of the committee was in agreement that the revenue is up on Sunday during the summer months and with the competitive market the fireworks should be continued.

Kelly de Schaun stated that they are looking more at digital lighting, which is much more costly. De Schaun stated that changing direction mid-year could be a challenge and tasked the committee to consider looking at other options for future years.

Motion: John Zendt made a motion that we continue with the fireworks spending the same amount as it is in the budget.

Second: Gina Spagnola

Discussion: Shane Cantrell wants to see the committee tackle the issues regarding fireworks past 2020. The fireworks discussion will be placed on the committee agenda for further review.

Vote: 14 for 4 opposed (Claire Reisweg, Joan Marshall, Denise Alexander and Will Wright)

IX. Discuss And Consider Event Incubator Funding For 2019 Bon Temps Rouler Cajun Throwdown (Bryan Kunz, 10 Minutes)

Daniel and Danielle Guidry presented to the committee the Bon Temps Rouler Cajun Throwdown Event. The Ben Temps Rouler Cajun Throwdown, scheduled for April 26-27, 2019 at Tin Cup's Caddyshack, is a 2-day celebration of all things Cajun. Anchored by an all-you-can-eat crawfish cooking competition and some of the country's best Louisiana Cajun live entertainers, the event is designed to help boost Galveston's economy, give back to the local community and become an annual event where family and friends gather to enjoy Cajun cuisine, music and family atmosphere.

Staff Recommendation:

With the popularity of food and cooking events continuing to rise, as well as the regional and national attention Cajun culture is receiving, staff believes this event could become a great annual addition to our calendar of events.

Staff recommends approval of up to \$10,000 in incubator funding.

Motion: Shane Cantrell made a motion to approve.

Second: Jan Collier

Vote: 17-1 opposed (John Zendt)

X. Recap Of 2018 Galveston Fall Flounder Classic (Bryan Kunz, 10 Minutes)
The Fall Flounder event was done in November 2018-December 2018 which is a down time for Galveston. There was a great attendance and the economic numbers were greater than expected. The room nights expected was 180 but the room nights achieved came out to be 300 plus room nights. There were great sponsorships but will try to seek sponsorships earlier. This event qualified to receive funding in the amount of \$8,353.

XI. Recap Of 2018 Galveston Fishing Rodeo (Bryan Kunz, 10 Minutes)
Shane Cantrell gave a recap of the Fishing Rodeo event which took place at the end of September 2018-October 2018. The event was a success with over 40 winners and over 30 sponsors with an attendance of 800 people. Next year they will expand marketing opportunities and will continue to grow the sponsorship. This event qualified to receive funding in the amount of \$10,000.

XII. Convention And Visitors Bureau Staff Announcements (Kelly De Schaun, 10 Minutes)

Kelly De Schaun made announcements to the committee regarding employment changes.

There will be a selection committee to assist with the hiring of a new director for the CVB.

XIII. Monthly Convention & Visitors Bureau (CVB) Reports
There were no questions regarding the CVB monthly reports.

XIV. Future Agenda Items

Discussion on Fireworks

Update on Museum Day

XV. Announcements

XVI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 19, 2019

XVII. Adjournment
The Committee Meeting Adjourned at 11:09 A.M.