



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

1/22/2019 - Minutes

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 a quorum declared.

Trustees Present: Spencer Priest, John Zendt, Maureen Patton, Craig Brown, Jan Collier, Steven Creitz, Victor Viser, Will Wright and Jason Worthen.

Staff Present: Kelly de Schaun, Mike Moser, Schel Heydenburg, Peter Davis, Kimberly Danesi, Reuben Trevino, Tony Pryor, Ulises Zamudio, Mike True, Bryan Kunz, Melody Smith, Sheryl Rozier, Larry Jackson, Dan Gumdrum and Carla Cotropia, Legal Counsel.

IV. Conflict Of Interest Declarations

No conflicts were declared.

V. Requests To Address The Board

Henry Freudenburg spoke in support of the Board approving the agreement with Ryan Brannan - Agenda Item X-B.

Benny Davis spoke to the Board regarding Stewart Beach.

VI. Update On City Of Galveston Tourist Mobility Strategy (Dr. Craig Brown And Rick Beverlin, 15 Minutes)

Rick Beverlin with the City of Galveston presented to the Trustees an update on the City's Tourist Mobility Strategy. He shared that the City identified the need to consider short and long-term alternatives for parking to enhance the service for visitors and maintain quality of life for residents. Mr. Beverlin gave a history of the plan and its goals, recommendations from the plan and the next steps.

VII. Tourism Development

A. Presentation Of Holiday Marketing Results (Melody Smith And MBuy)

Susan Shankman-Elvira and Katie Stadius with MBuy gave a recap to the Board on the marketing results for the 2018 Winter Wonder Island campaign. They shared analysis on the state of the island,

state of the industry and the media goals and accomplishments. They also covered what worked and what's next. Ms. Stadius shared that while the ADR and occupancy was down year over year due to weather and less cruises, there is a positive trend line for the quarter. She also shared that the year over year Website analysis shows an increase of 1% overall with a 6.5% increase in new sessions and a 7.5% increase in new users. Ms. Stadius reviewed MBuy's strategy and what worked: TV and radio, holiday giveaway's, highly relevant digital, testing Sojern, launching search and the use of dashboards to identify insights.

B. Discuss And Consider Summer Seawall Fireworks (Kelly De Schaun, 10 Minutes)

Wayne Holt and Rebecca Ganter both addressed the Board regarding the Sunday night fireworks during the summer. They both expressed concern with the noise and potential environmental impacts of the fireworks.

Kelly de Schaun shared that this item was discussed in detail at the January 19, 2019 Tourism Development Advisory Committee (TDAC). She stated that there were several people that spoke for and against the Sunday fireworks and that staff recommended to the committee that the funds currently allocated for the Sunday night fireworks in the summer be redeployed to other uses such as New Years, downtown lighting enhancements for the holiday season or other special events. TDAC voted to continue the Sunday fireworks at this meeting. The trustees discussed many of the pros and cons and directed staff to research additional information such as other possible locations to deploy the fireworks, the environmental impacts and ways for noise reduction.

Motion: Steven Creitz motioned to defer this item until the February 2019 meeting.

Second: Craig Brown seconded.

Vote: Approved (9-0)

VIII. Consent

Motion: Victor Viser motioned to approve the Consent agenda items.

Second: Maureen Patton seconded.

Vote: Approved (9-0)

- A. Discuss And Consider Approval Of Meeting Minutes
- B. Discuss And Consider Approval Of The October And November 2018 Consolidated Unaudited Financial Statements (Mike Moser)
- C. Discuss And Consider Approval Of Park Board Of Trustees Resolution Authorizing Change In Park Board Check Signing Authority (Mike Moser)
- D. Discuss And Consider Approval To Purchase New Public Litter Receptacles From TOTER, LLC (Jesse Ojeda)
- E. Discuss And Consider Submittal Of Letter Of Request And Authorization To Execute A Contract With The U.S. Army Corps Of Engineers For A Planning Assistance Study For A Structural Solution Engineered Design To Submit To FEMA For Mitigation Funding (Reuben Trevino)
- F. Discuss And Consider Approval To Execute Texas General Land Office Contract 18-296-000-A962 For The 2019 Beneficial Use Of Dredged Material For Babe's Beach (Reuben Trevino)

- G. Discuss And Consider Event Incubator Funding For The 2019 Bon Temps Rouler Cajun Throwdown (Bryan Kunz)

IX. Operations

- A. Discuss And Consider A Proposal From Atkins Related To Drainage Engineering Design At Stewart Beach Park (Sheryl Rozier)

Sheryl Rozier gave an overview of the process to date on the drainage project for Stewart Beach. Kelly de Schaun shared that Dr. Brown and Mayor Yarbrough visited Stewart Beach the previous week and that the Mayor recommended getting the engineering work done right away. She explained that this would complete engineering design for Stewart Beach and would include bid specifications that would be used to bid out the project.

Motion: Craig Brown motioned to approve the proposal from Atkins for the Drainage Engineering Design at Stewart Beach.

Second: Victor Viser seconded.

Vote: Approved (9-0)

- B. Discuss And Consider A Proposal From Rogers Partners Related To Continued Work At Stewart Beach (Sheryl Rozier, 10 Minutes)

Spencer Priest requested that this item be deferred at this time since the will of City Council is to address the drainage issues first.

Motion: Maureen Patton motioned to defer.

Second: Jan Collier seconded.

Vote: Approved (8-0, Wright was not present at time of vote)

X. Administration

- A. Discuss And Consider Approval Of 2019 State Legislative Agenda (Kelly De Schaun, 10 Minutes)

Spencer Priest reminded the Board that this agenda was included in the December 11, 2018 meeting packet for the trustees to review and that staff is now looking for an approval of this agenda.

Motion: Maureen Patton motioned to approve the 2019 State Legislative Agenda.

Second: Victor Viser seconded.

Vote: Approved (9-0).

- B. Discuss And Consider Approval Of Government Relationship Assistance Of State Legislative Agenda (Kelly De Schaun, 10 Minutes)

Kelly de Schaun shared that she contacted and received information from three firms who specialize in advocacy efforts on the state level and based on discussion and input from several people in the community, she is recommending The Brannan Firm for this agreement. John Zendt recommended that only a one year agreement be signed at this time since this is a new firm to ensure that the Board is satisfied with their performance.

Motion: John Zendt motioned to approve a one year agreement with The Brannan Firm.

Second: Jan Collier seconded.

Vote: Approved (9-0)

- C. Review And Discuss Proposed 2019 Federal Legislative Agenda (Kelly De Schaun, 10 Minutes)
Kelly de Schaun asked the Board to review the agenda included in the packet for approval at the February Board meeting. She also noted that Greg Burns, the Park Board's advocate in Washington D.C., would be at the February meeting to discuss the agenda.

- D. Discuss And Consider Approval Of Contract For Executive Recruitment (Kelly De Schaun)

Kelly de Schaun shared that with the departure of Meg Winchester as the Convention and Visitor's Bureau (CVB) director, staff would like to hire a firm to conduct a national recruitment search for a replacement. Mrs. de Schaun stated that the CVB Director is one of the top paid positions within the Park Board and an important position within the leadership and a national campaign is needed to ensure that the right person for the job is selected. Mrs. de Schaun shared that she received proposals from two firms and is recommending that the Board approve Searchwide Global to conduct the recruitment.

Motion: Maureen Patton motioned to approve hiring Searchwide Global for the recruitment of a new CVB Director.

Second: Jan Collier seconded.

Vote: Approved (9-0)

- E. Discuss And Consider Approval Of The 2018-2019 Business Plans (Kelly De Schaun, 15 Minutes)

Kelly de Schaun shared that the full business plan for 2018-2019 was included in the packet for the meeting and she presented an overview to the Board on the key performance indicators of the plan.

Motion: Maureen Patton motioned to approve the 2018-2019 Business Plans.

Second: Jan Collier seconded.

Vote: Approved (8-0, Wright not present at time of vote).

XI. Committees

- A. Discuss And Consider Beach Maintenance Advisory Committee Recommendations For Letter To The U.S. Army Corps Of Engineers Regarding The Draft Plan For The Coastal Texas Protection And Restoration Feasibility Study (Reuben Trevino)

Spencer Priest directed the Board to the letter included in the packet. He noted that there was small change in the letter in the packet and read this revised portion of the letter to the Board.

Motion: Victor Viser motioned to approve the recommendation letter to the U.S. Army Corps of Engineers regarding the draft plan for the Coastal Texas Protection and Restoration Feasibility Study.

Second: John Zendt seconded.

Vote: Approved (8-0, Wright not present at time of vote).

- B. Discuss And Consider Approval Of Letter From The Finance And Operations Committee To The City Of Galveston Regarding The Upcoming Seawall Parking Referendum (John Zendt)

John Zendt shared that since the Park Board manages the Seawall Parking Program, the Finance Committee hopes that the City will consider these recommendations.

Motion: John Zendt motioned to approve the letter to the City of Galveston regarding the Seawall Parking referendum.

Second: Jan Collier seconded.

Vote: Approved (8-0, Wright not present at time of vote)

- C. Discuss And Consider Appointments To The Parks And Amenities Committee (Spencer Priest, 5 Minutes)

Spencer Priest recommended the following appointments to the Parks and Amenities Committee:

- Ross Garcia, Executive Director - Cavalla Historical Foundation position - replacing Gary Bell who resigned his position on the committee
- Joe Zdunek, General Manager, Pleasure Pier - Tourism Business Representative - replacing Josh Hairgrove who resigned his position at the Pleasure Pier

Motion: Victor Viser motioned to approve the committee appointments.

Second: Maureen Patton seconded.

Vote: Approved (8-0, Wright not present at time of vote)

XII. Future Agenda Items

- Update on Galveston.com
- East End Lagoon Business Plan
- Sunday Summer Fireworks
- February Board of Trustees Workshop

XIII. Announcements

- February 8, 2019 - Chamber of Commerce Legislative Luncheon
- February 21, 2019 - Texas Tourism Unity Dinner in Austin
- March 9, 2019 - First day of Season - Beach Parks Open

XIV. Adjournment

The meeting was adjourned at 5:02 p.m.

Schel Heydenburg
Board Reporter

Maureen M. Patton
Board Secretary