I. Call Meeting To Order
   The Tourism Development Advisory Committee meeting was called to an order at 9:00 A.M.

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: Will Wright, Maureen Patton, Dave Jacoby, Jan Collier, Mike Pistone, Willis Ghandi, Leon Garrison, Shane Cantrell, Trey Click, Theresa Elliott (9:28 AM), Barbara Sanderson, Joan Marshall, Ron Sutula, Lisa Shaw and James Clark.

    TDAC Members Absent: Patty Rouse, Robert Gregory, Denise Alexander and Ted O'Rourke.

    Staff Members Present: Jacquelyn Helton, Melody Smith, Sarah Reimer, Kelly de Shaun, Anna Lopez, Caitlyn Cannes and Bryan Kunz.

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
    Motion: Maureen Patton made a motion to approve January 21, 2020 meeting minutes.

    Second: Shane Cantrell second the motion.

    Vote: 13-0 Lisa Shaw abstained and Theresa Elliott was not present for the vote.

VII. Presentation Of 2019 Holiday Recap (Trey Click, 15 Minutes)
    Trey Click with the Downtown Partnership presented to the committee the survey results from the downtown businesses regarding the Holiday Season. Most of the business approved the Downtown Lighting and they reported better traffic this year compared to last year. It was suggested that the task force committee meet again to start planning for the next year.

VIII. Present Holiday Marketing Results (MBuy-Melody Smith, (15 Minutes)
    Melody Smith and MBuy presented to the committee the 4th quarter and Holiday paid advertising results. Melody stated that there were lots of collaboration and the Winter Wonder Island is continuing to grow each year.
IX. Presentation Of The New Galveston.com Website Launch Successes (Lee Roane, 10 Minutes)
   Lee Roane presented to the committee the updated Galveston.com website. There were multiple features
   added to the redesign and it was asked that the committee visit the website to explore.

X. Update On Destination Strategic Plan Process And Highlights (Michael Woody, 10 Minutes)
   Michael Woody presented the Destination Strategic Plan process to the committee. The survey will go out
   to the residents in a few days and will be pushed out through multiple avenues. The schedule to meet with
   different focus groups was also shared. If a stakeholder missed their opportunity to meet with the focus
   group there will be another day planned soon and they will be notified.

XI. Monthly Convention & Visitors Bureau (CVB) Reports
   Michael Woody presented to the committee the monthly CVB reports.

XII. 2019-2020 Committee Work Plan

XIII. Future Agenda Items

   Holiday Committee Task Force

   GHF update on Seaport Museum

   Fishing Tournament Results

XIV. Announcements
   The Committee Members gave updates on their organizations upcoming events.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 17, 2020

XVI. Adjournment
   Meeting adjourned at 11:15 AM