



**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**

2/19/2019 - 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, Jan Collier, Willis Ghandi  
Leon Garrison, Steve De Felice, Denise Alexander, Gina Spagnola (9:02 AM), Joan Marshall, Ron Sutula,  
Ted O'Rourke and Lisa Shaw.

TDAC Members Absent: John Zendt, Claire Reisweg, Patty Rouse, Ken Friesen, Shane Cantrell, Trey  
Click and Barbara Sanderson.

Staff Present: Bryan Kunz, Melody Smith, Anna Lopez and Jacquelyn Helton.

Guest Present: Lee Roane, Julie Ann Brown and Kent Muller.

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:** Willis Ghandi made a motion to approve January 15, 2019 meeting minutes.

**Second:** Jan Collier second the motion.

Vote: Unanimous (11-0 Gina Spagnola was not present for the motion.)

VII. Port Of Galveston Update (Ted O'Rourke, 10 Minutes)

Ted O'Rourke gave an update on the Port of Galveston. He states there are multiple projects in the works and urged everyone to attend the open house to be a part of the strategic master plan. Talking points were provided to the committee to be used in various settings. The committee also received the preliminary financial summary and an at a glance data comparisons for cargo, ship calls and cruise statistics.

VIII. Update On Port Marketing (Melody Smith, 15 Minutes)

Melody Smith updated the committee on efforts the CVB have made regarding the Port Marketing. Multiple

flyers have been created to promote the cruises along with downtown businesses to visit during cruise delays. The multiple efforts made range from social media postings, public relations publications and collateral material developed.

IX. Update On Birding Taskforce (Julie Ann Brown, 15 Minutes)

Julie Ann Brown with Galveston Island Nature Tourism Council gave an update on the birding taskforce. The taskforce has been hard at work to continue to offer a great birding experience on the island. Efforts made by the taskforce were shared with the committee. Quarterly updates will be provided to the committee.

X. Update On Birding Emarketing Deliverables (Lee Roane, 10 Minutes)

Lee Roane with Galveston.com shared a video that showcased the birding community. Galveston.com has worked on video B-Roll, testimonials and adding a birding tab to galveston.com. The goal is to continue to enhance the website for birders and continue to create blogs and videos to engage the visitor.

XI. Update On Museum Day (Melody Smith, 15 Minutes)

Melody Smith shared with the committee a post event update on Museum Day in Galveston. The attraction attendance, Facebook, videos, earned media and paid media such as magazines and flyers created were shared with the committee. The museum day was a success and a group was created to plan for next year. The group has came up with some changes for next year that were suggested through surveys received.

XII. Discuss And Consider Special Event Solicitation Funding For 2019 The Race Of Gentlemen (Bryan Kunz, 10 Minutes)

The Race of Gentlemen, scheduled for November 9-11, 2019, is a vintage automobile and motorcycle drag racing event featuring American-made, pre-1934 cars and pre-1957 motorcycles. The entire event is geared toward recreating the feel of historic beach races that were tremendously popular in the 1930s-1960s in beach towns across the US, including Galveston.

The promoter is highly influential in the motorcycle community on a national level and has strong relationships with national manufacturers (Harley-Davidson), sponsors, car clubs, motorcycle clubs and media outlets. They produce this event annually in Wildwood, NJ with huge success and attendance ranges upward of 15,000 for the weekend. The promoter expects 7,000-10,000 the first year in Galveston.

**Staff Recommendation:**

The historic feel of this event fits perfectly with the CVB's ongoing effort to promote Galveston's historic and cultural amenities. The race promises to expose Galveston to a new audience on a national level, and the promoter has shown the ability to generate tremendous media exposure for past events. Staff recommends supporting this event in the amount of \$10,000.

**Motion:** Jan Collier made a motion to accept the solicitation funding proposal.

**Second:** Willis Ghandy second the motion.

**Vote:** 11-1 (Steve De Felice opposed)

XIII. Monthly Convention & Visitors Bureau (CVB) Reports

There were no questions regarding the CVB reports.

XIV. Future Agenda Items

There were no future agenda items suggested.

XV. Announcements

The committee members gave updates on their upcoming events.

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

XVII. Adjournment

Meeting adjourned 10:38 AM