



GALVESTON
* ISLAND *
Park Board of Trustees

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

2/26/2021 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:00 A.M.

II. 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, Claire Reiswerg, Marty Miles, Leon Garrison, James Clark (9:35 AM), Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click (9:45 AM), Joshua Ojeda (9:45 AM), and Jim O'Neill.

TDAC Members Absent: Willis Ghandi, Richard See and Lisa Shaw.

III. Conflict Of Interest Declarations

There were no conflict of interests declared.

IV. Requests To Address The Committee

There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Maureen Patton made a motion to approve January 19, 2021 meeting minutes.

Second: Claire Reiswerg second the motion.

Vote: Unanimous 9-0

James Clark, Trey Click and Joshua Ojeda were not present for the vote.

VI. New Employee Introductions - Michael Woody (5 Minutes)

Michael Woody introduced Scott Moon the newly created position of Business Development Manger. Mr. Moon will be responsible for planning and executing a sales strategy to solicit advertising and sponsorship funding for Park Board and CVB assets. This includes facilities and structures as well as brochures, websites, publications, events, cooperative marketing and advertising programs, and other activities and initiatives the Park Board and CVB produces that warrant advertising opportunities or sponsorship funding.

VII. Discuss And Consider Approval Of Threshold 360 Funding - Melody Smith (15 Minutes)

Threshold is an online platform that produces, links and hosts 360° virtual tours that can be placed on multiple channels including websites, social pages and Google. The Threshold platform has repeatedly proven to help destinations drive customer engagement. Virtual tours are a great way to tell the story of the island and showcase the diversity of offerings. Threshold has worked with over 100 destinations, including 14 in Texas. The GICVB staff is seeking approval to purchase virtual tours at up to 499 locations across the island at a cost of \$45,000. As there is a need and we need more than 499 locations the CVB will add addition locations.

Motion: Claire Reisweg made a motion to approve.

Second: Denise Alexander second the motion

Vote: unanimous (9-0)

James Clark, Trey Click and Joshua Ojeda were not present for the vote.

VIII. Discuss Park Board Strategic Plan (Tammy Canavan, 45 Minutes)

The Park Board has a history of long-term strategic planning as a means by which to facilitate the identification of organizational priorities, develop plans and guide the goals of the Park Board. In 2016, the Board of Trustees approved the most recent strategic plan which covered 2016 through 2020.

At the October 27, 2020 Board of Trustees meeting, the strategic planning facilitation services of Tammy Canavan with Fired Up! Culture was approved to assist with the development of an updated plan. As part of this process, Ms. Canavan will be facilitating discussions with the Park Board Advisory Committees for their valuable input.

The 2016 adopted plan envisioned six overarching goals. Each goal, two of which are relative to Galveston as a destination and four relating to the Park Board were defined by strategic "commitments and tactical approaches for marketing, programming and operations". This plan is attached for review and will be a starting point for the discussion by the advisory committees.

Tammy Canavan asked multiple questions to guide the committee on drafting goals for the upcoming long term strategic plan.

IX. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee of efforts made by CVB for the month of January 2021.

X. 2020-2021 Committee Work Plan For Reference

XI. Future Agenda Items

XII. Announcements

The committee members gave an update on their organizations upcoming events.

XIII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 16, 2021

XIV. Adjournment

The Tourism Development Advisory Committee meeting adjourned at 11:10 A.M.