



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**

5/21/2019 - 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, Willis Ghandi, Steve De Felice, Shane Cantrell, Trey Click, Gina Spagnola, Joan Marshall, Ted O'Rourke and Lisa Shaw.

TDAC Members Absent: Claire Reiswerg, Patty Rouse, Leon Garrison, Ken Friesen, Denise Alexander, Barbara Sanderson and Ron Sutula.

Staff Present: Bryan Kunz, Melody Smith, Anna Lopez, Jacquelyn Helton, Kelly De Schaun, Peter Davis and Jaree Fortin.

Guest Present: Roger Reese, Carrie Sumrall and Glen Bulgherini.

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: Ted O'Rourke made a motion to approve April 16, 2019 meeting minutes.

Second: Trey Click second the motion.

Vote: Unanimous (12-0)

VII. Discuss Recommendations To The Park Board Of Trustees Regarding Opportunities To Leverage Port Of Galveston Masterplan For Cruise Tourism (Kelly De Schaun, 30 Minutes)

The Port of Galveston recently engaged Bermello Ajamil & Partners to create a "Master Plan" for the Port. On February 26, 2019 a draft version of the plan was presented. The Port also hosted an open house and feedback sessions to garner comments back from the community about the plan. The Port of Galveston is seeking feedback on the plan and the Park Board of Trustees have asked TDAC to consider recommendations regarding the plan. The Trustees have asked for comments regarding;

- Recommended measurements to evaluate the impact/ success of cruisers,
- Opportunities to leverage cruise investments for existing tourism industry,
- Threats or challenges of cruise tourism to the existing tourism industry,
- Means by which to effectively market to a national market for pre- and post cruises.

TDAC discussed the marketing opportunities and challenges of cruise tourism. It was explained to the committee that this item will be discussed at the next meeting and a draft will be presented to the Park Board of Trustees with the recommended suggestions.

VIII. Consider Programs And Activities Related To Tourism Promotion And Management That The Park Board Of Trustees Should Actively Engage With Vision Galveston On As Part Of The Community Comprehensive Plan (Kelly De Schaun, 20 Minutes)

Vision Galveston is a project that enables the citizens of Galveston to define a vision for its future. They have spent the last several months asking residents what kind of city they want Galveston to be and what we need to do to get there.

This nine-month project is initiated and funded by the Galveston Roundtable of Foundations and led by a representative Steering Committee. Chief Peter Davis sits on the Steering Committee in representation of the Park Board.

Currently, there are 5 strategic areas defined for action;

1. A Historic Walkable Gulf Coast City Embedded in Nature
2. A Knowledge Center for Coastal Resilience Action and Innovation
3. A Great Place to Visit, Because it's a Great Place to Live.
4. A Place Where Residents Can Find Quality Jobs, and Where all Workers Can Find Quality Places to live,
5. A City that is Valued for its Contributions to the Houston Region, the State of Texas and the Nation.

Ms. De Schaun states the feedback received by all committees will be compiled together and presented at a later date. The hope is to give the feedback to Vision Galveston explaining some of the work the Park Board is already involved in and be able to partner with them for future projects.

IX. Monthly Convention & Visitors Bureau (CVB) Reports

Jacquelyn Helton gave an update on Convention & Visitors Bureau sales and marketing goals which are currently doing well. The committee had no questions regarding the Monthly Convention & Visitors Bureau Reports.

X. Future Agenda Items

Birding Group Update

Cruise Ship Discussion

XI. Announcements

The committee members gave updates on their organizations upcoming events.

XII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - June 18, 2019

XIII. Adjournment

The Tourism Development Advisory Committee Meeting was adjourned at 10:38 AM

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