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 not recited due to virtual meeting.

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, Patty Rouse, Willis Ghandi, Robert Gregory, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott, Barbara Sanderson, Joan Marshall, Ron Sutula, Lisa Shaw and James Clark.

TDAC Members Absent: Mike Pistone, Leon Garrison and Ted O'Rourke.

Staff Members Present: Michael Woody, Melody Smith, Bryan Kunz, Jacquelyn Helton and Anna Lopez

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: Trey Click made a motion to approve May 18, 2020 meeting minutes.  
Second: Shane Cantrell second the motion.  
Vote: Unanimous (15-0) Theresa Elliott was not present for the vote.

VII. Update On The NEA Cultural Arts Funding (Joshua Ojeda, 20 Minutes)  
On August 20, 2019 the GAC and the City of Galveston applied for an Our Town Grant from the NEA (National Endowment for the Arts.) This grant was seeking $60,000 toward the creation of a cultural master plan for the Downtown Cultural Arts District.

On April 28, 2020 the Park Board of Trustees approved the matching of funds for the grant.

GAC gave an update on the Cultural Master Plan along with the deliverables and timeline of upcoming projects.

VIII. Discuss And Consider Setting The Value Of The Penny (Kelly De Schaun, 20 Minutes)  
Galveston is leading the state by $30 in revenue. Currently the island is down 10% in occupancy. Summer
continues to look robust. Currently in phase 3 and we will depend on the City to determine the events in the fall. Most members agree that there is a need for people to visit the island due to open space. Michael Woody stated that if the fall events are canceled we will just have to shift to create reason for people to come to the island. Theresa Elliott states that Galveston is positioned to overcome this and the drive market is going to fill the limited service properties. Theresa Elliott agrees with the committee that we should only do a 25% reduction.

Motion: Maureen Patton made a motion to recommend to approve Scenario A reducing the winter by 25%.

Second: Trey Click second the motion

Vote: 15-0 Dave Jacoby abstained

IX. Discuss And Consider Recommendation To The Board Of Trustees For Alternative 4th Of July Celebrations (Michael Woody, 10 Minutes)

Following a decision by the Board to not move forward with a fireworks show for July 4th, 2020, Staff has established some alternatives to consider that will help draw visitors on the island and extend their stay. The committee was presented with a few options to consider.

1. Drive in Movie at Stewart Beach · with rental option. The price will be $14,000

2. Drive in Movie at Stewart Beach · with a screen purchase option. The Price will be $27,455

3. Shift the recommended July 4th Fireworks show to a Labor Day (September 6, 2020) weekend promotion.

Motion: Lisa Shaw made a motion to consider the Drive-In Theater as a need date option and instead explore a city wide engagement initiative to create a star spangled island.

Second: Shane Cantrell second the motion.

Vote: Unanimous (16-0)

X. Discussion Of Upcoming Fall Events (Michael Woody, 10 Minutes)

Following a review with City Officials, we confirmed that consideration for Special Event Permitting was set to resume on July 1st but the City is currently reviewing this. It’s the city’s desire to permit special events should the circumstances (and the state) allow, and the special events department will work closely with event organizers during the permit application process. The City will also work closely with the Park Board/CVB about where the city’s special events permitting processing stands as this moves forward and if guidelines change.

XI. Update On Galveston Cruise Industry (Michael Woody, 10 Minutes)

Beginning March 14, 2020 all Cruise operations out of Galveston were suspended. As a result, over 112 cruise departures have been canceled with the expectation that Disney will resume on July 31 and both Royal Caribbean and Carnival on August 1. Should the Cruise Industry relaunch operations as expected, the suspension will account for a 20 week period of time (nearly 5 month).

The new Royal Caribbean Cruise terminal that was originally to be completed in 2021 in time for the inaugural sailing of the Oasis Class ship out of Galveston in August. That project has been pushed 12 months with a projected 2022 opening. Royal Caribbean now has until April 2021 to fully commit to building the new terminal. An updated completion date is expected to be in the third quarter of 2022.
The Tourism Development Advisory committee meeting adjourned at 11:20 AM.

The Committee members gave an update on their organizations status operations.

2019 relations efforts made by the CVB Team for the month of May 2020.

Michael Woody updated the committee of the activities, destination services, sales, marketing and public relations efforts made. For Tourism Development, some of these included the closing of our Ashton Villa Visitor Center on June 15, 2020. For this first virtual class there were 12 new certified Tourism Ambassador participants.

Starting with Leadership Galveston, we will be offering regular monthly and custom virtual classes on June 15, 2020. For this first virtual class there were 12 new certified ambassadors. In the months ahead we will be adding facilitators for both virtual and live courses, furthering our efforts to continue to grow the number of CTA’s on Galveston Island.

The GICVB contracted with a creative agency to develop post-pandemic advertising assets for summer marketing. Numerous destinations will be targeting Houston and Dallas as their primary markets for summer travel. It was important for Galveston’s creative to address the crisis in a fun, lighthearted way while encouraging visitation.

Current COVID travel research continues to show that beach destinations are the number one driver for summer travel.

The new creative features the beach as well as other amenities that make Galveston a premier summer destination. Melody Smith shared some of the creative work that the agency has completed.

The CTA Program objective is to increase regional tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience. In response to the rapid spread of COVID-19, the Tourism Ambassador Institute® opted to add a virtual environment to the CTA Program. Starting with Leadership Galveston, we will be offering regular monthly and custom virtual classes on June 15, 2020. For this first virtual class there were 12 new certified ambassadors. In the months ahead we will be adding facilitators for both virtual and live courses, furthering our efforts to continue to grow the number of CTA’s on Galveston Island.

As a result of the economic impacts presented by the COVID 19 pandemic, several difficult decisions had to be made. For Tourism Development, some of these included the closing of our Ashton Villa Visitor Center location. The Galveston Regional Chamber of Commerce will be delivering all of our primary Visitor Center services and all efforts will be consolidated to the one location. There will be kiosk installed onboard at the chamber in two weeks which will allow visitors to print their very own experience itineraries.

Michael Woody updated the committee of the activities, destination services, sales, marketing and public relations efforts made by the CVB Team for the month of May 2020.

The committee was presented with a few options to consider.

1. Drive in Movie at Stewart Beach

The new creative features the beach as well as other amenities that make Galveston a premier summer destination. Melody Smith shared some of the creative work that the agency has completed.

1. Shift the recommended July 4th Fireworks show to a Labor Day (September 6, 2020) weekend

1. Drive in Movie at Stewart Beach

The new Royal Caribbean Cruise terminal that was originally to be completed in 2021 in time for the suspension will account for a 20 week period of time (nearly 5 month).

Beginning March 14, 2020 all Cruise operations out of Galveston were suspended. As a result, over 112 events will be canceled. For this, the city is looking at $32 million in lost revenue. It will delay the city’s desire to permit special events.

Following a review with City Officials, we confirmed that consideration for Special Event Permitting was set to resume on July 1st but the City is currently reviewing this. It should only do a 25% reduction of the economic loss.

Galveston is leading the state by $30 in revenue. Currently the island is down 10% in occupancy. Summer projects.

On April 28, 2020 the Park Board of Trustees approved the matching of funds for the grant.

On August 20, 2019 the GAC and the City of Galveston applied for an Our Town Grant from the NEA for the Downtown Cultural Arts District.

Update On The NEA Cultural Arts Funding (Joshua Ojeda, 20 Minutes)

Second: Shane Cantrell second the motion

Discuss And Consider Approval Of Meeting Minutes

There were no requests made to address the committee.

Requests To Address The Committee

There were no conflict of interests declared.

Conflict Of Interest Declarations

There were no conflict of interests declared.

Staff Members Present: Michael Woody, Melody Smith, Bryan Kunz, Jacquelyn Helton and Anna Lopez

Ghandi, Robert Gregory, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott, Barbara Sanderson, Joan Marshall, Ron Sutula, Lisa Shaw and James Clark.

The roll was called, a majority of the members were present and a quorum was declared.

Roll Call And Declaration Of A Quorum

The pledge was not recited due to virtual meeting.

Pledge Of Allegiance

Call Meeting To Order

XII. Recap Of 2019 Fall Flounder Classic (Bryan Kunz, 10 Minutes)

Galveston Professional Boatmen’s Association presented a recap of the 2019 Galveston Fall Flounder Classic. The Fall Flounder Classic was held in 2019 and was a success.

XIII. Recap Of 2019 Galveston Fishing Rodeo (Bryan Kunz, 10 Minutes)

Galveston Professional Boatmen’s Association presented a recap of the 2019 Galveston Fishing Rodeo.

XIV. Present 2020 Creative Messaging/ Strategy Project Launch (Melody Smith, 30 Minutes)

The GICVB contracted with a creative agency to develop post-pandemic advertising assets for summer marketing. Numerous destinations will be targeting Houston and Dallas as their primary markets for summer travel. It was important for Galveston’s creative to address the crisis in a fun, lighthearted way while encouraging visitation.

Current COVID travel research continues to show that beach destinations are the number one driver for summer travel.

The new creative features the beach as well as other amenities that make Galveston a premier summer destination. Melody Smith shared some of the creative work that the agency has completed.

XV. Overview Of The New Certified Tourism Ambassador Virtual Course (Jacquelyn Helton, 10 Minutes)

The CTA Program objective is to increase regional tourism by inspiring front-line hospitality employees and volunteers to turn every visitor encounter into a positive experience. In response to the rapid spread of COVID-19, the Tourism Ambassador Institute® opted to add a virtual environment to the CTA Program. Starting with Leadership Galveston, we will be offering regular monthly and custom virtual classes on June 15, 2020. For this first virtual class there were 12 new certified ambassadors. In the months ahead we will be adding facilitators for both virtual and live courses, furthering our efforts to continue to grow the number of CTA’s on Galveston Island.

XVI. Update On New Visitor Information Center Operations At The Chamber Of Commerce (Jacquelyn Helton, 10 Minutes)

As a result of the economic impacts presented by the COVID 19 pandemic, several difficult decisions had to be made. For Tourism Development, some of these included the closing of our Ashton Villa Visitor Center location. The Galveston Regional Chamber of Commerce will be delivering all of our primary Visitor Center services and all efforts will be consolidated to the one location. There will be kiosk installed onboard at the chamber in two weeks which will allow visitors to print their very own experience itineraries.

XVII. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody updated the committee of the activities, destination services, sales, marketing and public relations efforts made by the CVB Team for the month of May 2020.

XVIII. 2019-2020 Committee Work Plan

XIX. Future Agenda Items

Galveston.com Partnership Invision - (Kelly De Schaun)

XX. Announcements

The Committee members gave an update on their organizations status operations.

XXI. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - July 21, 2020

XXII. Adjournment

The Tourism Development Advisory committee meeting adjourned at 11:20 AM