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, Dave Jacoby, Jan Collier, Mike Pistone, Patty Rouse, Willis Ghandi, Leon Garrison, Robert Gregory, Denise Alexander, Trey Click, Theresa Elliott, Barbara Sanderson, Joan Marshall, Ron Sutula, Ted O'Rourke, Lisa Shaw and James Clark.

   TDAC Members Absent: Mike Pistone, Robert Gregory, Shane Cantrell, Trey Click, Ted O'Rourke,

   Staff Members Present: Michael Woody, Melody Smith, Bryan Kunz, Jacquelyn Helton, Caitlin Carnes, Ciara Basile, Dottie Bossley, Nataly Paul, Sarah Reimer and Anna Lopez.

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 June 16, 2020 meeting minutes.

   Second: Trey Click second the motion.

   Vote: Unanimous

VI. Update On Group Meetings Pace (Bryan Kunz, 10 Minutes)
   Bryan Kunz updated the committee on the status of group business bookings as they relate to the COVID-19 pandemic. Mr. Kunz discussed that there are 83 events that were scheduled between the months of March and September and 37% postponed, 52% canceled and 9% are still definite. There are groups that still want to meet in the future which is great for Galveston. Across the country there are no events happening during this pandemic.

VII. Update On Drive-In Movie And Star Spangled Island (Michael Woody, 10 Minutes)

   Michael Woody explained to the committee what was activated by staff during the 4th of July Weekend and future plans to include a Drive in Movie at Stewart Beach.

   July 4th through Labor Day weekend staff activated the "star Spangled Island" initiative by placing
decorations through downtown, Broadway and on 61st street. These decorations will remain until the Labor Day Weekend.

August 29, 2020 there will be a Drive In Movie at Stewart Beach. This date was identified as a need date which is the weekend prior to a holiday. There will be two show times that will accommodate 150-200 vehicles. One show will begin at 8:00 P.M. and the next will follow at 10:30 PM with a cost of $15 per vehicle. Late Show will be Rocky Horror Picture and the earlier show maybe Goonies, The Sandlot or Grease. This will be posted on Facebook for a movie vote.

VIII. Discuss And Consider Special Event Incubator Funding For 2020 Galveston Fishing Rodeo (Bryan Kunz , 10 Minutes)

Bryan Kunz introduced Dan Cobb with the Galveston Fishing Rodeo. They have applied to receive incubator funding for their month long event. This event is designed to encourage and grow charter fishing trips in the Galveston area. There are multiple activities planned throughout the event with an expected attendance of 1075. Previously the event generated 832 participants and 579 lodging rooms nights.

Following a successful 2018-2019 events, staff believes this event will continue to grow and they are recommending approval of up to $10,000 to support the 2020 Galveston Fishing Rodeo.

Motion: Theresa Elliott made a motion to approve the staff recommendation of up to 10K in funding.

Second: Lisa Shaw second the motion

Vote: Unanimous

IX. Discuss And Consider Special Event Incubator Funding For 2020 Galveston Balloon Roundup (Bryan Kunz, 10 Minutes)

Bryan Kunz stated that this event has applied to receive incubator funding for their three-month long event. This event is designed as a competition to collect marine debris. There are multiple activities planned throughout the event with an expected participation of 450 and 215 lodging rooms nights.

In 2018, fishing and outdoor recreation were identified as areas of focus for Galveston Tourism. Staff believes this event provides an opportunity to further Galveston’s awareness as an conservation-minded destination. Staff recommends approval of up to $4,054 in funds for this event.

Motion: Trey Click moved to approve

Second: Maureen Patton second the motion

Vote: Unanimous

X. Visitor Center Digital Kiosk Demonstration (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton presented the Visitor Center Digital Kiosk which will be launched at the Visitor Center inside the Galveston Chamber of Commerce. the second launch will be added to the Mobile Visitor Center VIci in the next budget year. this kiosk will allow visitors to plan their trip digitally or print. The guest can also send the personalized itinerary to their mobile device or share with travel companions.

XI. Present COVID Marketing Strategies And Results (MBUY, 20 Minutes)

Melody Smith introduced MBuy’s Katie Stadius and Susan Shakman-Elvira who presented on how Galveston is doing during the pandemic.

When travel halted in March and April, the Galveston CVB pivoted its planned media spend from a branded campaign into a re-entry strategy to bring back tourism for the summer season. Strategy included
messaging to restore confidence that Galveston is a safe destination, provide updates on openings and inspire visitation while travel confidence improves.

Target markets initially focused on short haul and expanded to long haul markets by June.

Key strategies include what channels should be considered to attract potential travelers and how to find potential travelers. Performance will be looked at related to market, creative and platform.

COVID travel research continues to show beach destinations as one of the key drivers for summer travel.

XII. Monthly Convention & Visitors Bureau (CVB) Reports
Michael Woody updated the committee of the activities the CVB team made for the month of June 2020.

XIII. Future Agenda Items

Discussion Fall Festivals and Decision from the City - Maureen Patton
Galveston.com Status Update - Theresa Elliott

XIV. Announcements

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

Ron Sutula has resigned from Schlitterbahn and regretfully has to resign from TDAC.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - August 18, 2020

XVI. Adjournment
The Tourism Development Advisory Committee meeting adjourned at 10:48 A.M.