



**Park Board of Trustees of the City of Galveston
601 Tremont Street, Galveston, Texas 77550**

7/23/2019 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:31 p.m.

II. Swearing In And Seating Of Appointed Trustees: David Collins, Marty Fluke And Dave Jacoby (Carla Cotropia, 5 Minutes)

The Oath of Office was administered to the new Board of Trustees members Marty Fluke, Dave Jacoby and David Collins by Carla Cotropia.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees Present: Jan Collier, David Collins, Steven Creitz (via Video Conference), Marty Fluke, Dave Jacoby, Maureen Patton, Spencer Priest, Will Wright and Jason Worthen.

Staff Present: Kelly de Schaun, Michael Moser, Peter Davis, Antoinette Lynch, Jesse Ojeda, Sheryl Rozier, Mike True, Dan Gundrum, Jaree Fortin, Schel Heydenburg, Reuben Trevino, Adam Bresneham and Carla Cotropia, Legal Counsel.

IV. Pledge Of Allegiance

The pledge was recited by those present.

V. Election Of Park Board Officers

Motion: Will Wright motioned to approve the following as officers: Spencer Priest, Chair, Jan Collier, Vice-Chair and Maureen Patton Secretary/Treasurer.

Second: David Collins seconded.

Vote: Approved (9-0).

VI. Recognition Of Outgoing Trustees (Spencer Priest, 5 Minutes)

Outgoing Trustees Craig Brown and Victor Viser were recognized. Each were given a signed photograph from the Park Board staff thanking them for their service and dedication.

VII. Conflict Of Interest Declarations

No conflicts were declared.

VIII. Requests To Address The Board

There were no requests to address the Board.

- IX. Discuss And Consider The Approval Of Appointments By The Chair Of Board Members To The Following Park Board Committees And The Chairs Of Those Committees (Chair, 10 Minutes)

Motion: Spencer Priest motioned to make the following committee appointments:

- Beach Maintenance Advisory Committee (BMAC) - Jason Worthen, Chair and Marty Fluke, Vice-Chair
- East End Lagoon Advisory Committee (EELAC) - Steven Creitz, Chair and Jeri Kinnear, Vice-Chair
- Finance and Operations Committee (FOC) - Maureen Patton, Chair, Marty Fluke, Vice-Chair, Dave Jacoby, Jan Collier and Will Wright
- Parks and Amenities Committee (PAC) - Steven Creitz, Chair and Jason Worthen, Vice-Chair
- Tourism Development Advisory Committee (TDAC) - Will Wright, Chair, Maureen Patton, Vice-Chair, Dave Jacoby and Jan Collier

Second: Maureen Patton seconded.

Vote: Approved (9-0)

- X. Discuss And Consider Appointment Of Robert Gregory To The Tourism Development Advisory Committee To Fill Open Galveston Hotel And Lodging Association Position (Chair, 5 Minutes)

Motion: Spencer Priest motioned to approve the appointment of Robert Gregory to TDAC to fill the open Galveston Hotel and Lodging Association position.

Second: Jan Collier seconded.

Vote: Approved (9-0)

- XI. Trip Advisor Recognition - R.A. Apffel Park

Mike True reported that Trip Advisor has recognized R.A. Apffel Park, (East Beach), with a Certificate of Excellence. Mr. True explained that the park has a rating of 4 out of 5 stars based on the over 190 reviews on the website. He also that the park is ranked 19th in the list of the 69 things to do in Galveston according to the site.

- XII. Operations

- A. Discuss And Consider A Dynamic Pricing Model For Dellanera RV Resort (Adam Bresnehan, 15 Minutes)

Dan Gundrum and Adam Bresneham presented to the Trustees the plan for a dynamic pricing model which they believe will allow Dellanera RV park to be competitive in the market while maximizing the value for the customer. An example shared would be the offering of lower rates to the Winter Texans for September as an enticement to come earlier. Mr. Bresneham shared the higher revenue expectations with the flexibility of the rate management driven by supply and demand.

Motion: Maureen Patton motioned to approve the Dynamic Pricing Model for Dellanera RV Park.

Second: Will Wright seconded.

Vote: Approved (9-0)

- B. Presentation Of Park Board Of Trustees 2019 Hurricane And Tidal Threat Plan (Peter Davis, 10

Minutes)

Chief Peter Davis reviewed the Park Board 2019 Hurricane and Tidal Threat Plan. He shared that the plan has been shared with and reviewed by the City and adjusted as needed to make sure that it is in sync with their plan.

XIII. Tourism Development

- A. Discuss And Consider Approval Of Recommendation To Conduct Resident Sentiment Survey And Accommodation Study (Kelly De Schaun, 15 Minutes)

Kelly de Schaun reported that she, along with Galveston City Manager, Brian Maxwell and Keath Jacoby, Project Director of Vision Galveston worked together to bring this item forward. She shared that several of the comments at the recent State of the City meeting were about tourism and while they were mostly positive, there were some concerns such as traffic. Mrs. de Schaun stated that Longwoods International started doing destination surveys to understand the pressure points in a community because of tourism. She shared that the idea would be for Longwoods to conduct the resident sentiment study with Vision Galveston drilling down on the results and facilitating dialogue based on the results. In addition, the need to understand the market also exists. She stated that some items being discussed include full service hotel development, the future of short term rentals and the growth of limited service hotels. With this in mind, Mrs. de Schaun and Mr. Maxwell would work with JLL to conduct a market study. David Holder with JLL presented the process detail on the studies and how they will work together. Mr. Maxwell shared that he believes this will assist with doing a better job of explaining the benefits of tourism to the island as well as answer the question "are we marketing to the people that best fit the community?"

Motion: Will Wright motioned to approve conducting the Resident Sentiment Survey and Accommodation study.

Second: Maureen Patton seconded.

Vote: Approved (9-0)

XIV. Administration

- A. Discuss And Consider Approval Of Grant Application Submission To The National Endowment Of The Arts (Kelly De Schaun/Antoinette Lynch, 15 Minutes)

Antoinette Lynch gave a presentation on the importance of cultural planning for Galveston. She shared with the trustees how cities like Austin and Dallas have used their cultural master plan and how it could be used in here. She reviewed the proposal for the master planning process which includes the creation of a steering committee, city wide dialogue events, stakeholder meetings, surveys, and the establishment of a cultural identity. Kelly de Schaun shared that the interest in the culture are about marketing and that Galveston needs to cultivate something other than the beaches. Mrs. de Schaun gave an overview of the steps to be taken which starts with a conversation about who Galveston is and what the arts, culture and history mean to Galveston. She shared that during her meeting with the NEA, she was encouraged by them to apply for the Our Town grant. Mrs. de Schaun asked the Board for approval to submit the grant application to the NEA as well as to budget \$100,000 for the match to the grant. She also shared that if the grant is not awarded, there are other opportunities to use this \$100,000 to do something on a smaller scale such as endow the downtown cultural arts district to help them potentially receive future funding from the Texas Commission on the Arts. She reminded the Board that either way, staff would have to come back and get approval from the Board to spend this money since policy dictates anything over \$10,000 must be approved by the Board prior to being spent.

Motion: Jan Collier motioned to approve submitting the application to the NEA for the Our Town grant and to put \$100,000 in the 2019-2020 budget.

Second: Will Wright seconded.

Vote: Approved (8-0, Fluke abstained).

B. Discuss City Of Galveston Audit First Report (Mike Moser, 10 Minutes)

Michael Moser reviewed the report from the City auditor detailing his findings on the request to audit the Convention and Visitor's Bureau compensation plan after a complaint was made to the City Manager. Mr. Moser shared that there were no errors or irregularities found by the auditor but he did recommend a formal policy be written on cancelations. He stated that the Park Board agrees with this and will draft a policy. Maureen Patton noted that the auditor's report states that this was the report for complaint one of two and asked what the second complaint was. Spencer Priest indicated that the City has not given the Park Board any details on this.

XV. Executive Session

The meeting entered Executive Session at 3:23 p.m.

A. Pursuant To Texas Government Code Section 551-071 - Consultation With Attorney On Legal Issues In Connection With A Proposed Interlocal Agreement

B. Pursuant To Texas Government Code Section 551.071 - Consultation With Attorney On Legal Issues In Connection With Third Party Use Of U.S. Army Corps Of Engineers Beach Maintenance Permit SWG-2014-00448

XVI. Action Item (S) Resulting From Executive Session

The Open Meeting resumed at 4:49 p.m.

A. Discuss And Consider Action For Any Executive Session Item Listed On The Meeting Agenda

Spencer Priest reported that there is no action to be taken on item XV-A. He also reported that the trustees have instructed Legal Counsel to shore up the contract language for item XV-B.

XVII. Presentation Of The Leroy Columbo Public Safety Award (Peter Davis, 5 Minutes)

Peter Davis presented the Jamaica Beach Fire and Rescue Department with the first Leroy Columbo Award. Chief Davis shared that this department is a fully volunteer staffed department who do an amazing job and are great partners on the island.

XVIII. Consent

Motion: Maureen Patton motioned to approve the Consent agenda items.

Second: Jan Collier seconded.

Vote: Approved (9-0)

A. Discuss And Consider Approval Of Meeting Minutes

B. Discuss And Consider Approval Of Tourism Development Expenditures

C. Discuss And Consider A Proposal From Easterwood Architects Studio For Design Development And Limited Construction Administration For A New Structure At 2507 Postoffice (Sheryl Rozier)

D. Discuss And Consider Reimbursements To The City Of Galveston For Annual And Post Storm Survey Work For Galveston's Beaches (Sheryl Rozier)

E. Discuss And Consider Approval Of Budgeted 2018-2019 Vehicle Purchases (Reuben Trevino)

F. Discuss And Consider Approval Of Use Of Parking Lot From Thursday, October 24 To Sunday, October

27, 2019 By First Lutheran Church For Oktoberfest (Kelly De Schaun)

XIX. Future Agenda Items

- Committee member community appointments
- 2019-2020 Budget

XX. Announcements

XXI. Adjournment

The meeting was adjourned at 5:01 p.m.

Schel Heydenburg
Board Reporter

Maureen M. Patton
Board Secretary