



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

8/27/2019 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:35 p.m.

II. Pledge Of Allegiance

The Pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum declared.

Trustees Present: Spencer Priest, Jan Collier, Maureen Patton, David Collins, Steven Creitz, Marty Fluke, Dave Jacoby and Jason Worthen.

Trustees Absent: Will Wright.

Staff Present: Kelly de Schaun, Kimberly Danesi, Reuben Trevino, Peter Davis, Sheryl Rozier, Dan Gundrum, Ulises Zamudio, Larry Jackson, Schel Heydenburg and Carla Cotropia, Legal Counsel.

Former Trustee John Zendt was recognized for his many years of service to the Park Board.

IV. Conflict Of Interest Declarations

No conflicts were declared.

V. Requests To Address The Board

There were no requests to address the Board.

VI. Recognition Of Attorney John Campbell For Donation Of 25 Palm Trees At Stewart Beach (Dan Gundrum, 5 Minutes)

The Board recognized and thanked John Campbell with the Galveston Foundation for the donation of 25 palm trees for the Stewart Beach entrance and all of his assistance with getting them planted.

VII. Introduction Of Galveston Naval Museum Executive Director, Ann Hobing (Kelly De Schaun, 5 Minutes)

Spencer Priest introduced the new Executive Director of the Galveston Naval Museum, Ann Hobing.

VIII. State Advocacy Update (Ryan Brannan, 15 Minutes)

Kelly de Schaun introduced Ryan Brannan and shared how he made an impression this past legislative session. Mr. Brannan gave an update on his activities on behalf of the Park Board during the legislative session. He gave a short overview of how the legislative session works in Texas and that of the over 7,000 bills introduced, only 1,429 or about 20% passed. Mr. Brannan shared that of the 8 agenda items previously approved by the Board for him to address, five of these were legislative and of these, four had positive results for Galveston including full funding for Texas Tourism and dedicated funding for the Texas General

Land Office CEPRA program for the 14 coastal communities. He also stated that he has been asked to work with the General Land Office on their agenda for the next session.

IX. Operations

A. Update On Babe's Beach Nourishment Project (Sheryl Rozier, 5 Minutes)

Sheryl Rozier gave an update on the nourishment project at Babe's Beach. She shared that there has been a delay due to a dredge problem but that they are anticipating a start on August 31, 2019.

B. Present And Discuss Seawolf Park (Kelly De Schaun, 15 Minutes)

Spencer Priest thanked David Collins for his assistance on the interlocal agreement and shared that Seawolf Park is one of the last items still be negotiated. Kelly de Schaun reviewed the packet of information on Seawolf Park that was recently developed and given to City Council so that the Trustees would have the same information prior to the joint meeting scheduled for September 12, 2019.

C. Discuss And Consider Free Parking At Seawolf Park For Galveston Residents As Recommended By The Parks And Amenities Committee (Dan Gundrum, 10 Minutes)

Dan Gundrum reviewed for the Board the recommendation from the Parks and Amenities Committee on free parking at Seawolf Park for City of Galveston residents with proof of residency. Kelly de Schaun shared that this had been discussed previously and now that the major projects are coming to an end, this is a good time to implement this program.

Motion: Marty Fluke motioned to approve free parking at Seawolf Park for Galveston residents.

Second: Maureen Patton seconded.

Vote: Approved (8-0)

X. Tourism Development

A. Discuss And Consider Funding For 2019 TSAE New Ideas Conference (Michael Woody, 10 Minutes)

Jacquelyn Helton shared with the Board that Galveston previously hosted the TSAE conference in 2013 and at that time, partnered with Landry's. She explained that this year's conference is being held at Moody Gardens and when the bid was done in 2017 it was based on the funding with the Landry's partnership. Mrs. Helton shared that the Convention and Visitor's Bureau will be hosting the group at Pier 19 with a reception at Katie's Seafood and will be showcasing twenty partners as part of the authentic Galveston experience for the attendees, of which over 60% are meeting planners.

Kelly de Schaun explained that a majority of the convention business in Galveston is associations and that this group is the Association of Associations. She asked Jacquelyn to come back to the Board in four to six months and report on the business generated from this event.

Motion: Marty Fluke motioned to approve the funding for the 2019 TSAE Conference.

Second: Steven Creitz seconded.

Vote: Approved (8-0).

B. Discuss And Consider Funding To Host 2022 TTIA Texas Travel Summit (Michael Woody, 10 Minutes)

Melody Smith gave an overview of the Travel Summit and shared that TTIA is currently accepting bids to host the 2022 event. She reviewed the requirements to host and explained that the funding being

requested would be used in conjunction with other partners should Galveston be selected to host.

Motion: Maureen Patton motioned to approve funding of up to \$25,000 to host the TTIA Travel Summit.

Second: David Collins seconded.

Vote: Approved (8-0).

- C. Update On Galveston.com Task Force To Address Future Opportunities With Galveston.com (Michael Woody, 10 Minutes)

Melody Smith gave a brief background on the relationship with Galveston.com and the previous creation of the task force which was comprised of three Trustees: Jan Collier, Will Wright and Victor Viser. Ms. Smith shared that the task force was put on hold until the new Chief Tourism Officer was in place and that Dave Jacoby has been asked to join the group in place of Victor Viser who is no longer on the Board. She explained that the mission of the group will be to articulate the presence Galveston should have on the web and recommend to the Tourism Development Advisory Committee and the Board of Trustees future investments in technology and the structure for potential strategic relationships.

XI. Administration

- A. Discuss And Consider Park Board Of Trustees Advisory Committee Appointments (Spencer Priest, 10 Minutes)

Spencer Priest thanked everyone for their work on the committees. Marty Fluke requested that the committee appointments be discussed and voted on per committee instead of as a whole. He shared concern over some of the term dates for members of the Beach Maintenance Advisory Committee, (BMAC), and believed that these were not in alignment with the Bylaws. Kelly de Schaun shared that the term in question was adjusted for the newly created position in 2018 to be in alignment with the odd year expiration and that, as done in the past, instead of the first term only being one year, it was three years. Mr Fluke did not agree that this was the correct process per the Bylaws. He also shared that he was unaware that one of the members was being moved to another position on the committee. Mrs. de Schaun explained that the move was made at the request of the Galveston Hotel Lodging Association for their position on this committee since their previous appointment was no longer available to serve and that this had been communicated previously. After much discussion, the BMAC appointments were put on hold until the next meeting to allow for further review and discussion.

Motion: Steven Creitz motioned to approve the committee appointments for the East End Lagoon Advisory Committee: Julie Ann Brown, Alice Anne O'Donnell, Peter Moore, Len Waterworth and Lauren Scott.

Second: Maureen Patton seconded.

Vote: Approved (8-0)

Motion: Maureen Patton motioned to approve the committee appointments for the Parks and Amenities Committee: Marlo Landreth, Mary Branum, Joe Zdunek and Ann Hobing.

Second: Steven Creitz seconded.

Vote: Approved (8-0)

Motion: Marty Fluke motioned to approve the committee appointments for the Tourism Development Advisory Committee: Willis Ghandi, Shane Cantrell, Ron Sutula, Ted O'Rourke, Lisa Shaw, Sergio Ortiz and Theresa Elliott.

Second: Jan Collier seconded.

Vote: Approved (8-0).

B. Presentation Of Downtown Cultural Arts District Project Proposal Submitted For The National Endowment Of The Arts Our Town Grant (Kelly De Schaun, 10 Minutes)

Kelly de Shaun shared that the application for the NEA Our Town grant has been submitted and she thanked David Collins for his hard work on the application and his assistance in getting the necessary support letter from the Mayor. She explained that the committee working on this consisted of herself, Lisa Shaw, Executive Director of the Galveston Arts Center, Trey Click with the Downtown Partnership, David Collins, Joyce McClean, President of the Board of the Galveston Arts Center and Tim Tietjens with the City of Galveston. Mrs. de Schaun explained that this group worked with consultant Lynn Osgood and Andy Seth, who wrote the grant application. She explained that the grant asked for funding for a master plan for the Downtown Cultural Arts District and shared that the Park Board has committed \$100,000 over an 18-month period with an ask of \$60,000 from the NEA. Mrs. de Schaun reviewed that the Park Board funding would cover \$50,000 for the master plan, \$40,000 for a Project Manager through the Galveston Arts Center and \$10,000 for activation of downtown events and reported that the grant awards would be announced in April with funding available in June 2020.

C. Discuss And Consider Merit Increases And Incentive Programs (Kimberly Danesi, 10 Minutes)

Kimberly Danesi shared that this information was approved by the Finance and Operations Committee before bring to the Board.

For the Merit increase, Mrs. Danesi shared that in the proposed 2019-2020 budget, 4% has been put in salary contingency and that staff would like to propose a 2.5% merit increase with the other 1.5% to be used for adjustments that may be needed based on the results of the compensation study currently being done in conjunction with the City of Galveston and the Port of Galveston.

Mrs. Danesi then reviewed the request for an incentive program for the Park Managers. She explained that the Sales Staff in the Convention and Visitor's Bureau are currently on an incentive program based on quantitative goals and that staff is recommending to create a program for the Park Managers and Assistant Managers due to their responsibility for driving the revenue at the parks. Mrs. Danesi explained that the program would be based on meeting specific quantitative measurements that drive this revenue.

Mrs. Danesi also asked the Board for approval to perform a compensation review for the Executive Director and Controller to ensure that they are in alignment with the Market. She explained that during the recruitment process for the new Chief Tourism Officer, it became apparent that the compensation previously afforded to that role was undervalued and the original compensation planned had to be adjusted in order to fill this position. Mrs. Danesi stated that this created an issue of compression with the Executive Staff and needs to be examined.

Motion: Maureen Patton motioned to approve the 2.5% Merit Increase and the 1.5% Contingency for compensation adjustments as needed based on the compensation study.

Second: Dave Jacoby seconded.

Vote: Approved (8-0)

Motion: Maureen Patton motioned to approve the incentive program for the Park Managers and Assistant Managers.

Second: Marty Fluke seconded.

Vote: Approved (8-0).

Motion: Maureen Patton motioned to approve the Executive Staff compensation review.

Second: Dave Jacoby seconded.

Vote: Approved (8-0).

- D. Review Of First Draft Of 2019-2020 Park Board Of Trustees Operating Budget (Kelly De Schaun, 20 Minutes)

Kelly de Schaun shared with the Board that the Finance and Operations Committee has reviewed the budget and that the Board would vote on final approval on September 17, 2019. Mrs. de Schaun explained how the budget was comprised and reviewed the layout. She then gave a presentation on the overall projected revenue and expenses and stated that the department manager's would be reviewing their individual budgets in detail on the 17th prior to the Board vote.

XII. Consent

Motion: David Collins motioned to approve the Consent Agenda.

Second: Marty Fluke seconded.

Vote: Approved (8-0).

- A. Discuss And Consider Approval Of Meeting Minutes
- B. Discuss And Consider Approval Of May 2019 Unaudited Financial Statements (Kelly De Schaun)
- C. Discuss And Consider The Selection Of A Qualified Certified Public Accountant To Perform External Audit Services On Financial Statements Of The Park Board Of Trustees (Kelly De Schaun)
- D. Discuss And Consider Approval To Purchase One (1) Jet Ski Compatible Boat (Peter Davis)
- E. Discuss And Consider The Award Of Bid To Immaculate Painting And Construction, LLC For Pavilion Painting Project At Dellanera RV Park (Adam Bresnehan)

XIII. Future Agenda Items

- BMAC Committee Appointments
- Approval of the 2019-2020 Operating Budget

XIV. Announcements

XV. Adjournment

The meeting was adjourned at 4:27 p.m.

Schel Heydenburg
Board Reporter

Maureen M. Patton
Board Secretary