I. Call Meeting To Order
The Tourism Development Advisory Committee meeting was called to order at 9:02 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, Joan Marshall, Willis Ghandi, Leon Garrison, James Clark, Denise Alexander, Shane Cantrell, Theresa Elliott, Trey Click, and Barbara Sanderson.

TDAC Members Absent: Mike PiSTONE, Patty Rouse and Lisa Shaw.

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 July 21, 2020 meeting minutes.
Second: Trey Click second the motion.
Vote: Unanimous

Motion: Maureen Patton made a motion to approve August 18, 2020 meeting minutes.
Second: Barbara Sanderson second the motion.
Abstained: James Clark

Vote: Unanimous

VI. Discuss Recognition Of Dottie Bossley (Michael Woody, 5 Minutes)
Michael Woody recognized Dottie Bossley who recently received her CDME certification.

VII. Discuss Brand Messaging Campaign (Michael Woody, 10 Minutes)

The Convention and Visitors Bureau's search for a Creative Agency was through a sealed bid process with the intent to identify the strongest creative talent, seeking to find a team that was not only innovative but had the drive and desire to understand our goals and objectives, our island culture, and the various market segments that we were going after. They would also be dedicated to diving into the data and research to support the design choices and create messaging that would ultimately drive visitation to the island. We wanted a firm who had deep knowledge of the travel and tourism space with a strong client list and proven
success. We also wanted an agency who valued the partnership and offered added value outside of the identified scope of work.

BCF was the agency that was selected by the committee which included two Board members and two marketing/creative leaders in the community, unanimously chose this creative team out of a pool of 19 applicants, primarily due to the team’s presentation, pitch concepts, previous work samples, and the results their campaigns achieved.

Unfortunately, due to the downturn in the global economy, BCF had to close their doors. As a result, the Brand Messaging Campaign has been placed on hold. The selection committee will be reevaluating the initiative and developing new project scope and deliverables, bringing it back to the Board later next year for consideration. Following approval, a new RFP process will be initiated, and a new firm selected.

VIII. Discuss Convention And Visitors Bureau Organizational Chart Pre And Post COVID (Michael Woody, 10 Minutes)
At the request of the committee, staff was asked to present Organizational Charts for the Convention and Visitors Bureau both pre and post COVID to help illustrate the changes in staffing levels. Following permanent layoffs, the size of the department was reduced by six (6) positions, 1 in Marketing/Communications and 5 in Destination Services. These positions included the Public Relations Manager, Destination Services Manager, Visitor Information Center (VIC) Supervisor, Full-Time VIC Specialist and 2 Part-Time Vic Specialists.

IX. Discuss VisitGalveston.com Build And Timeline (Michael Woody, 15 Minutes)
Staff has identified Tempest, to build, host, and support the VisitGalveston.com website. Tempest currently provides the Park Board with the IDSS CRM platform and is a leader in on-line product development, website construction and optimization for destinations nationwide. As part of the website build, Tempest will integrate our CRM and CMS platforms, deliver the best in market content publishing software with regular technology updates, hosting, content development, training, quality assurance and testing prior to the site going live at the end of April 2021.

The timeline was shared with the committee.

Staff will be recommending to the Board, approval of funding for the development, training, quality assurance, testing, and subscription of VisitGalveston.com in the amount of $112,150. This includes one payment in the current budget year for the initial build start of $51,225 and the balance $61,925 in the 2020-2021 budget year.

XI. Discuss Media Plan For 2020-2021 Budget Year (Melody Smith, 15 Minutes)
Over the past year, we have all seen an overwhelming amount of change to the travel industry, specifically due to the COVID-19 pandemic. As travel has started to recover, consumers are much more conscious of where and when they are traveling. Industry research continues to show favorability to staycations and destination that offers outdoor activities with plenty of space to social distance.

These major changes have dictated a shift in media strategy from brand awareness to educating audiences within driving distance and converting them to visitors to the Island. The CVB in partnership with our media buyers will continue to maintain awareness in key markets, however the focus of our FY21 media plan will feature tactics with proven success that will push on-site engagement and optimize bookings.

Over the past two years, working with a media buyer has helped the CVB develop a more effective and efficient media

There will be a focus on reaching meeting planners through behavioral targeting and key industry websites. Social media continues to be a proven tactic and print has been reduced to a minimum plan. In addition to offering a team of specialists in each media channel, their proprietary software offers a real-time dashboard that integrates and analyzes data across all channels to determine the value
and ability to pivot and optimize continuously. This last function is vitally important in this ever-changing environment.

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

XII. 2019-2020 Committee Work Plan

XIII. Future Agenda Items

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

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - October 20, 2020

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