



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

10/22/2019 - Minutes

I. Call Meeting To Order

The meeting was called to order at 1:32 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 (1:39 p.m.), David Collins, Steven Creitz, Marty Fluke, Dave Jacoby (via Video Conference), Jason Worthen and Will Wright.

Staff Present: Kelly de Schaun, Michael Moser, Kimberly Danesi, Sheryl Rozier, Schel Heydenburg, Dan Gundrum, Jacquelyn Helton, Melody Smith, Peter Davis and Carla Cotropia, Legal Counsel.

IV. Conflict Of Interest Declarations

There were no conflicts declared.

V. Requests To Address The Board

Lloyd Martin addressed the Board regarding the flooding in front of his property (Grand Beach) due to the berms that he believes prevents the water from draining. He also requested that the trash barrels be attached to posts to prevent them from being tipped over.

VI. Presentation Of Appreciation To Jeri Kinnear For Her Service On The East End Lagoon Advisory Committee (Spencer Priest)

Spencer Priest announced that Jeri Kinnear has resigned from the East End Advisory Committee (EELAC) and recognized her for the many years of service to the Park Board. Ms. Kinnear thanked the Board and asked that they re-think the idea of the East End Lagoon and Apffel Park being one area but without big event venues which she believes will harm the natural environment.

VII. Parks

A. Update On Galveston Naval Museum Admissions Program (Ann Hobing, 5 Minutes)

Ann Hobing shared that the museum periodically reviews their admissions program and this year the decision was made to change both the structure of admission and the pricing. Spencer Priest shared that the Cavalla Historical Foundation, which manages the museum, approved these changes at the last Board meeting. Kelly de Schaun reported that approval from the Park Board is not required and that the changes were implemented at the same time that free parking for Galveston residents went into affect.

- B. Discuss And Consider Board Mandated Task Force To Review And Make Recommendations On Stewart Beach Pavilion (Kelly De Schaun, 10 Minutes)

Kelly de Schaun reported that based on the recent conversations with the City regarding Stewart Beach, it is being recommended that a task force be created to work on this project with the goal of making recommendations on a plan to move forward. She reviewed the potential task list and suggested that Dave Jacoby chair this committee with Marty Fluke and David Collins as members. Jan Collier recommended Jason Worthen also be on this task force and he accepted.

Motion: Maureen Patton motioned to approve the creation of the Stewart Beach Task Force comprised of Dave Jacoby as chair, Marty Fluke, David Collins and Jason Worthen.

Second: David Collins seconded.

Vote: Approved (9-0).

### VIII. Tourism Development

- A. Presentation Of 2019 Marketing Data, Trends And Points Of Interest By Arrivalist (Matt Clement, 15 Minutes)

Matt Clement with Arrivalist gave a presentation to the Board on visitation to the island from October 1, 2018 until September 30, 2019. He shared that the visitation tracking shows that of the 140,702 trips observed, 42.5% were day trips with the remaining 57.5% staying overnight. Mr. Clement showed how digital media impacted the selection of Galveston as a destination and the point of interests visited once on the island.

- B. Presentation Of 2019 Tourism Market Research Study By Gray Research Solutions (Shannon Gray, 30 Minutes)

Melody Smith gave an overview of the scope of work for this study and shared that it was completed approximately two weeks prior to the meeting. Ms. Smith reported that the preliminary findings indicate that Galveston still has perception issues. She also stated that it indicated how important cross promotion is and showed that the more people do when on the island, the better their experience is. Ms. Smith stated that the information Gray Research would be presenting is the preliminary, top level findings and that the data is still being analyzed.

Shannon Gray gave a brief overview on the project methods and then presented data on lodging, visitor profiles, attractions, perceptions of Galveston and opportunities and recommendations.

Kelly de Schaun shared that Tourism Development will be developing strategic plans once they have completed analyzing the data and will bring these back to the Board.

- C. Update On 2019 TSAE New Ideas Conference (Jacquelyn Helton, 20 Minutes)

As requested when the sponsorship funding was approved, Jacquelyn Helton presented a recap on the Texas Society of Association Executives New Ideas Conference that was held on the Island in September. Mrs. Helton shared that the estimated economic impact of the event was \$358,648 and out of this, the Convention and Visitor's Bureau has already received five requests for proposals with an estimated economic impact of over \$2,300,000.

- D. Discuss And Consider Funding Arts And Cultural Coordinator At The Galveston Arts Center To Progress Arts Culture And Historical Initiatives (Kelly De Schaun, 10 Minutes)

Kelly de Schaun reported that staff would like to proceed with work on the Downtown Cultural Arts District Project regardless of whether the National Endowment of the Arts grant is awarded. Mrs. de

Schaun asked the Board for approval to fund the Arts and Culture Coordinator at the Galveston Arts Center in the amount of \$40,000 which is part of the \$100,000 commitment to this project previously approved.

Motion: Maureen Patton motioned to approve the funding of the Arts and Cultural Coordinator position in the amount of \$40,000.

Second: David Collins seconded.

Vote: Approved (9-0).

#### IX. Administration

- A. Discuss And Consider Committee Appointments For The East End Lagoon Advisory Committee, Tourism Development Advisory Committee And Beach Maintenance Advisory Committee (Spencer Priest, 5 Minutes)

Spencer Priest reviewed the recommended appointments: East End Lagoon Advisory Committee: Eliza Quigley - Chartable Foundation, Tourism Development Advisory Committee: James Clark - Galveston Restaurant Group and Beach Maintenance Advisory Committee - Hal Needham - Scientific/Environmental/Education.

Motion: Maureen Patton motioned to approve the recommended appointments.

Second: Jan Collier seconded.

Vote: Approved (8-0, Collins not present at time of vote).

- B. Discuss And Consider 2020 Medical Plan Employee Premiums (Kimberly Danesi)

Kimberly Danesi gave an overview of current medical plan premiums and three options for consideration for 2020. She shared that staff is recommending the sliding scale option that uses the employee's base pay rate to determine their cost. Mrs. Danesi also shared that this option was approved by the Finance and Operations Committee.

Motion: Steve Creitz motioned to approve Option 3 - Sliding Scale Employee Premium based on staff's base rate of pay.

Second: Marty Fluke seconded.

Vote: Approved (9-0).

#### X. Executive Session

The meeting entered Executive Session at 4:41 p.m.

- A. Pursuant To Texas Government Code Section 551.074 - Personnel Discussion Concerning Deputy Director And Chief Operating Officer Positions

#### XI. Discuss Executive Session Item Regarding Deputy Director And Chief Operating Officer Positions

The Open meeting resumed at 5:28 p.m.

Kelly de Schaun shared that as of October 1, Reuben Trevino's title has been changed from Director of Operations to Chief Operations Officer to better reflect his responsibilities and the tremendous work he has done. In addition, Mrs. de Schaun announced that position of Deputy Director has been reinstated and that

Kimberly Danesi has been promoted to this position.

## XII. Consent

Motion: Will Wright motioned to approve Consent Agenda items A, B and D.

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 The 2019 Concessionaire Packet Updates And Bid Process (Dan Gundrum)

Jason Worthen asked that Consent Item C be voted on separately. He shared he did not agree with the bid timeline as it did not give enough lead time to anyone considering bidding on an available area. Dan Gundrum reviewed the recommended concessionaire packet updates and shared that only one vendor is impacted by the current bid schedule and he has already been notified. Kelly de Schaun stated that Reuben, Dan and herself would meet and discuss the timeline moving forward to allow for ample time and opportunities.

Motion: David Collins motioned to approve the changes to the concessionaire packet.

Second: Maureen Patton seconded.

Vote: Approved (7-0, 2 abstentions - Worthen and Collier)

- D. Discuss And Consider Approval Of 2020 Board Of Trustees Meeting Calendar (Spencer Priest, 5 Minutes)

## XIII. Future Agenda Items

- 2018-2019 Business Plan End of Year Update - November
- 2019-2020 Business Plan Approval - December
- Galveston Island Convention Center Budget - December

## XIV. Announcements

## XV. Adjournment

The meeting was adjourned at 5:38 p.m.

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Schel Heydenburg  
Board Reporter

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Maureen M. Patton  
Board Secretary