

Media Contact

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Galveston Park Board Update: May 28, 2014

The Galveston Park Board of Trustees held its regularly scheduled meeting at 1:30 p.m. Tuesday, May 27 at Park Board Plaza. Below is an update of news from the boardroom.

Board Announces New Committee Chair Appointments

On Tuesday, Chairman Melvin Williams announced the new chair appointments for Park Board-related committees including: Steve Kalbaugh for the Tourism Development Advisory Committee (TDAC) and Finance Committee; Jerry Mohn for the Beach Maintenance Advisory Committee (BMAC); Joyce Calver McLean for the Downtown Oversight Committee and Cavalla Foundation; and Melvin Williams for the Industrial Development Corporation (IDC) and Moody Foundation.

Board Approves Special Event Funding for Galveston Island Shrimp Festival

The board Tuesday approved to dedicate \$6,000 from the organization's special projects fund toward the promotion of the 2014 Galveston Island Shrimp Festival to be held Sept. 26-28 in downtown Galveston. The three-day festival will return for its third year featuring a shrimp and gumbo cook-off, a free boat and RV show, children's parade, vendors, live music and more.

Board Approves 2014 Holiday Advertising Budget

The board Tuesday approved to dedicate \$200,000 from the organization's special projects fund toward 2014 holiday advertising. In 2012, TDAC implemented a new holiday campaign to increase hotel occupancy and overall tourism spending during November and December, which was historically the slowest time of year. Since the launch of the holiday campaign, hotel revenues during this period have increased more than \$3 million.

Announcements

- **Certified Tourism Ambassador Program Update:** A total of 87 individuals have successfully completed the Park Board's Certified Tourism Ambassador (CTA) program. The CTA program trainings for members of Galveston's hospitality industry will continue through June 20.

About the Park Board of Trustees

The Park Board of Trustees oversees beach maintenance and tourism development on Galveston Island, including operations for beach cleaning, the Galveston Island Beach Patrol and the Galveston Island Convention & Visitors Bureau. For more information on the Park Board of Trustees, please visit www.galvestonparkboard.org.

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