

Media Contact

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Galveston Park Board Update: April 24, 2018

The Galveston Park Board of Trustees held its regular meeting at 1:30 p.m. Tuesday, April 24 at Park Board Plaza. Below is an update of news from the boardroom.

Park Board Votes to Demolish Seawolf Park Pavilion

At its meeting Tuesday, the Park Board voted to demolish the Seawolf Park Pavilion. Previously, the Park Board received notification from the Federal Emergency Management Agency (FEMA) that it would fund the repair of the existing structure. However, the board's vote on Tuesday reflects concerns about incurring high maintenance costs for the pavilion. Additionally, the demolition would cost nearly \$350,000 less than the repair and will leave funding in place for park improvements that can include expanding the fishing pier. The demolition will be considered an alternate project from FEMA's previous agreement for repair and will require the agency's approval. Park Board staff will make a formal request to FEMA for the alternate project upon City Council's approval. City Council will vote on the matter in May.

Park Board Aiming to Attract 'Engaged Visitors'

At its meeting Tuesday, the Park Board approved a marketing strategy developed by the Galveston Island Convention & Visitors Bureau (CVB) aimed at attracting "engaged visitors" to Galveston. The criteria for an "engaged visitor" are that he or she will stay longer in the destination, visit multiple venues while here, visit year-round, and will be immersed in the Galveston experience. By attracting more engaged visitors, the CVB hopes to increase overnight visitation during the shoulder seasons and increase visitor spending on the island. Elements of the strategy include expanding marketing efforts in the regional drive markets throughout the state, positioning Galveston's historic and cultural attractions in outreach efforts, building targeted marketing campaigns for shoulder seasons and promoting pre- and post-cruise opportunities to cruise passengers.

Park Board Hears Asset Review Update

On Tuesday, Park Board Executive Director Kelly de Schaun informed trustees that all Park Board information requested by the City of Galveston for an asset review has been provided. She said the review is expected to be complete April 30 and its findings are to be presented at the May 24 City Council meeting. Last year, the City Council passed a resolution instructing the City Manager to conduct a review of Park Board-managed city assets. The process includes a review of existing agreements between the Park Board and the City of Galveston, subleases and agreements with third parties, annual operating plans and the condition of the properties.

Park Board Approves Funding for Environmental Education Program at Stewart Beach

At its meeting Tuesday, the Park Board approved \$12,000 in funding for Artist Boat's Bucket Brigade program. The Bucket Brigade is a group of volunteers trained to educate beachgoers about the coastal environment, the human connection to it and ways to care for it through free tours. This summer will mark fourth year for the interactive, hands-on program. The Bucket Brigade will take place at Stewart Beach park on weekends and holidays during the summer months.

Park Board Appoints Committee Members

On Tuesday, the Park Board appointed Galveston Arts Center (GAC) Executive Director Lisa Simmons to the organization's Tourism Development Advisory Committee (TDAC). Simmons will take the place

of retired GAC Executive Director Dennis Nance. Trustee Spencer Priest was also appointed to TDAC and will take Victor Viser's place.

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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