

## **Media Contact**

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## **Galveston Park Board Update: February 17, 2016**

The Galveston Park Board of Trustees held its regular meeting at 1:30 p.m. Tuesday, February 16 at Park Board Plaza. Below is an update of news from the boardroom.

### **Park Board Approves Naming “Babe’s Beach”**

On Tuesday, the Park Board voted to name the new stretch of beach along Seawall Boulevard west of 61<sup>st</sup> Street after former Sen. A.R. “Babe” Schwartz. Schwartz was instrumental in passing legislation that continues to serve as a foundation for much of the state’s coastal management plan. He spent much of his political career protecting the Open Beaches Act of 1959 that provides for free and unrestricted access to Texas beaches. Among many career highlights, the Galveston native was responsible for legislation that created the Galveston Park Board in 1962. With approval from city council expected later this month, the beach will be named “Babe’s Beach.”

### **Park Board Forms New Parks and Amenities Committee**

At its meeting Tuesday, the Park Board voted to form a Parks and Amenities Committee. Its mission will be to develop the Park Board-managed parks into regionally recognized tourism destinations that offer first class services and amenities. Park Board Trustee Thayer Evans will chair the committee and Trustee Miguel Aleman will serve as its co-chair. Among the committee’s goals are to recommend projects that progress the parks’ development, identify funding strategies for improvements and to review and provide feedback on marketing and work plans for the parks. The chair and the co-chair will appoint at-large members, and the committee is expected to meet the first Thursday of each month.

### **New R.V. and Wedding Reservation Software Coming to Park Board**

On Tuesday, the Park Board approved the purchase of Campground Automation software to streamline reservations at Dellanera R.V. Park and bookings at beach park wedding venues. Currently, reservations at Dellanera are taken by phone or in person, and payments are made in person at the time of the rental. Those wishing to book weddings are currently unable to make payments or complete contracts online. The new software system will allow for online reservations and payments for both. The one-time set-up fee for the software is \$4,000 and the annual cost is \$5,460.

### **Park Board Adopts Strategic Plan**

On Tuesday, the Park Board adopted a strategic plan for the 2016-2017 fiscal year. Broad in scope, the plan forms the framework for business and operations for the organization. The plan comes, in part, as a result of work undertaken during the board’s trustee retreat that took place in January.

### **Park Board Approves 2016 Federal Legislative Agenda**

At its meeting Tuesday, the Park Board approved its 2016 federal legislative agenda. Park Board legislative consultant Greg Burns of Washington D.C.- based Van Scoyoc Associates prepared the agenda. Key focus areas of the agenda include federal engagement in beach management, coastal restoration, tourism promotion and the national flood insurance program. Agenda items provide the basis for visits to federal legislators undertaken by Park Board trustees, staff and Van Scoyoc staff throughout the year.

### **Park Board to Sponsor Texas Hotel & Lodging Association Memberships for Partners**

At its meeting Tuesday, the Park Board approved a \$34,517.35 spend for Texas Hotel and Lodging Association (THLA) membership dues for the island’s hotels and lodges. The Park Board has sponsored THLA membership for the island’s hotels and lodges since 2013 and considers it beneficial for its lodging partners. As members of the THLA, Galveston hotels gain access to its resources that include legal support, advocacy, marketing tools and educational opportunities.

### **Park Board to Support Galveston Island Beach Revue & Cinco de Mayo Festival**

On Tuesday, the Park Board voted to award \$2,500 from the CVB's special event fund to support advertising efforts for the eighth annual Galveston Island Beach Revue. The family-friendly event attracts nearly 2,500 attendees. It features a vintage fashion show, crafts vendors, a beer garden and food trucks. The event will take place May 20-21 at Beach Central, 2100 Seawall Blvd. The board also awarded \$4,000 to support advertising efforts for the Cinco de Mayo Festival, which will take place May 1 at 702 21<sup>st</sup> St. More than 7,000 are expected to attend the festival that will feature music from Tejano Music Award-winning bands, an art contest, performances from area dance troupes, a car show and more. The event has taken place in Galveston since 1984 with a brief hiatus following Hurricane Ike in 2008.

### **Announcements**

- On Tuesday, the Park Board approved spending \$20,144.20 for ten Motorola hand-held radios and accessories and one mobile radio unit for Coastal Zone Management from Motorola Solutions in Houston.
- At its meeting Tuesday, the Park Board approved awarding a contract to Galveston-based JMC Express Constructors for \$24,270 for additional changing rooms at the East Beach pavilion.

### **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](http://www.galvestonparkboard.org).

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