



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, September 22, 2020 at 9:00 a.m.
601 Tremont Street, Galveston, Texas 77550

In accordance with the order effective March 16, 2020 issued by the Office of the Texas Governor, the Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines for the reduction in the spread of the Covid-19 virus.

I. Call Meeting To Order

II. Roll Call And Declaration Of A Quorum

III. Conflict Of Interest Declarations

IV. Requests To Address The Committee

The public shall be allowed to provide comment to the Committee regarding one or more agenda or non-agenda items by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65](https://www.galvestonparkboard.org/forms.aspx?fid=65)

V. Discuss And Consider Approval Of Meeting Minutes

Documents:

JULY 21, 2020 TOURISM DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES.PDF
AUGUST 18, 2020 TOURISM DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES.PDF

VI. Discuss Recognition Of Dottie Bossley (Michael Woody, 5 Minutes)

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

Documents:

BRAND MESSAGING CAMPAIGN OVERVIEW.PDF

VIII. Discuss Convention And Visitors Bureau Organizational Chart Pre And Post COVID (Michael Woody, 10 Minutes)

Documents:

CVB ORGANIZATIONSTRUCTURE OVERVIEW.PDF

IX. Discuss VisitGalveston.Com Build And Timeline (Michael Woody, 15 Minutes)

Documents:

VISITGALVESTON.COM OVERVIEW.PDF

X. Discuss Media Plan For 2020-2021 Budget Year (Melody Smith, 15 Minutes)

Documents:

2021 MEDIA PLAN OVERVIEW.PDF

XI. Monthly Convention & Visitors Bureau (CVB) Reports

Documents:

AUGUST 2020 MONTHLY CVB REPORTS.PDF

XII. 2019-2020 Committee Work Plan

Documents:

TDAC 2019-2020.PDF

XIII. Future Agenda Items

XIV. Announcements

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

XVI. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before September 18, 2022, 5:00 p.m.

Approved

Will Wright
Chair, TDAC

Approved

Spencer Priest
Chair, Park Board of Trustees

Approved as to Format

Kelly de Schaun
Park Board CEO

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)

Posted By Rose D'Ambra City Secretary Office 9-18--3pm

Rose D'Ambra