



POSTED
11/05/2025
2:50pm MA
CITY SECRETARY'S
OFFICE

NOTICE OF REGULAR MEETING

**Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Wednesday, November 12, 2025 at 9:00 AM
Park Board Plaza
601 Tremont Street, Galveston, Texas 77550**

- I. Call Meeting To Order
- II. Pledge of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. 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. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting prior to the start of the meeting. Each person will be limited to three (3) minutes, regardless of the number of items addressed.

VI. Business

- A. Discuss and Consider Approval of October 14, 2025, Meeting Minutes (Vanessa Almazan)
- B. Presentation of Post-Event Recap for 2025 Galveston Pirate Festival (Johnny Steverson, 5 Minutes)
- C. Update On Tourism Summit 2026 (Shawna Reid, 5 Minutes)
- D. Presentation of Fiscal Year 2026 Earned Media Strategy (Chris Stanley, 10 Minutes)
- E. Presentation of Fiscal Year 2026 Paid Media Plan (Melody Smith and AJR Media Group, 15 Minutes)
- F. Update On the Certified Tourism Ambassadors (CTA) Program (Shawna Reid, 5 Minutes)
- G. Discuss and Consider Approval of Tourism Development Expenditures (Melody Smith, 5 Minutes)
- H. Update on Ongoing Projects (Melody Smith and Tony Lyle, 5 Minutes)

VII. Future Agenda Items

A. 2025–2026 Committee Work Plan

VIII. Announcements

IX. 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 November 05, 2025, 5:00 p.m.

Approved

Jason Hardcastle, Chair, Park Board of Trustees/Chair, Tourism Development Advisory Committee

Approved as to Format

Marty Miles, Interim 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)