



City of League City, TX

300 West Walker
League City TX 77573

Meeting Minutes City Council

Tuesday, June 9, 2020

5:00 PM

Council Chambers
200 West Walker Street

Council Work Session

The City Council of the City of League City, Texas, met in a work session in Council Chambers at 200 West Walker Street on the above date at 5:00 p.m.

Mayor:

Pat Hallisey

City Council Members:

**Andy Mann
Hank Dugie
Larry Millican
Todd Kinsey
Greg Gripon
Chad Tressler
Nick Long**

City Manager:

John Baumgartner

Assistant City Manager

Bo Bass

Assistant City Manager

Michael Kramm

City Attorney:

Nghiem Doan

City Secretary:

Diana M. Stapp

Chief of Police:

Gary Ratliff

Executive Director of Development Services

David Hoover

Director of Budget/Project Management

Angie Steelman

Director of Engineering:

Christopher Sims

Director of Finance:

Kristine Polian

Director of Human Resources/Civil Service:

Janet Shirley

Director of Parks & Cultural Services:

Chien Wei

Director of Public Works:

Jody Hooks

1. CALL TO ORDER AND ROLL CALL OF MEMBERS

Mayor Hallisey called the meeting to order at 5:00 p.m. and called the roll. All members of Council were present except Nick Long.

Absent 1 - Mr. Nick Long

Present 7 - Mayor Pat Hallisey, Mr. Andy Mann, Mr. Hank Dugie, Mr. Larry Millican, Mr. Todd Kinsey, Mr. Greg Gripon and Mr. Chad Tressler

2. **PRESENTATION OF VISITOR AND TOURISM RECRUITMENT PLAN FOR CITY OF LEAGUE CITY**

Presentation was given by Stephanie Molina Polk, League City Convention & Visitors Bureau Manager.

Travel doesn't just broaden the mind, it refreshes, rejuvenates, and improves people's outlook on life. Today's travelers can be finicky – they are looking for one-of-a-kind experiences and they've got a whole world of options. Getting on their radar means understanding who our likely visitors are and the travel trends influencing their choices. It involves reaching out with creative content that touches and inspires them at every stage of the journey, from the initial dream, to sharing their experience when the trip is over.

What Do Travelers Want? Travel Trends:

- Want to know what it's like to be members of the community, experience local culture, cuisine and adventures just as longtime residents do.
- Business and leisure combine. After getting work done with clients, they want to unwind on hiking trails or with a craft beer in the local arts district.
- Seamless, easy planning. Information overload is sometimes too much. Travelers miss the human who can help them package a trip from start to finish.
- Bring the whole family – boomers are planning trips with all ages in mind. Appeal to multiple generations at once.

Destination NEXT - A Strategic Road Map for the Next Generation of Global Destination Organizations

Scenario Model Identification (Voyagers – Trailblazers – Explorers – Mountaineers)

- Each quadrant addresses the challenges and opportunities of the destination and provides a strategic road map for the future of tourism.

Scenario Model: Explorer. As a developing destination, League City should employ programs to increase destination strength and improve community support and engagement.

- Create a Tourism Strategy & Marketing Plan
- Increase destination awareness with branding & promotion
- Build tourism infrastructure, increase awareness of travel impact

Creating Tourism Strategy & Marketing Plan - Situational Analysis

Perception Survey, Visitor & Locals; Brand Assessment; Current Visitor Profile; Industry Trends; Competitive Assessment

Top Picture-Perfect Places to Visit:**Strengths?**

Outdoor Activities; Birding Hotspots; Texas Coast; Clear Creek, Clear Lake; Historic District, Museums; Excellent shopping, dining and accommodations; Close to Big Attractions: Kemah, Galveston, NASA, Houston; New developments coming soon, plans for growth; Lovely destination, friendly and welcoming

Challenges?

- **Perception as a travel destination?**
- **Do we know to position what we offer to the right travelers?**
- **Awareness is low**
- **Competitive market**
- **Budget**
- **COVID-19**

Opportunities? Top Market Segments: Identify and Grow

- **Cultural tourism - Public art, murals. Enriches the travel experience**
- **Heritage tourism - Immersive activities to enhance the story. Focus on regular events & tourism programming**
- **Culinary tourism - Highlight local culinary experiences, support growth of future culinary events**
- **Great Outdoors - Need Boat Rentals for Visitors to use Paddling Trails. New GeoTour, Summer Passport Program, Birding Market Development**

Tools?

- **Materials: New photography, video and digital marketing assets used to brand and promote the destination in primary target market segments**
- **Develop Visitor Experiences: Content themes and Travel Itineraries**
- **Build Inspirational Travel Website – our primary marketing tool**
- **Create, distribute attractive visitor planning resources & marketing tools**

Positioning, Creative Development.

- **Develop a voice and brand platform that stands out and capitalizes on the top visitor draws**
- **Captures the vibe and personality of the city**
- **Be compelling. Creative should make people want to visit.**

Wanderlust – A strong desire to wander or travel and explore the world

Style – Messaging and image should reflect the personality of the city

- **Historic and elegant**

- Nautical and natural
- Authentic and fresh
- Welcoming, diverse and easily accessible
- Upscale but not too presumptuous

New Website – fresh, inspirational & traveler focused – LeagueCityCVB.com
Itineraries peak interest of primary audiences. Highlight one-of-a-kind experiences.

The Visitor Experience:

All stages of travel revolve around the experience. It's the stage for which each traveler will forever judge you. Their experience will determine whether they come again and encourage others to do so.

IT'S TRUE that people want authentic experiences, and it even goes a step further. They want something where they can take pictures and videos and share them on social media and one-up their friends.” – Paul Cohen, travel consultant

How do we enhance and grow visitor experiences? Paddling Trails are an asset, but what about visitor access? Park Avenue Street Light Banners. New Landmarks? Art & Murals

New Market Development: Birding.

The size and impact of birding is impressive.

- +60 million birdwatchers
- ebird users: 262,000
- Wildlife watchers: \$80 billion to the U.S. economy
- Space Coast Birding Festival \$1.23 million over 5 days
- \$300 million year to the Rio Grande Valley economy

- ☐ **Leverage existing natural assets to increase tourism offer. The birds and hotspots are already here.**
- ☐ **Regional collaboration strengthens our shared identity for tourism development and marketing.**
- ☐ **Nature Tourism efforts benefit the quality of life for residents.**
- ☐ **Weaving together nature, culture, history and recreation creates a powerful appeal and draws new ways for locals and visitors to enjoy the destination.**
- ☐ **Increased Economic Impact. Attracting more visitors means additional tourism dollars.**

League City is well positioned to take advantage of overnight birders thanks to a local hotspots and close access to three Great Coastal Birding Trail Loops

- **Great Texas Birding Trail: Clear Lake Loop, Texas City Loop, San Jacinto Loop, plus extra ebird recorded hotspots with 50-300+ species**

- Short drive -> famous birding in Anahuac, High Island, with connectivity to strong anchor partners

Promote League City as the birder's place to stay to take in Texas's most in-demand birding locations. Enjoy access to hundreds of species and habitat diversity within an easy, short drive from your bird-friendly hotel.

Birding Market Goals

- Website Content – create extensive birding section on website
- Work with hotels to create bird-friendly package that's tied to digital marketing efforts and bookable online
- Promote birding landing pages with digital marketing efforts
- Create materials: multiple day regional birding itinerary brochure, check list, and trail maps
- Develop relationship with local birding guides for regular tour and guide services
- Partner: Houston Audubon Society and collaborate with regional anchors to maximize exposure

Budget Updates - Budget planning underway for summer '20 and FY '21.

COVID-19 Impact, Bay Area CVB has excused partners from payments for the remaining quarters of this year.

Airbnb - LC Airbnb Average Daily Rate: \$246.38

Annual revenue reported to Texas for League City Airbnb - \$345,628 (2017), \$1,569,517 (2018), \$2,187,206 (2019)

Started conversation with Airbnb to create agreement with Airbnb to collect local city hotel tax revenue for city properties.

COVID-19 Impacts HOT Collections

| Year | Q1 | Q2 | Q3 | Q4 |
|-------------|------------------|------------------|------------------|------------------|
| 2019 | \$107,333 | \$105,021 | \$105,051 | \$104,641 |
| 2020 | \$142,751 | \$52,321 | ? | ? |

Monitoring Travel Sentiment Research

- Trends are showing greater optimism about travel
- Many planning road trips
- Trip plans are gradually increasing from July through November

Current State of Mind Regarding Travel - Question: When it comes to getting back out and traveling again, which best describes your current state of mind?

6.1% I'm already traveling

14.1% I'm ready to travel, with no hesitations

29.8% I'm ready to travel, but feel some hesitation
27.0% I need a little more time to be ready to travel
23.0% I need a lot more time to be ready to travel
(Data collected May 29-31, 2020 - 1,257 respondents)

Nature-based destinations indeed have an opportunity to position themselves for post-pandemic travel, introduce themselves to new travel audiences and even grow and sustain market share into the future.

Wanderlust in lockdown - Key Takeaway: Outdoor adventure holds the strongest appeal for respondents imagining their return to leisure travel, followed by culture and history activities and food and drink. In addition to the adventure, culinary, cultural, and wellness aspects of travel, respondents expressed strong feelings in the open-ended prompts about simply missing people, making new connections, and having new experiences.

CVB Overall Goals & Initiatives:

- ☐ **Generate Destination Awareness**
 - **Fresh branding & messaging**
 - **Launch new website**
 - **Create content calendar and social media strategy to grow audiences, increase engagement and deliver compelling inspirational content**
- ☐ **Grow the visitor experience. Work to offer visitor boat rentals for paddle trails and promote summer travel with new promotions.**
- ☐ **Establish League City as a key player in the regional birding market**
- ☐ **Work with Bay Area Houston CVB to increase exposure and maximize partnership returns**
- ☐ **Budgeting and funding maximize economic impact.**

IN SUMMARY

- ☐ **Focusing on new creative, website and updated marketing materials**
- ☐ **Market research continues for the Strategic Tourism Plan**
 - **Bay Area Visitor Study, League City Visitor Perception Survey**
- ☐ **Summer promotions will be geared toward staycations and regional road trips**
 - **Targeting Houston drive markets with staycation messaging. Marketing campaigns will kick off in July with billboard, print and digital media.**

3. PUBLIC COMMENTS

4. ADJOURNMENT

At 5:52 p.m. Mayor Hallisey said, there being no further business this meeting is adjourned.

**PAT HALLISEY
MAYOR**

**DIANA M. STAPP
CITY SECRETARY**

(SEAL)

MINUTES APPROVED: