



**MEETING MINUTES
AUGUST 5, 2025**

**SEABROOK CITY COUNCIL
REGULAR CITY COUNCIL MEETING**

Mayor Jim Sweeney called the Seabrook Council Meeting to order at 6:00 p.m. in the Council Chambers in Seabrook City Hall. Present were City Councilmembers Jim Sweeney, Buddy Hammann, Tyler Kubena, Jared Sessum, Tom Tollett, Angela Cervantes, Summer Sanford. Also in attendance were: City Manager Gayle Cook, Deputy City Secretary Amanda Morales, and Deputy City Manager Sean Landis. Mayor Jim Sweeney declared a quorum and pledges were conducted.

1. PUBLIC COMMENTS AND ANNOUNCEMENTS

The following citizens gave public comments:

Katrina McGuire	1818 Wallington	Seabrook, Texas	HOT Tax Committee Dissolution
Jose Cervantes	2534 Loganberry	Seabrook, Texas	Pine Gully Pier

1.1 Mayor, City Council and/or members of the City staff may make announcements about City/Community events. *City Council*

Councilmember Kubena gave the following updates:

- **First Responder Day** – Wednesday, August 6, 11:00 a.m. - 12:00 p.m. Evelyn Meador Branch Library.
- **Movie Night at Meador Park** – “A Minecraft Movie” – Saturday, August 9, 7:00 p.m. - 9:30 p.m. Rex L. Meador Park.
- Mayor Sweeney mentioned that there will be a school supply driver on Saturday, August 9, 2025 during movie night.

2. PRESENTATIONS

2.1 Presentation of the Annual Review by Carother’s Coastal Gardens 501(c)(3) for the Carother’s Community Garden project.

Jesse Jones presented the Annual Review by Carother’s Coastal Gardens 501(c)(3) for the Carother’s Coastal Gardens project (**See Attachment A**).

2.2 Presentation of the post event report for Texas Outlaw Challenge 2025.

Paul Robinson presented the Texas Outlaw Challenge Post Event Report (**See Attachment B**).

2.3 Presentation of a Certificate of Recognition to the Seabrook Emergency Medical Services (EMS) providers for their service during the recovery efforts of the July 4th Central Texas Floods in and around Kerrville.

Emergency Coordinator Kevin Rodgers presented a Certificate of Recognition giving recognition to the Seabrook Emergency Services providers for their services during the recovery efforts of the July 4th Central Texas Floods.

3. CONSENT AGENDA

Motion:	To Approve the Consent Agenda as Presented
Made By:	Mayor Pro Tem, At-Large Position 5 Hammann
Seconded By:	At-Large Position 3 Tollett
Vote:	Passed unanimously by all present

3.1 Approve the minutes of the July 15, 2025 and July 22, 2025 City Council meetings.

3.2 Consider and take all appropriate action on Resolution 2025-21, Appointment of the Clerk of the Municipal Court of Record.

4. BOARDS AND COMMISSIONS

4.1 Consider and take all appropriate action on the appointment of Tom Doolin to the Economic Development Corporation for a term to expire on January 1, 2026, and the appointment of Tracy Powell to the Economic Development Corporation for a term to expire on January 1, 2027.

Councilmember Cervantes voiced her disapproval of the nomination process regarding the appointment of EDC members.

Motion:	To Approve
Made By:	At-Large Position 6 Sanford
Seconded By:	Mayor Pro Tem, At-Large Position 5 Hammann
Vote:	Passed with At-Large Position 1 Kubena, At-Large Position 2 Sessl, Position 3 Tolett, At-Large Position 5 Hammann and At-Large Position 6 Sanford voting in favor, and At-Large Position 4 Cervantes voting opposed.

5. BID AWARDS

5.1 Consider and take all appropriate action on a bid award for RFQ 2025-09 for Professional Auditing Services to the firm Whitley Penn, LLP, as the external auditors to perform an independent audit of the financial statements of the city for the fiscal years ending September 30, 2025 and 2026, and 2027 and 2028 with the option to extend this contract for one or two fiscal years and authorize the City Manager to execute the contract.

Mayor Jim Sweeney recused himself from this agenda item.

Motion:	To Approve
Made By:	At-Large Position 3 Tollett
Seconded By:	At-Large Position 2 Sessum
Vote:	Passed unanimously by all present

6. NEW BUSINESS

- 6.1 Consider and take all appropriate action on the Parks and Trails Committee recommendation to designate the northbound exit ramp of SH 146 at 10th St as the location for artwork to spend the Keep Texas Beautiful grant proceeds.**

Parks & Trails Committee Member John Coggeshall gave a presentation regarding the Parks & Trails Committee's recommendation to designate the northbound exit ramp of SH 146 at 10th Street as the location for artwork to spend the Keep Texas Beautiful grant proceeds (**See Attachment C**).

Motion:	To Approve
Made By:	None
Seconded By:	At-Large Position 3 Tollett
Vote:	Passed unanimously by all present

- 6.2 Consider and take all appropriate action on a recommendation to Council from the Parks and Trails Committee regarding expanded parking at Robinson Park.**

Parks & Trails Committee member Jesse Jones presented the Parks & Trails Committee recommendation to expand parking at Robinson Park (**See Attachment D**).

Motion:	To Approve
Made By:	At-Large Position 6 Sanford
Seconded By:	At-Large Position 3 Tollett
Vote:	Passed unanimously by all present

- 6.3 Consider and take all appropriate action to form a subcommittee consisting of three members of Council to develop guidelines, expectations, requirements, and tenure of any future Hotel Occupancy Tax Committee, if established.**

The following members of Council were nominated to a subcommittee to develop guidelines, expectations, requirements and tenure of any future Hotel Occupancy Tax Committee:

- Angela Cervantes
- Jared Sessum
- Buddy Hammann

-

Motion:	To Approve
Made By:	At-Large Position 3 Tollett
Seconded By:	At-Large Position 6 Sanford
Vote:	Passed unanimously by all present

- 6.4 Consider and approve Resolution 2025-19 authorizing the submission of a 2024 grant program for ballistic helmets thought he Houston-Urban Area Security Initiative for \$18,975.00.**

Motion:	To Approve
Made By:	Mayor Pro Tem, At-Large Position 5 Hammann
Seconded By:	At-Large Position 3 Tollett
Vote:	Passed unanimously by all present

- 6.5 Consider and approve Resolution 2025-20 authorizing the submission of a 2024 grant program for management and administration of ballistic helmets through the Houston-Urban Area Security Initiative for \$998.68.**

Motion:	To Approve
Made By:	Mayor Pro Tem, At-Large Position 5 Hammann
Seconded By:	At-Large Position 2 Sessum
Vote:	Passed unanimously by all present

- 6.6 Consider and take all appropriate action to formally accept the report of the 2025-2026 City Council Retreat, and approve the 2025-2026 Seabrook Strategic Plan.**

Motion:	To Approve
Made By:	Mayor Pro Tem, At-Large Position 5 Hammann
Seconded By:	At-Large Position 2 Sessum
Vote:	Passed unanimously by all present

7. DISCUSSION

7.1 Discussion regarding the financing and construction of Pine Gully Pier.

Councilmember Hamman presented a history of Pine Gully Pier and the cost of rebuilding the pier.

Mayor Sweeney updated the Council regarding an email he received from the County regarding grant funds to assist with rebuilding the pier.

Councilmember Cervantes discussed options for funding for rebuilding the pier, including:

- EDC funds
- Bays and Waterways exemption for utilizing HOT tax funds for pier projects

- \$4 million from Port of Houston
- Grant request from Texas Parks & Wildlife

Council instructed staff to review potential funding sources available and bring back to Council at a later date.

8. EXECUTIVE SESSION

Mayor Sweeney adjourned the City Council meeting into Executive Session at 7:51 p.m.

- 8.1 Conduct a Closed Session per Texas Government Code Section: 551.072 Consultation with attorney regarding city property matters.**

9. OPEN SESSION

Council reconvened into open session at 8:01 p.m.

10. ROUTINE BUSINESS

- 10.1 City Manager update and report to City Council on various items that require no action, including Seabrook Boards and Commissions, Transportation Projects, and City of Seabrook CIP Projects.**

City Manager Gayle Cook updated Council regarding various items (See Attachment E).

- 10.2 Establish future meeting dates and agenda items.**

Deputy City Secretary Amanda Morales informed Council of the next regular City Council meeting on August 19, 2025 at 6:00 p.m.

The meeting was adjourned at 8:10 p.m.

APPROVED:

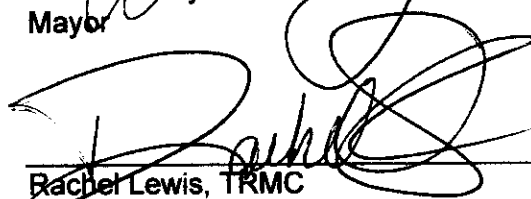


Jim Sweeney
Mayor

DATE:

8/19/2025

ATTEST:



Rachel Lewis, TRMC
City Secretary

The background of the entire image is a lush, colorful garden. In the foreground, there are several large mushrooms with brown caps and white stems, some growing from a pile of logs. The garden is filled with various flowers, including pink cosmos, white daisies, yellow daisies, and a large pink dahlia. A monarch butterfly is perched on a pink flower in the lower right. In the upper left, there are white cherry blossoms. The background shows a blue sky with soft white clouds and green foliage. The text "CAROTHERS" is written in a large, green, serif font, with a blue line curving through it. Below it, "COMMUNITY GARDEN" is written in a smaller, blue, sans-serif font.

CAROTHERS

COMMUNITY GARDEN

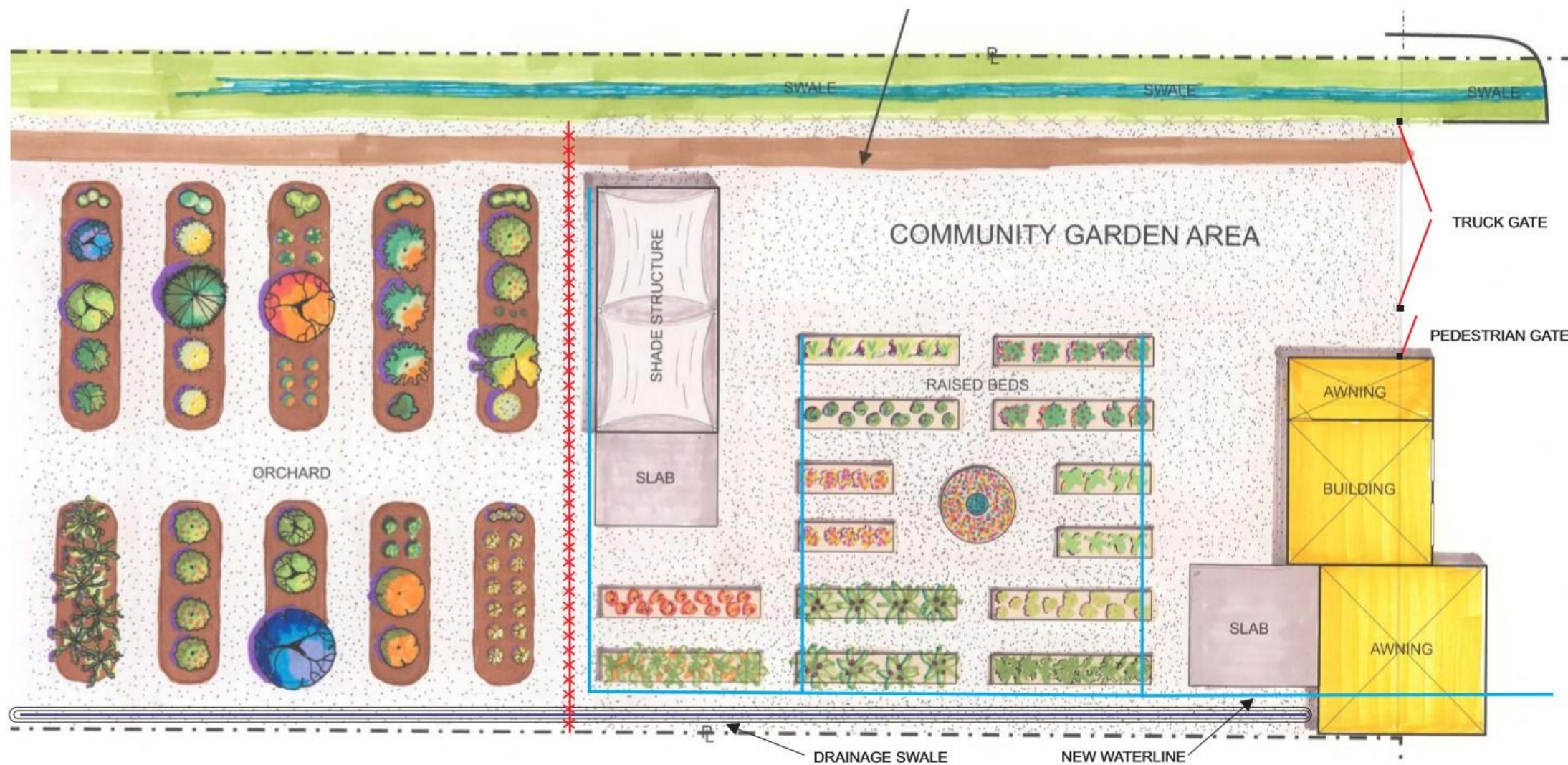


 Carothers Community Garden



TASK FORCE 2

Carothers Community Garden





October 19, 2021 Approved by Council











November 29, 2021 City Begins work.





















March 1, 2022 90 days Ready for planting







A satellite map showing a large, mostly empty paved lot. In the center of the lot, four vehicles are parked in a row: a white car, a dark car, a red car, and another dark car. To the right of the lot, a red truck is parked. The lot is bordered by buildings on the left and bottom, and a road on the right. A green pin icon is placed on the right side of the lot, near the red truck.

Carothers Community Garden





























Hester Park Butterfly Garden



Monarch
(*Danaus plexippus*)



Tiger Swallowtail
(*Papilio glaucus*)



Giant Swallowtail
(*Papilio machaon*)



Swallowtail
(*Papilio cressphontes*)



Zinnia
(*Zinnia* spp)



Butterfly Bush
(*Buddleia davidii*)

Butterflies may be attracted to a garden providing a natural habitat. Essential elements are nectar and larval plants, water, and shelter. Weather also plays an enormous role in the life of a butterfly.

Female butterflies lay eggs on the "host plant." The metamorphosis usually occurs in a month's time frame. The egg generally hatches in five days. Next, the caterpillar molts several times for two or three weeks. The pupa or chrysalis stage lasts eight to ten days. Finally, we see the adult butterfly emerge. Their wings must dry and harden prior to taking flight. It is then that we can watch and enjoy the beautiful butterfly flutter in the sky.



NECTAR PLANTS FOR BUTTERFLIES

BLACK-EYED SUSAN, *Rudbeckia* spp
BUTTERFLY BUSH, *Buddleia davidii*
BUTTERFLY WEED, *Asclepia tuberosa*
CONEFLOWER, *Echinacea purpurea*
COSMOS, *Cosmos bipinnatus*
FIREBUSH, *Hamelia patens*
GOLDEN DEWDROP, *Duranta erecta*

MEXICAN HEATHER, *Cuphea hyssopifolia*
MEXICAN MILKWEED, *Asclepias curassavica*
MIST FLOWER, *Ageratum houstonianum*
PENTAS, STAR CLUSTER, *Pentas lanceolata*
PHLOX, *Phlox* spp
PORTER WEED, *Stachytarpheta jamaicensis*
SALVIA, *Salvia* spp

HOST PLANTS FOR CATERPILLARS

BLACK SWALLOWTAIL: DILL, PARSLEY, ANISE, CARROTS, FENNEL
GIANT SWALLOWTAIL: CITRUS, RUE, HOP TREE, PRICKLY ASH
SPICEBUSH SWALLOWTAIL: CAMPHOR TREE, SPICEBUSH, SWEET BAY
PIPEVINE SWALLOWTAIL: DUTCHMAN'S PIPEVINE
CLOUDLESS SULPHUR: SEINNA, PARTRIDGE PEA



POLLINATOR GARDEN

MAINTAINED BY



Girl Scout



TROOP 140128











Water from bottom only
let dry out before next watering

136







CAROTHERS

COASTAL GARDENS

501(c)3 Non-profit

PUBLIC TREE GIVEAWAY

IN ASSOCIATION WITH



SATURDAY, OCT 7

9:00 - NOON

PINE GULLY PARK

TWO TREES PER CAR





Seabrook

FLORA AND FAUNA

SAFARI



PLEASE JOIN MASTER NATURALIST
SAMANTHA CONNAWAY FOR A NATURE
WALK, AS SHE UNCOVERS AND
EXPLAINS THE HIDDEN FLORA AND
FAUNA OF OUR TRAIL SYSTEM



Monday, September 18th. 10: a.m. Public Works Bldg
Hike to Pine Gully Park and return to Public Works. Approx. 3.6 miles
Pack a picnic lunch for a short rest stop at the Park.
Feel free to bring binoculars, a notebook and a pen!

This is a free event, brought to you by Carothers Coastal Gardens, 501(c)3 Non-profit Corporation.







PAY TO THE
ORDER OF:

Carothers Garden \$ 500.00

Five hundred DOLLARS

SPONSORSHIP/DONATION

Jan

313085495

NCUA EQUAL HOUSING LENDER





4

95

2



Donate Seeds
to Library

Photog

Harvest



OUR
GARDEN



From seeds to
the garden
School

Carothers
Community Garden

Carothers
Community Garden

Carothers
Community Garden

CAROTHERS
COMMUNITY GARDEN

Pumpkin Contest

"Mammoth Gold" Variety
110 day maturity

Pumpkin weigh in @ the Garden
Saturday, October 28th at 10 AM

Prizes for the top 5 largest
pumpkins by weight



registration link
on our facebook page

Evelyn M
Lib

SEED



Ve

Evelyn Megar
checks
out
garden







CAROTHERS

COMMUNITY GARDEN

605 PINE GULLY RD







Botanical
INTERESTS®



SHERWIN-WILLIAMS®



CAROTHERS
COMMUNITY GARDEN

Seabrook, Texas



PORT HOUSTON™
THE INTERNATIONAL PORT OF TEXAS





TEXAS A&M
AGRI LIFE
EXTENSION

































27







PORT HOUSTON

DATE Aug 1st, 2021

PAY
TO THE
ORDER
OF

Community Grants Program \$ 400,000

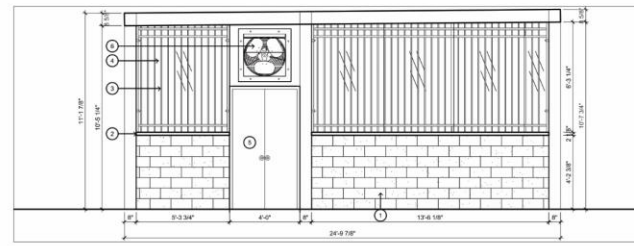
Four hundred thousand

DOLLARS

FOR

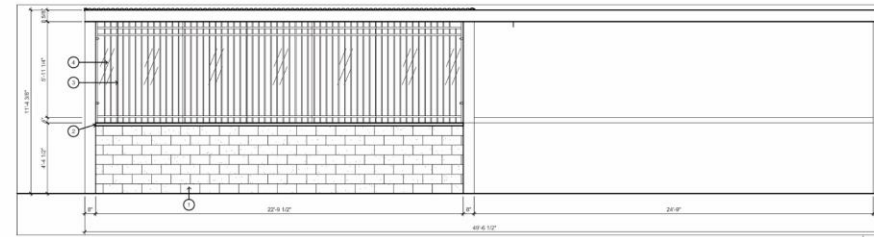
Investing in our Communities





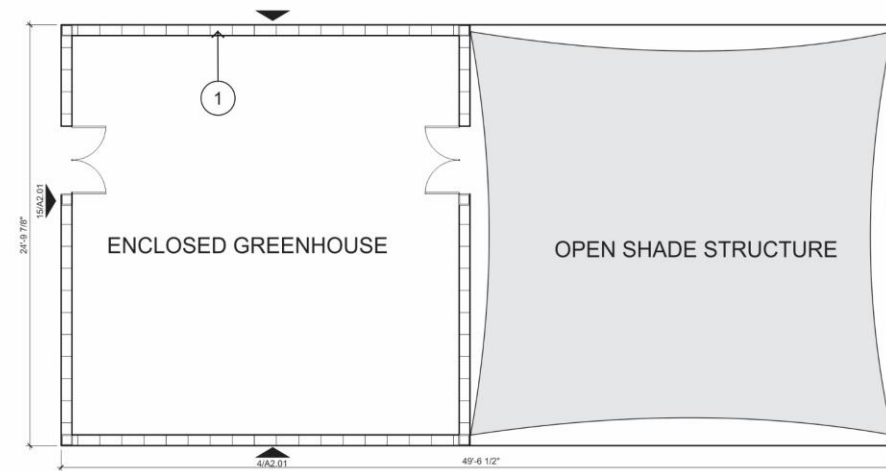
ELEVATIONS

3/8" = 1'-0"



ELEVATIONS

3/8" = 1'-0"



FLOOR PLAN







THE 1 CUBIC YARD
SUPERSACK
TODAY - SOIL - COMPOST

WARREN'S
GRAVEL - SAND - BASE
Mountain
SOILS
www.mountainsoils.com









The background is a lush garden scene. In the foreground, there are several large mushrooms with brown caps and white stems, some with small snails nearby. The ground is covered with green grass and various flowers, including white daisies with yellow centers, pink dahlias, and yellow chrysanthemums. A large, colorful butterfly with black, white, and orange patterns is perched on a pink dahlia. Other butterflies, including monarchs and a colorful one, are flying in the air. The background features a blue sky with white clouds, green trees, and white blossoms on branches. The text "CAROTHERS" is written in a large, green, serif font, with a blue stylized flower graphic above the letter 'A'. Below it, the words "COASTAL GARDENS" are written in a blue, sans-serif font.

CAROTHERS

COASTAL GARDENS



[Donate](#) [Log In](#)

[About](#) [What We Do](#) [Sign up to volunteer](#) [Become a Member](#) [FAQ](#) [Events](#) [Blog](#) [Contact](#)



Fostering the Love of Gardening and
Horticulture in Seabrook, Texas

[Join Our Community](#)



[Let's Chat!](#)

18TH ANNUAL TEXAS OUTLAW CHALLENGE

2025



EVENT VIDEO

- <https://www.facebook.com/share/v/1CUp7yoLAc/>

SAFETY VIDEO

- https://youtube.com/shorts/qRg0qLQmNF4?si=gGUluwR8Uz1_wGdh

[illegible]

TEXAS OUTLAW CHALLENGES HOSTS AN EVENT IN A VARIETY OF PLACES: LAKEWOOD YACHT CLUB, STREET PARTY, SHOOTOUT ON THE LAKE, 4 POOL PARTIES, POKER RUN CHARITY CASINO AND AWARD EVENT AND MORE,

AND HAS EXPANDED ATTENDANCE AT EACH EVENT.

Number of Participant Boats/Guests

100+/1500 PLUS





2025 TEXAS OUTLAW CHALLENGE: LOCAL REVENUE BENEFIT & COST

2025 TEXAS OUTLAW CHALLENGE: LOCAL REVENUE BENEFIT & COST

2025 REVENUE

2025 REVENUE: 100+ Boat Races & 100+ Boat Races = \$1,000,000

= \$1,000,000

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2025 TOTAL REVENUE: (SUPPORTING LOCAL COMMERCE) = \$753,364



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2025 TOTAL REVENUE: (SUPPORTING LOCAL COMMERCE) = \$753,364



20 YEAR HISTORY: COMMUNITY IMPACT PERFORMANCE

TEXAS OUTLAW CHALLENGE

20 YEAR HISTORY: Community Impact Performance

Statistics of Event History	Number of Participant Boats/Guests	Total Event Production Costs	Advertising Local & National	Number of Local Volunteers	Summary of Commerce to Local Area Business
2008	25/300	\$54K	\$12K	12	\$98,455.
2009	38/425	\$83K	\$15K	16	\$165,225.
2010	51/600	\$94K	\$17K	20	\$225,340.
2011	83/1000	\$104K	\$19K	25	\$302,999.
2012	127/1500	\$130K	\$24K	75	\$667,805.
2013	165/1800	\$170K	\$77K	75	\$913,498.
2014	200/1700	\$180K	\$75K	70	\$983,250

TEXAS OUTLAW CHALLENGE

20 YEAR HISTORY: Community Impact Performance

Statistics of Event History	Number of Participant Boats/Guests	Total Event Production Costs	Advertising Local & National	Number of Local Volunteers	Summary of Commerce to Local Area Business
2015	225/1800	\$198K	\$85K	45	\$1.M
2016	230/2000	\$220K	\$87K	50	\$1.1M
2017	233/2000	\$250K	\$90K	47	\$1.M
2018	190/1950	\$275K	\$85K	47	\$940,625
2019	175/1875	\$290K	\$80K	45	\$920,400
2020	COVID				
2021 (Estimate)	165/1800	\$326K	\$78K	46	\$913,348

Statistics of Event History	Number of Participant Boats/Guests	Total Event Production Costs	Advertising Local & National	Number of Local Volunteers	Summary of Commerce to Local Area Business
2022	160/1800	\$300K	\$93K	42	\$973,200
2023	90/1200	\$250K	\$87K	46	\$743,790
2024	110/1500	\$263K	\$107K	45	\$751,400
2025	110/1700	\$267	\$112	45	\$751,364
2026 Estimate	150/2000	\$263	\$115	40	\$1.1M
2027	TBD	TBD	TBD	TBD	\$TBD
2028	TBD	TBD	TBD	TBD	\$TBD



2025 MARKETING STRATEGY



2024 Texas Outlaw Challenge & Texas Air Land & Sea Fishing Tournament Marketing and Promotions



2024 Marketing and Promotions for the Texas Outlaw Challenge and the Texas Outlaw and the Texas Air Land & Sea Fishing Tournament was implemented in January 2023. Exposure and Audience Reach was via: Traditional Marketing, Social Media, Digital, Broadcasting, Internet, Website, Radio, Sponsor co-promotions, direct mail, e-blast, retail promotions, banners, marketing and public relations campaign to name a few. Note this is an overview of the Marketing and PR Campaign and does not include all marketing as some items have expired or some items via Broadcasting were live mentions and were not recorded. The Facebook Page, Website, Post Event follow-ups and updates for The Outlaw Challenge are constantly being updated with new updates and posts - reach/views are constantly expanding.

The Texas Air Land & Sea Fishing Tournament expanded the reach via follower through joining over 40 fishing groups for expanded exposure

Social media is expansive, this marketing overview shows a few examples of various FB pages, Instagram, Twitter, Snapchat YouTube; however, cannot encompass all the posts, reposts and organic social media that is supplement via Texas Outlaw Challenge sponsors, advertisers, supports, and followers.



Media/Marketing Outlet	Marketing Type	Distribution	Impressions/Reach/Views Visitors/Likes /Circulation
National/International Industry Publications (Print and Digital)     	<u>Major National Industry Magazines</u> <i>SpeedBoat Magazine: Full Page Color Ads, Cover Story in 1st Quarter, Pre-& Post Event Coverage and Event Coverage; Video and Links, FB Posts. Eblast and full event coverage in August issue. On-site coverage and article. Social Media coverage on the full 5-day event Helicopter coverage</i> <i>August 2024 issue to be released with full event coverage.</i> <i>Speed on The Water: Event highlights full page ads and calendar of events. Social Media promotions</i> <i>Offshore Only.com: Promotions, add and articles. On-line supplemental promotions</i> <i>Powerboating in Paradise – Add it to the monthly Magazine and mentions on the calendar. Distribution of Magazine at various events.</i> <i>Onsite coverage by Speedboat, Poker Runs America and Circus Media</i>	National and International   	1,614,885

Broadcast – Radio



Online event Calendar Listing an FB - Clear Channel Media Group: KBME - Sports radio, KODA-FM - Adult contemporary music, KPRC - Talk radio, KQBT - Classic Rock, KTBZ-FM - Alternative rock, KTRH-AM - News Talk radio- Reach via full broadcasting numbers Online Event Calendar inclusion. Additional Pod Cast for the event

Local

455,100
Reach

Broadcasting- Television



Mentions on Website- Listing on Community Calendar of Events for Local TV (ABC, NBC, CBS & CW)
Texas Outlaw Challenge Promotional Video was sent to each station with an invite to attend.

Local

547,500
Impressions

VHF 69 Radio Broadcast of the Shootout Races on Friday - 2 Hours.
Face Book live via Texas Outlaw Challenge FB for 3 hours.

Event Advertisers / Sponsors, Manufacturers Cross Promotion – Local Area Merchants, Hotels, Charities



Over 80 sponsors - this is a small sampling of promotional & co-promotions with sponsors via their websites, social media, E-blasts, postcard distribution and promotions Manufacturers/Dealers promotions via websites and FB.
Recognition and thanks to the cities, mayor and council of Seabrook, Kemah and Nassau Bay for their support.
This most significant performance boating event in Texas that supports a number of local Texas cities - Clear Lake, Nassau Bay, Kemah, El Lago, Pasadena, Seabrook, Baytown League City, San Leon, and Galveston!

Local, Regional with some national organic distribution

380,240
Reach

Location Sponsors: Beacon Hill Guest House Bed & Breakfast, Best Western, Boardwalk Inn, Comfort Inn & Suites, Holiday Inn Kemah, The Hampton Inn Houston NASA, Clipper House Inn, Palm Lodge and Breakfast, Hilton Houston, Quality Inn Yacht Basin, Springhill Suites, La Quinta, Palm Lodge Bed and Breakfast, Old Parsonage Guest Houses Bed and Breakfast, Courtyard by Marriott Houston NASA





MARKETING CONT.

Face to Face Promotions



Events Regional/National:

The following are a few of the major events: Desert Storm Poker Run & Shootout, 1000 Island Poker Run, Lake Travis Power Boat Club, Tic Faw 200 Poker Run, World Finals Offshore Boat Races – Key West, Florida, Miami Boat Show, Lake of the Ozarks, TOPPS, TOPPS – Conroe, Texas Powerboat Association, Possum Kingdom Muscle Boat Association, Orange Beach Flora Bama Run, Florida, Dallas, Texas Regional NHRA, Belle Rosa, LA NHRA; Tulsa, Ok NHRA to name a few On-site promotions and distribution of invitations; full page ads, banners, exhibits, public relations, social media & website promotions.

Local, Regional & National



52,550 Reach

Magazines – Print & Digital (Local)



Support from local area magazine Post show overview of the event promotions via Social Media and on site. promotions: event coverage via FB live, Promotions. Calendar listings in Culture Map, Texas Mariner, Bay Area Houston, Gulf coast Mariner and to name a few in addition to the fishing magazines for the Texas Air, Land & Sea Fishing Tournament and all supplemented with social media.

Local/ Regional

147,500 Circulation

Newspaper Print & Digital



Houston Chronicle, Houston Community Newspapers 26 Regional Papers; Culture Map, Galveston Daily News - includes calendar listing on the website and FB. Listing via website for Houston 365 – Top Things to do in Houston Circulation number reflects the entire circulation of the media.

Local/ Regional

960,612 Circulation

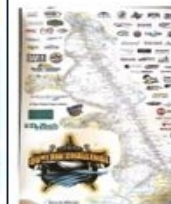
Promotional Material / Public Relations



A comprehensive assortment of Promotional material and Public Relations was used for the event. Included by not limited to Invitations, Flyers, Banners, Postcards, Tents, Banners, Maps, Tents, Newsletter, Poker Run Punch Card, Advertiser Promotions, Public Admission, Press Releases, E-blasts Promotions (National/Regional/Local) Sponsors were included in the Public Relations Campaigns and on-site signage.

Local/ Regional /National

65,695 Reach



Face to Face Promotions continued with For the Texas Air Land & Sea Fishing Tournament



Participated in over a dozen- attending various fishing tournaments, support with booth and entry fees in each. Distribution of promotional material for event: Jackie's Brickhouse, Got Fish Expo, First Responders Fishing Tournament, Galveston Fishing Charters, Houston Fishing Show - GRBCC, The Boaters Club Clear Lake Member Meeting, Pat Doyle 20th Annual Fishing Tournament, and Sisters Helping Sisters Fishing, 27th annual AAE Saltwater Fishing Tournament, Pasadena Rodeo to name a few. Also, hand distribution of invitations to over 40 businesses



Marketing Cont.

Social Media General 	This is an <u>exceedingly small sampling</u> of the general FB, Twitter, Instagram, Social Media, YouTube – General / Organic was supplanted with Event expanding to Twitter, Instagram and Snapchat. Included Texas Outlaw Fishing Tournament and Videos. Note, a majority of the social media information will be found in the Official FB Social media section. This is only a sampling	Organic 	827,220 Views/Followers
Official FB Pages / Social Media 	Daily Postings, Pre-Posting, reposting, Shares, Likes and Paid Promotions; Heavy Social Media Coverage, Video Posting and Outreach, Media Postings, Features. Two FB Pages Community and 2 Group and the addition of the Texas Air Land & Sea Fishing Tournament FB Page. Over 800 Posts since in 2024 in addition to the reposts and shares. Coverage various social media, video, YouTube, Reels and Facebook Live. <i>This includes joining 40 fishing groups and informing members of the new event.</i> This does not include an organic reach. 	Local/Regional /National/ Organic 	1461825 Reach Views 13000 - Followers
www.Texasoutlawchallenge.com  https://www.txoutlawtournament.com/	Official Website for both events - Key information and promotion vehicle. Six months of promotions – with the maximum promotion the last two months prior to the event. 	Local/Regional /National/ Organic	47104 Page Views



Dear Outlaws and Performance Boating Enthusiasts,

Get ready to wrangle the wildest rides and gear up for the Lone Star State's hottest event . . . the Texas Outlaw Challenge!



Spanning four action-packed days, this event is a Texan extravaganza celebrating high-end performance boating. Join us for the Stampede Street Party, lock horns in the Shoot-out with the big guns, cruise through the Poker Run with thrilling stops, dive into pool parties, vie for Outlaw awards, and culminate the adventure at the Finale Gala!



TRIPLE CROWN TOURNAMENT



JOIN US FOR THE 2024
**TEXAS GULF COAST
PETROCHEMICAL INDUSTRY
"TRIPLE CROWN"**
NETWORKING COMPETITION
Friday, June 14, 2024
\$10,000 in Cash & Prizes!

Presented by:
 **SPACE CITY SERVICES**

CHARITY AUCTION:
Bid for business
networking
luncheon with
industry VIPs


Charity Recipient



Featuring:
Trophies
Food Buffet
Vendor Village


**FISHING TOURNAMENT
GOLF CHALLENGE
SKEET SHOOT**

Registration includes:
Team entry
Company Booth Display
VIP auction entry



Register On-Line:
TXOutlawTournament.com

For tournament details contact Paul Robinson 281 702 8744



2025 TRIPLE CROWN MARKETING OVERVIEW



Marketing & Promotions 2024 for the Texas Gulf Coast Petrochemical Industry "Triple Crown" Networking Competition - Texas Air Land & Sea Fishing Tournament, Fishing Tournament, Golf Challenge & Skeet Shoot



2024 Marketing and Promotions for the Texas Gulf Coast Petrochemical Industry "Triple Crown" Networking Competition - Texas Air Land & Sea Fishing Tournament, Fishing Tournament, Golf Challenge & Skeet Shoot Tournament is an industry event with a public component. Exposure and Audience Reach was via: Traditional Marketing, Social Media, Digital, Broadcasting, Internet, Website, Sponsor co-promotions, retail promotions, face to face and public relations campaign to name a few. Note this is an overview of the Marketing and PR Campaign and does not include all marketing as some items have expired or some items via broadcasting were live mentions and were not recorded. The Facebook Page, Website, Post Event follow-ups and updates for the event are constantly being updated with new updates and posts - reach/views are constantly expanding.

Texas Air Land & Sea Fishing Tournament, Fishing Tournament, Golf Challenge & Skeet Shoot expanded its reach via follower through joining a wide variety of fishing groups for expanded exposure. This marketing overview shows a few examples of various posts; however, cannot encompass all the posts, reposts and organic social media.

Media/Marketing Outlet	Marketing Type	Distribution	Impressions/Reach/Views Visitors/Likes /Circulation
Broadcast – Radio   	<i>Online Event Calendar - Clear Channel Media Group: KBME - Sports radio, KTRH-AM - News Talk radio - Reach via full broadcasting numbers</i>	Local	125,000

Broadcasting- Television  	<i>Online on Website- a listing on Community Calendar of Events for Local TV (ABC, NBC, CBS & CW)</i> <i>Each entity was sent a promo package and invited to attend.</i>	Local	357,500
Event Advertisers / Sponsors, Manufacturers Cross Promotion – Local Area Merchants, Charities 	<i>A sampling of the distribution:</i> <i>A sampling of the distribution: T-bone Toms, Jackie's Brickhouse, Pomodoro's, Fishing Tackle Unlimited, Dick's, Franks Auto, Topwater Grill, SS Fitness Club, SS Golf Club, Boondoggles, Shafer's, Skippers, Webster Police Station, West Marine, Texas Sportfish, Noah's, VFW San Leon, VFW Webster/LC, American Legion, Top Golf, Cabela's, Yacht Equipment Services, Doxy Tackle, Marina Bay Harbor, Coastline Marine, Gulf Coast Boating Ctr., Texas Marine, Blackburn Marine, Simmons, The Boat Yard, Action Boats, Ron Hoover, Texas Sportfish, Galati Yachts, Smithy's Bait House, Bayou Bait & Tackle, Galveston Bait & Tackle, Fishing Tackle Unlimited, Clear Lake Power Boat Service, Blue Marlin Fuel Dock, Seabrook Marina, Castaway Customs, South Texas Marine Ctr., Serious Tackle, and TopWater Grill</i>	Local	1,260,801
LinkedIn 	<i>Connected with companies and organization in the Oil & Gas and Petroleum industry: Small sampling includes Shell, BP Exxon Mobil, Chevron, Conoco Phillips, Marathon Petroleum Corp., Valero, OXY, Phillips 66 with 33 more connections.</i>		Potential Connections 20,149,941

Face to Face



Promotions



Magazines – Print & Digital (Local)



Support from local area magazine Post show overview of the event promotions via Social Media and on site. promotions. Calendar listings in Culture Map, Texas Saltwater Angler, Bay Area Houston, and to name a few in addition to the fishing magazines and all supplemented with social media from the same.



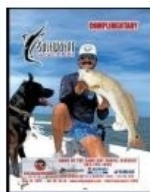
Local & organic distribution

7,785



Local, Regional

Circulation 110,000



Newspaper Print & Digital



Online - Houston Chronicle, some Houston Community Newspapers; Galveston Daily News - includes calendar listing on the website and FB.

Circulation number reflects the entire circulation of the media.

Local

Circulation 211,000

Promotional Material / Public Relations



A comprehensive assortment of Promotional material and Public Relations was used for the event. Included by not limited to Invitations, Flyers, Banners, Postcards, Banners, Newsletter, Advertiser Promotions, Press Releases, E-blasts Promotions.

Sponsors were included in the Public Relations Campaigns and on-site signage.



7611 Pieces of promotional material



Official FB Pages / Social Media



Daily Postings, reposting, shares, likes and Paid Promotions - Heavy social media Coverage. Over 73 Posts.

Includes cross promotion via Texas Outlaw Challenge FB pages



243,160 Reach



Social Media General



This is a **small sampling** of the general Social Media.
Note, a majority of the social media information will be found in the Official FB Social media section.

Includes joining 60 fishing groups and informing members of the new event.
210 Fishing, All Anglers Fishing Group, Als Gal Sportfishing, Bit ME, Corpus Christi Fishing Group, Fish on Texas, Fishing Girls, Fishing Lake Houston, Fishing Lovers, Fishing SLP, Fishing with Babes, Galveston Bay Area Fishing, Galveston, Saltwater Fishing, Gulf of Mexico Offshore Fishing, Houston Fishing Spots, Houston Freshwater Fishing, Lake Livingston hunting and Fishing Forum, Matagorda Fishing, Next Door, North Texas Fishing Addicts, Port O'Connor Fishing, Rockport Fishing, Saltwater Galveston/Chocolate Bay Area Fishing, Salty Angler, Sister Helping Sisters Fishing Tournament, South Texas Fishing and Outdoors, Texas Gulf Coast Saltwater Fishing Texas Inshore Anglers, Texas Saltwater Fishing, Texas Saltwater Fishing Tournaments, Texas Saltwater kayak Fishing, Texas Wade Fishing, Galveston Bay Kayak Cartel, West End Anglers, Chocolate Bayou Bay Hunting and Fishing, Salty Head Fishing, Kayak Fishing Texas and many more.

texasoutlawchallenge.com/event-introduction/



Official Website for the Event - Key information and promotion vehicle. Months of promotions – with the maximum promotion the last two months prior to the event.

Note: Cross Promotion with the Texas Outlaw Challenge.



825,630 Reach



Local

21,500



THANK YOU TO THE CITY OF
SEABROOK FOR YOUR SUPPORT
AND SPONSORSHIP



- Propose a statue (Bird is my vote!) and location at the 10th street turnout for the KTB grant
- Statue base is high enough so easily seen by cars coming into Seabrook
- Location and general description would satisfy TxDOTs immediate needs
- Begin reviewing what kind of statue







Same height



**ROBINSON PARK
EXPANDED PARKING**

CITY MANAGER CITY COUNCIL REPORT

Date: August 5, 2025

Boards and Commissions

Building and Standards – July 29, 2025 with Compliance Hearings set for October 28, 2025 and September 15, 2025

- Property on the Waterfront Drive
- Individual Property on Baywood

Planning and Zoning – July 17, 2025 and set Public Hearing – August 21, 2025

- Amendment consideration of construction using shipping or storage containers as structural materials

Economic Development Corporation – August 14, 2025

Capital Improvement Projects (CIP)

Water Projects

- **W16 – Old SH 146 Waterline Interconnect**
 - Purpose: Increase system redundancy
 - Status: Waiting on lane closures approval for Old SH 146 from Harris County
- **W31 – Seascape Waterlines**
 - Purpose: Update old lines
 - Estimated Completion: October 2025*
 - Status: This week the contractor has begun water sampling and testing on the new lines. Next week, if all items passed, service connection installations will begin. The final phase is projected to complete in September to October for additional crossings at certain areas on Allegro, Beechcraft, Coronado, and N. Heron.

Wastewater Projects

- **WW19 – WWTP Demo**
 - Purpose: A phase in the overall wastewater plant relocation, the old site is being properly engineered and plans drawn for demolishing all old components on the site
 - Current Activity: This week city's engineering firm onsite completing information for bid package for the RFP
 - RFP is being drafted
 - **WW21 and 22 – Pine Gully Force Main Bore**
 - Purpose: Replace the exposed wastewater line on Todville Bridge with an underground bore.
 - Update: Environmental report is still pending to proceed to bid phase
-

Facilities Projects

- **ARPA – Brummerhop Park Restroom and ADA Ramp**
 - Purpose: Upgrade to a new 2 seater at the park and install all ADA access
 - Status: Completed installation, electrical, ramp and installing landscaping. The project could be accessible by Friday.
- **P24 – Pelican Bay Municipal Pool Facility (Bond Project 2025)**
 - Purpose: Demolish and construct a new pool facility
 - August 12, 2025 – Progress Report for layout scheduled
- **FAC25 - EMS Expansion (Bond Project 2023)**
 - Purpose: Construct an expansion onto the Seabrook Fire Station on Meyer to add capacities for the EMS and Emergency Management Departments. The project will include dedicated Emergency Operations Center/Training Room; office space; secure supply space, report writing stations and bunk rooms.
 - Update: Kickoff meeting completed, first of September 2025 is target start date and staff coordinating dates for groundbreaking ceremony
- **P20 – Carothers Garden East Tract Trail System (Carothers Grading and Drainage – RFP)**
 - Bid Opening 6-26-25 and the city received 2 bids.
 - 7/15/2025 Council Approved
 - Upcoming: Contract executed and notice to proceed
- **S26 – E. Meyer Project**
 - Purpose: Reconstruction project from asphalt to concrete from SH 146 to Todville, complete sidewalk connectivity. As part of the Certificates of Obligation 2024 Issuance, the city will pursue plans and a cost estimate.
 - Staff will be submitting to council in August a proposal for design services
- **S27 – North Meyer Road Reconstruction**
 - Purpose: Reconstruction project from asphalt to concrete from E. Meyer to SH 146 with the replacement and addition of sidewalks

- Funding: 50% **design** funding secured via 2024 Precinct 2 Partnership Grant.
- Construction: City targeting 2026 grant cycle for construction funding.