



Agenda Item: New Employee Introduction

Background: Scott Moon joined our organization on February 8th, 2021, assuming the newly created position of Business Development Manager. A highly skilled and experienced sales professional, Scott has worked for leading publications around the State of Texas including The Dallas Morning News, Austin American Statesman, Houston Chronical, Galveston Daily News and most recently Galveston.com & Company. Since arriving on Island in 2007, Scott has built a strong network and is extremely well connected within the Galveston Tourism and Hospitality industry. Scott is a resident of La Marque, a Texas Tech University Graduate with a BBA in Marketing & Advertising, and a Certified Tourism Ambassador.

Mr. Moon will be responsible for planning and executing a sales strategy to solicit advertising and sponsorship funding for Park Board and CVB assets. This includes facilities and structures as well as brochures, websites, publications, events, cooperative marketing and advertising programs, and other activities and initiatives the Park Board and CVB produces that warrant advertising opportunities or sponsorship funding.