



Agenda Item: Employee Recognition - Tiffaney Gonzales

Background: Visit Galveston is proud to announce that Tiffaney Gonzales, Sales Manager, has been named one of Connect Association's 40 Under 40 for the class of 2021.

Connect Association, a leader in the meetings and events industry, has dubbed these individuals 'The Revivalists' in recognition of the crucial roles they played to keep the meetings industry alive amid the pandemic, as well as their efforts in leading the events industry's comeback.

Tiffaney has been an outstanding member of the Park Board team for over 18 years, holding positions in Administration, Destination Services, and Group Sales. Her relationship building skills and excellent customer service make her a fantastic salesperson, but it is her endearing spirit and passion for Galveston Island and her clients that make her truly special.

We are proud of this well-deserved recognition and in addition she is also celebrating her 15 year anniversary with the Park Board. We are beyond excited to call Tiffaney part of our Visit Galveston family.



Agenda Item: Employee Recognition – Kelly de Schaun

Background: Kelly de Schaun is a native Texan who graduated from the University of Houston with a degree in Hotel/ Restaurant Management and later, obtained her Master’s degree from the University of Texas at Austin in Community and Economic Development.

After spending nearly 20 years working in the Caribbean region, Kelly returned home to Texas and joined the Park Board of Trustees as the Executive Director on October 24, 2011, where she has overseen record-breaking tourism numbers and several significant beach nourishment projects.

We would like to thank recognize Kelly for her 10 years of service with the Park Board.



Agenda Item: Visit Galveston Public Relations and Marketing Team Recognition – Public Relations Society of America – Houston Chapter Grand Excalibur Award (Michael Woody, 5 Minutes)

Background: Visit Galveston, formerly the Galveston Island Convention & Visitors Bureau, was awarded the top award of 2021 from the Public Relations Society of America Houston Chapter. The organization received the “Grand Excalibur Award” during PRSA Houston’s 36th Annual Excalibur Awards ceremony Oct. 7 at the Houston Botanic Garden.

Visit Galveston received the Grand Excalibur Award, which is given to the organization with the top overall entry of the year, for its Galveston Tourism Recovery Campaign implemented during the summer and fall of last year. The campaign focused on positioning the island for tourism success after government mandated COVID-19 tourism shutdowns and amid the constantly evolving status of a global pandemic.

Visit Galveston’s award-winning campaign integrated earned, owned, and paid media communications to increase exposure of Galveston Island as a social distancing friendly destination, increase engagement with potential travelers and recover tourist visitation during the summer and fall of 2020. The overall strategy for the campaign included redefining the island's key selling points for a social distance era, including campaign-specific imagery and creative messaging.