



Agenda Item: Introduction of New Tourism Development Staff Members

Background: Over the last few months, we have had the opportunity to welcome four new staff members to our team at Visit Galveston. The positions include Asset Services Coordinator, Destination Experience Manager, Digital Content Coordinator and Multimedia Content Creator. All of the positions were included in the budgeted headcount for the organization. One position was newly created for this budget year and the other three were open positions.

New:

01/31/2022 - **Jeff Ellis** is the Asset Services Coordinator with Visit Galveston. In this role, Jeff oversees the maintenance, placement and coordination of all Visit Galveston assets. These assets include, but are not limited to, the Mobile Visitor Center, Gamification Vending Machine, and all Visit Galveston Vehicles. Jeff also coordinates all local, regional, and national distribution of collateral and materials.

Jeff has a natural interest in helping people, and a deep connection to the community he serves. Prior to joining the organization, Jeff was in the Oil and Gas industry for over 20 years serving in many capacities. Jeff also served for over 14 years as a first responder both in the Army and as a civilian. Jeff is fully committed to giving 100% and going above and beyond in every task. His focus is centered on providing excellent service and building long standing relationships. Outside of work and family, Jeff's interests include golf, motorcycles, guitars, and volunteering with multiple charitable organizations around the State of Texas.

Existing:

02/28/2022 - **Shawna Reid** is the Destination Experience Manager with Visit Galveston. In this role, Shawna oversees the Galveston Visitor Information Center, VICi (Mobile Information Center) and the continued development & evolution of the CTA program.

Prior to joining the team at Visit Galveston, Shawna was the Tourism Marketing Manager with Visit Bay Area Houston for 5 years. Shawna is an experienced tourism professional with a passion for promoting regional businesses, attractions and experiences. She loves sharing all the amazing things that Galveston has to offer guests and our locals. Shawna serves on several boards and committees throughout the region including the Bay Area Houston Ballet & Theatre Advisory Committee and is serving as the Tourism Liaison to the Board of the Clear Lake Area Chamber of Commerce. In her personal life, she lives in Kemah with Jeff, her husband of 28 years. They love to travel whenever the opportunity arrives. They have 2 grown children who are both graduates of the Texas A&M University system (one in College Station and one in Galveston).

03/07/2022 - **Sydney Macapagal** is the Digital Content Coordinator with Visit Galveston. In this role, Sydney oversees the planning, creation, and implementation of online content for various Visit Galveston marketing channels. Activities include posting across multiple social media pages, website updates, writing blogs, updating and responding to questions on travel sites, and other marketing initiatives.

Sydney is a graduate of Texas A&M University with a Bachelor of Arts in Telecommunication Media Studies and a minor in Journalism. Her experience has included an internship at a news station to working at a marketing agency, with a passion for creating visual experiences through content. She loves social media and is always ready to find and activate the next big thing. She is excited to be a part of the Visit Galveston team and looks forward to exploring and promoting the Tourism industry.

03/21/2022 - **Roger Velazquez** is the Multimedia Content Creator with Visit Galveston. In this role, Roger oversees the design and development of branded marketing assets through video and photography. This position will work collaboratively with the marketing team and other Visit Galveston departments to enhance Galveston's brand awareness and showcase the island's diversity of amenities.

A BOI, Roger was born and raised in Galveston. At a young age, he fell in love with photography and has been growing with it ever since. After graduating from Ball High School, he attended Texas State University where he graduated with a B.B.A. in Marketing. While going to school, Roger also worked as a photographer for the University's Marketing & Development Departments, GoDaddy Social, and on freelance projects. Throughout these roles, his skillset evolved into the videography realm as well. The experience of creating content for these institutions, and having an interest in the business field, have led him to create his own media production company, BrightBox Media. In addition to his position with Visit Galveston, Roger is also a multimedia small business owner.