



Agenda Item: Employee Spotlight – Jacquelyn Helton

Background: Jacquelyn joined the Park Board in October 2012 as the Sales Coordinator, and it has been non-stop fun since! In November 2014, she was promoted to Development Manager and then to Director, Destination Experience in December 2018.

Jacquelyn grew up in Midlothian and graduated from Sam Houston State University with a Bachelor of Science in Ag-Business. Prior to joining the Park Board, Jacquelyn was the Director of the Waxahachie Convention and Visitors Bureau, planned and executed corporate events in the Dallas and Grapevine markets with two prominent DMCs, and in agricultural sales with ConAgra Foods. Jacquelyn says the best parts of her role are the people she works with and the creative space she is allowed as she accomplishes her responsibilities.

Jacquelyn recently relocated to League City with her family. Outside of the office, she, her husband, and daughter are professional stock contractors and run a rough stock cattle operation, Damn Skippy Ranch, out of the Freeport area. They raise professional bucking bulls and show steers for beef production. She spends her free time taking the bulls on the road and cheering on her daughter as she shows steers.

Jacquelyn’s manager, Michael Woody, shares that she is an amazing talent! She is always on point, forward-thinking, and ready to do whatever it takes to position Galveston in the best possible light. Jacquelyn is a solid leader, always has a “customer service” attitude, and has an extraordinary ability to create and deliver top tier events and activations.

We are so glad to have Jacquelyn, with all her glitter and sparkle, on the team and are excited to recognize her as she celebrates her 10-year service anniversary with the Park Board.