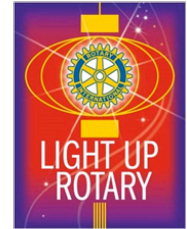


# Rotary Club of Galveston - Texas



# PILOT



**Rotary Newsletter**  
**July 16, 2014**

**Lonnie Cox** presided over the meeting.

**Roland Bassett** offered the invocation

**Stephen Duncan** led the pledge and music

**Kathy Vandewalli** introduced guests and visiting Rotarians

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## Guests

Meg Winchester, Melody Smith, Peter Davis, Mario Rabago, Jesse Ojeda, Chris Saddler, guests of Kelly DeSchaun

Gracie Bassett and Jordan Bassett, guests of Keith Bassett

Anna Bassett, guest of Mary Beth Bassett

Debbie Zendt, guest of John Zendt

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## Announcements

Lonnie Cox, with the help of Lauren Suderman, invited club members to take Service above Selfies photos and post them to social media sites. #rotary

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## Program

John Zendt introduced the program: Kelly DeSchaun and the Galveston Park Board.

Kelly presented a summary of the Park Board activities. She recognized the management staff for the great job they are doing.

Highlights include:

The Park Board mission is to position Galveston among the top five tourist destinations in the state. They hit their goal.

The economic impact of tourism is: \$687 million in visitors' direct expenditures and \$951 million in indirect expenditures.

One third of the jobs on the island are tourism-generated.

More affluent visitors are coming to the Island evidenced by the higher hotel occupancy rates here

The Parks Board offered a Tourism Ambassador Program to front-line employees: front desk, taxi drivers, realtors, servers, et al. It is a short course on the history, culture and amenities here in Galveston. More than 200 have received certification in the program

The Parks Board has branded Hobby airport and has advertising in Southwest magazine to expand its reach beyond Texas.

Its Christmas in July promotion is pushing holidays on the Island.

As for the seaweed, she said the Sargassum arrived earlier and heavier than they have ever seen. Thanks to new technology from Texas A&M, there is an early advisory system that transmits NASA satellite imagery from space allowing officials to see the seaweed before it comes in.

Removing it is complicated for several reasons. State and federal regulations prohibit some methods of removal, there is limited space on the seawall, and there are vigilant citizens and groups concerned about animal life, namely turtles.

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**Ed Rismiller** won the door prize.

**Lonnie Cox** led the group in reciting the Rotary Four-Way Test and added a fifth element:

Of the Things we think, say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and better FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned
- 5) Will it be FUN?

*Mary Beth Bassett, PILOT Editor*

**Upcoming Programs:**

July 30: Larry Nichols, GISD

August 6: Kelly Drinnen, Flower Garden Banks National Marine Sanctuary

August 13: Katie McGonigle, Galveston County Food Bank



**The Galveston Rotary Club**

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