



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Workforce Development Committee
Wednesday, May 11, 2022, 9:00 a.m.
Park Board Plaza Board Room - 1st Floor
601 Tremont
Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee
The public shall be allowed to provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting or by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)
- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[4.13.22 - WDC MINUTES.PDF](#)
- VII. Discuss Progress On Strategic Marketing Plan (Neil Murphy, 10 Minutes)

Documents:

[COMMITTEE MARKETING PLAN.PDF](#)
- VIII. Presentation And Discussion On Employer Information Sheet Highlighting Internship Opportunities And Requirements (Sherry Rooks, 10 Minutes)

Documents:

[INTERNSHIP INFORMATION SHEET.PDF](#)
- IX. Discuss School-Year Internship Programs For The 2022-23 School Year (Eric Paul/Sherry

Rooks, 15 Minutes)

Documents:

[2022-23 SCHOOL YEAR INTERNSHIPS.PDF](#)

X. 2021-2022 Committee Work Plan

Documents:

[WDC WORK PLAN FY2021-22 V2.PDF](#)

XI. Future Agenda Items

XII. Announcements

XIII. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before Friday, May 6, 2022 5:00 p.m.

Approved

Cissy Matthews, Chair, Workforce Development Committee

Approved

Spencer Priest, Chair, Park Board of Trustees

Approved as to Format

Kelly de Schaun, Chief Executive Officer

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)



**Park Board of Trustees of the City of Galveston
Workforce Development Committee**

4/13/2022 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:03 am.

II. Pledge Of Allegiance

The pledge of allegiance was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee members present: Cissy Matthews, Jason Hardcastle, James Clark, Jeff English, Jennifer Lamm, Eric Paul.

IV. Conflict Of Interest Declarations

There were no conflicts of interest declared.

V. Requests To Address The Committee

There were no request to address the committees.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: James Clark motioned to approve the March 9, 2022 Workforce Development Committee meeting minutes.

Second: Jeff English seconded.

Vote approved: (6-0)

VII. Discuss Ball High Hospitality Club Involvement At 2022 Tourism Summit (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton briefly summarized the origin and goal of the Tourism Summit for background and context. Mrs. Helton then explained the events that will be taking place at this year's Tourism Summit. Mrs. Helton detailed the various opportunities for student involvement during the 2022 Tourism Summit that would afford them industry experience with events. The committee collectively discussed organizing student involvement for this event.

VIII. Discuss Progress On Strategic Marketing Plan (Neil Murphy, 10 Minutes)

Neil Murphy discussed the current progress being made on the strategic marketing plan and he explained that a communication matrix is currently being developed that would include networking events and job opportunities for the students. This matrix will help expose the students to different opportunities and build their professional network, thus, strengthening the workforce; benefiting both student and employer.

IX. Discussion On Dynamics Of The Ball High School Hospitality Program (Eric Paul, 10 Minutes)

Eric Paul discussed the dynamics of the Ball High Hospitality Program with the committee. He shared the current goals and needs of the Ball High Hospitality Program with the committee. The committee collectively discussed how the goals of the Workforce Development Committee and the Ball High Hospitality Program align and can be both mutually beneficial and achieved.

X. Presentation And Discussion On Employer One Sheet Highlighting Internship Opportunities And Requirements (Sherry Rooks, 10 Minutes)

Sherry Rooks presented the draft of the one sheet employer flyer highlighting internship opportunities and requirements. She stated that the intended goal of this promotional material was to be presented to employers to promote interest in establishing internships with the Ball High Hospitality students at their businesses. The committee collectively discussed the design of the flyer and how best to achieve its goal.

XI. Presentation And Discussion On Map Of Educational Track, Internships And Galveston Career Connect Grant Opportunities (Sherry Rooks, 10 Minutes)

Sherry Rooks presented the current version Ball High has of the map of educational track for the internships and Galveston Career Connect Grant Opportunities. Eric Paul gave context on the Ball High portion of the map of educational track for those unfamiliar. Cissy Matthews gave context on the Galveston College portion of the map of educational track for those unfamiliar. Sherry informed the committee that, Ball

High Hospitality student, Sky Denson is creating a promotional version of this map. She explained that the promotional version of this map will be used to communicate the various opportunities and pathways within Ball High Hospitality to incoming students and their parents.

XII. Update On Ball High School Parent Event Held March 30, 2022 At Ball High School (Sherry Rooks, 5 Minutes)

Sherry Rooks gave an update on the Ball High School Parent Event that was held on March 30, 2022 at Ball High School. She stated that the event was a tremendous success and that attendance was much higher.

XIII. Update On VIP Event For Principals And Counselors Held March 25, 2022 At Moody Gardens (Susan Keeble, 5 Minutes)

Susan Keeble gave an update on the VIP event for Principals and Counselors that was held on March 25, 2022 at Moody Gardens. Mrs. Keeble stated that the event was a major success and that they received a lot of beneficial and positive feedback. Susan also stated that this event will continue to be an annual event.

XIV. 2021-2022 Committee Work Plan

Cissy Matthews reviewed the current standing of the 2021-2022 Workforce Development Work plan with the committee.

XV. Future Agenda Items

- Continued update on Strategic Marketing Plan.
- Review School-Year Internship Program.

XVI. Announcements

The committee members announced the upcoming events at their organizations.

XVII. Adjournment

The meeting was adjourned at 10:05 am.



Agenda Item: Discuss Progress on Strategic Marketing Plan

Background: Visit Galveston Public Relations staff will discuss progress on the Strategic Marketing Plan for the committee.



Agenda Item: Presentation and Discussion on Employer Information Sheet Highlighting Internship Opportunities and Requirements

Background: The Committee requested at the last meeting that this document be updated and presented at this month's meeting.



Agenda Item: Discuss School-Year Internship Programs for 2022-23 School Year

Background: As part of the Workforce Development Committee's Annual Work Plan, the committee would like to discuss the during-school and after-school internships that local employers have committed to for the next school year.

Workforce Development Committee Annual Work Plan

| Quarter 1 | | |
|--|---|--|
| <i>October</i> | <i>November</i> | <i>December</i> |
| Review Summer Internship Program Approve Annual Work Plan and Marketing Plan | Plan for January Learning Community Tours Plan for January VIP Program for Principals/Counselors | No meeting |
| Quarter 2 | | |
| <i>January</i> | <i>February</i> | <i>March</i> |
| Finalize plans for January events Participate in CTE and Learning Community Tours Participate in VIP Program for Principals and Counselors | Review seasonal recruiting plan and materials targeted at students in hospitality programs. | Review Dual Credit Programs and Enrollments |
| Quarter 3 | | |
| <i>April</i> | <i>May</i> | <i>June</i> |
| Discuss and Plan Tourism Summit Opportunities Review Grant Opportunities for next school year | Review School-year Internship Program | No meeting |
| Quarter 4 | | |
| <i>July</i> | <i>August</i> | <i>September</i> |
| No meeting | No meeting | Discuss Annual Work Plan Updates or Changes Review Marketing Plan |

On-going agenda items: