



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Workforce Development Committee
Wednesday, January 12, 2022, 9:00 a.m.
Park Board Plaza Board Room – First 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.

Each Person will be limited to three (3) minutes regardless of the number of items addressed. [HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65](https://www.galvestonparkboard.org/forms.aspx?fid=65).
- VI. Discuss And Consider Approval Of Meeting Minutes (Kellie Rooks)

Documents:

[12_8_2021 WDC - MINUTES.PDF](#)
- VII. Discuss And Consider Approval Of Annual Work Plan (Cissy Matthews 20 Minutes)

Documents:

[DISCUSS AND CONSIDER APPROVAL OF ANNUAL WORK PLAN.PDF](#)
[WORKFORCE DEVELOPMENT COMMITTEE WORK PLAN 2021-22.PDF](#)
- VIII. Update On Career And Technical Education Learning Communities Tour Event (Susan Keeble 10 Minutes)
- IX. Discuss And Consider Initial Ideas For Principal/Counselor VIP Program (Susan Keeble 10 Minutes)
- X. Future Agenda Items
- XI. Announcements
- XII. 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 January 7, 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**

12/8/2021 - Minutes

I. Call Meeting To Order

Meeting called to order at 9:01am.

II. Roll Call And Declaration Of A Quorum

The roll was called, a majority on the members were present and a quorum was declared.

III. Conflict Of Interest Declarations

There were no conflict of interests declared.

IV. Requests To Address The Committee

There were no request to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: Dr. Cissy Matthews moved to approve the 11.10.2021 meeting minutes with the following correction made, change "Galveston Community College" to "Galveston College."

Seconded: James Bukac.

Vote: (4-0) Mar Jurado and Eric Paul were not present at time of vote.

VI. Discuss And Develop Annual Work Plan

- **Promote programs and opportunities through Galveston Independent School District's (GISD) Audio Visual (AV) group - industry supplies interviewees, students conduct interviews, take, and spread through Galveston County (Chamber/Park Board).**

Sherry Rooks and Eric Paul will aid the committee with this item.

- **Host VIP Program for principals and counselors at middle schools and high schools to highlight the programs and the opportunities in the high schools as well as the degree and certificate programs at Galveston College and Texas A&M (Park Board/Education partners)**

The committee decided that Kelly de Schaun, Jeremy Bukac, Jennifer Lamm, and James Clark will aid the committee with this item. Eric Paul will provide the committee with the dates of these events.

- **Presence at Career Night for 8th graders and info sessions for high school students with focus on skills students will learn (public speaking, customer service, life skills, work ethic, interpersonal communication skills, teamwork) and compensation for hospitality/tourism career paths (Industry partners)**

The committee decided that Dr. Cissy Matthews, Sherry Rooks, and Eric Paul will handle the coordination of the Career night with the committee. Kelly de Schaun, Jeremy Bukac, Jennifer Lamm, and James will handle gathering industry support for this event.

- **Op Eds for Daily News on importance of tourism to Galveston, success stories, training opportunities (Industry partners/Park Board)**
- **Use social media/community outreach to highlight managers, mid-level supervisors, and front-line staff in hospitality to show the varied career opportunities available (Chamber/Park Board)**
- **Use social media/community outreach to highlight area high school/college grads who are working in hospitality (Chamber/Park Board)**

- **Use social media to spotlight classes, practicums, internships, jobs (Chamber/Park Board)**

The committee decided to collectively work on this item.

- **Design brochures/hallway art for Ball HS hospitality classes/careers, digital info pieces for college recruiting offices (Park Board)**

The committee decided that the hospitality interns will work with the Park Board of Trustees marketing team to create this promotional material.

- **Specific recruiting efforts at Galveston College, Texas A&M, and College of the Mainland for school year or summer hires (Industry partners)**

To be discussed on a future agenda.

- **Students have VIP status to participate in local hospitality/tourism events, trade shows, catering events (All)**

The committee decided that Sherry Rooks and Susan Keeble will coordinate the interns and the industry partners of the committee will provide schedules of events for the students and interns to attend.

VII. Future Agenda Items

1. Create a framework for upcoming Op Eds and social media promotions and communications.
2. Specific recruiting efforts at Galveston College, Texas A&M, and College of the Mainland for school year or summer hires (Industry partners).
3. Evaluate current daily internship schedule to confirm structure is beneficial and change as needed (Education/Industry Partners).
4. School-year internships to expand opportunities to focus on specific job areas (Education/Industry Partners).
5. Paid summer internships of 8-10 weeks, rotate every 2 weeks (Industry Partners)
6. Formalize mentor program with year over year career paths in summer (Industry Partners).
7. Finalization of Workforce Development Committee Work Plan.

VIII. Announcements

- 2022 committee calendar will be sent out soon. And that the January 2022 Workforce Development Committee meeting will be held in person.
- Restaurant Association is kicking off holiday gift card sales.
- Restaurant Association is partnering with Galveston.com for Galveston Restaurant week which will occur January 17th, 2020-February 13th, 2022.
- Dr. Cissy Matthews, Kelly de Schaun, and Dr. Jerry Gibson attended the 2021 Galveston Economic Development Partnership Summit and was invited to speak about the Workforce Development Committee.

IX. Adjournment

The meeting was adjourned at 9:53am.



Agenda Item: Discuss and Consider Approval of Annual Work Plan

Background: As part of the Hospitality Workgroup recommendations presented in August 2021 to the Board of Trustees and Galveston ISD, the group identified Year 1 tasks designed to increase enrollment in hospitality and culinary arts courses.

The committee will discuss and consider approval of the annual work plan that prioritizes the tasks.

Workforce Development Committee 2021-22 Work Plan

Quarter 1

<i>October</i>	<i>November</i>	<i>December</i>
Review Summer Internship Program	Review Dual Credit Programs	Plan for CTE and Learning Community Tours

Quarter 2

<i>January</i>	<i>February</i>	<i>March</i>
Participate in CTE and Learning Community Tours Plan for VIP Program for Principals/Counselors	Presentation on Certified Tourism Ambassador Training Hold VIP Program for Principals/Counselors	Review Seasonal Recruiting Plan and Materials

Quarter 3

<i>April</i>	<i>May</i>	<i>June</i>
Discuss and Plan Tourism Summit Opportunities	Review School-Year Internship Program	Review Grant Opportunities

Quarter 4

<i>July</i>	<i>August</i>	<i>September</i>
No meeting	Discuss 22.23 Work Plan	Approve 22.23 Work Plan Marketing Plan

On-going agenda items: