



**NOTICE OF REGULAR MEETING**  
**Park Board of Trustees of the City of Galveston**  
**Workforce Development Committee**  
**Wednesday, March 9, 2022, 9:00 a.m.**  
**Galveston, Texas 77550**

**The Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines to help reduce the spread of the Covid-19 virus.**

- I. Call Meeting To Order
- II. Roll Call And Declaration Of A Quorum
- III. Conflict Of Interest Declarations
- IV. 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 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)

- V. Discuss And Consider Approval Of Meeting Minutes

Documents:

[2.9.22 - WDC MINUTES.PDF](#)

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

Documents:

[PRESENTATION AND DISCUSSION ON MAP OF EDUCATIONAL TRACK  
INTERNSHIPS AND GALVESTON CAREER CONNECT GRANT  
OPPORTUNITIES.PDF](#)

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

Documents:

[PRESENTATION AND DISCUSSION ON EMPLOYER ONE SHEET  
HIGHLIGHTING INTERNSHIP OPPORTUNITIES AND REQUIREMENTS.PDF](#)

- VIII. Recap On Galveston Independent School District Counselor Q&A Lunch (Susan Keeble, 10

Minutes)

Documents:

[RECAP OF GISD COUNSELOR LUNCH.PDF](#)

- IX. Update And Discussion On VIP Event For GISD High School And Middle School Principals And Counselors Scheduled For March 25 (Committee Members, 10 Minutes)

Documents:

[UPDATE AND DISCUSSION ON VIP EVENT FOR GISD HIGH SCHOOL AND MIDDLE SCHOOL PRINCIPALS AND COUNSELORS.PDF](#)

- X. Discussion And Planning For Parent Event For Ball High School (Eric Paul/Sherry Rooks, 10 Minutes)

Documents:

[DISCUSSION AND PLANNING FOR PARENT EVENT FOR BALL HIGH SCHOOL.PDF](#)

- XI. 2021-2022 Committee Work Plan

Documents:

[WDC FY21.22 WORK PLAN.PDF](#)

XII. Future Agenda Items

XIII. Announcements

XIV. 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 March 4, 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**

2/9/2022 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:00am.

II. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee members present: Dr. Cissy Matthews, James Clark, Jeff English, Jennifer Lamm, Jeremy Bukac, Mar Jurado, Eric Paul (9:09am).

III. Conflict Of Interest Declarations

There were no conflicts of interest declared.

IV. Requests To Address The Committee

There were no request to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

Motion: James Clark Motioned to approve the Workforce Development Committee meeting minutes for January 12, 2022.

Second: Jeff English seconded.

Approved: 6-0 (Eric Paul not present at time of vote)

VI. Presentation And Discussion On Certified Tourism Ambassador (CTA) Training For Students At Ball High School, Galveston College And Texas A&M Galveston And Local Employers (Jacquelyn Helton, 10 Minutes)

Jacquelyn Helton gave a presentation on the Certified Tourism Ambassador program training and explained how it would be beneficial for students at both the high school and college levels. Mrs. Helton explained that this program offers the students a certification that can be listed on resumes as well as valuable customer service skills.

VII. Presentation And Discussion On Strategic Marketing Plan (Neil Murphy, 20 Minutes)

Neil Murphy presented the Strategic Marketing Plan for the Workforce Development Committee. Mr. Murphy explained the goals of the strategic marketing plan and discussed with the committee the best ways to achieve said goals.

VIII. Presentation And Discussion On Map Of Educational Track For Ball High School Hospitality Courses/Programs (Sherry Rooks, 10 Minutes)

Sherry Rooks explained to the committee the Education Track for Ball High School Hospitality and Culinary courses and programs. Ms. Rooks described the prerequisite courses that are taken at the freshman level, and she then broke down the options that the students have for their following years.

IX. Update And Discussion On VIP Event For GISD High School And Middle School Principals And Counselors (Committee Members, 10 Minutes)

Sherry Rooks gave an update on potential times for the VIP Event for GISD High School and Middle School Principals and Counselors from the Galveston Independent School District calendar. The committee collectively discussed the potential times for this event regarding their collective calendars.

X. Update On Committee Meeting Governance Policy Approved By Board Of Trustees (Schel Heydenburg, 10 Minutes)

Schel Heydenburg gave an update on the Governance Policy that was approved by the Board of Trustees. Mrs. Heydenburg elaborated that the Park Board of Trustees will soon be moving away from Robert's Rules of Order for the governance of the committees and the committees will be updated on when that is going into effect.

XI. 2021-2022 Committee Work Plan

Cissy Matthews reviewed the current standing of the 2021-2021 Workforce Development Committee Work Plan with the committee.

XII. Future Agenda Items

Social Media Schedule.

VIP Program Updates.

XIII. Announcements

The committee members announced the upcoming events at their organizations.

XIV. Adjournment

The meeting was adjourned at 10:03am.



**Agenda Item:** Presentation and Discussion on Map of Educational Track, Internships, and Galveston Career Connect Grant Opportunities for Ball HS Hospitality Program

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



**GALVESTON**  
\* ISLAND \*  
*Park Board of Trustees*

## **Agenda Item Overview**

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

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



**Agenda Item:** Recap of GISD High School and Middle School Counselor Lunch and Q&A

**Background:** Several committee members met with GISD High School and Middle School Counselors and representatives from Galveston College on February 25, 2022, to discuss the Ball High Hospitality Program and opportunities for students to pursue both dual-credit and additional culinary and hospitality coursework at Galveston College. A recap of the meeting and any follow-up required will be presented.



**Agenda Item:** Update and Discussion on Spring VIP Event for GISD High School and Middle School Principals and Counselors

**Background:** The following topics have been discussed and finalized:

Date: March 25, 2022

Location: Moody Gardens Hotel

Student intern speakers

Topics remaining to be finalized:

Time

Food

Industry speakers and topics

Activities

SWAG and informational pieces to be distributed





**Agenda Item:** Discussion and Planning for Parent Event at Ball High School

**Background:** On March 30, 2022, there is a Parent Information Night at Ball High School. The committee will discuss and plan how best to provide support to the Hospitality Program for this event.

**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<br>Plan for VIP Program for Principals/Counselors | Presentation on Certified Tourism Ambassador Training<br>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: