



**NOTICE OF REGULAR MEETING**  
**Park Board of Trustees of the City of Galveston**  
**Workforce Development Committee**  
**Wednesday, November 9, 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:

[10.12.22 WDC MINUTES DRAFT.PDF](#)

VII. Discuss And Determine Dates For VIP Event And Learning Community Tours (Jennifer Edenfield/Sherry Rooks, 5 Minutes)

Documents:

[DATES FOR 2023 BALL HS EVENTS.PDF](#)

VIII. Discuss And Finalize Plans For Learning Community Tours (Cissy Matthews/Kellie Rooks, 10 Minutes)

Documents:

[2023 BALL HS LEARNING COMMUNITY EVENT.PDF](#)  
[GISD LEARNING TOURS PLAN\\_.PDF](#)

IX. Discuss And Finalize Plans For VIP Event (Cissy Matthews/Kellie Rooks, 10 Minutes)

Documents:

[2023 GISD VIP EVENT.PDF](#)

X. 2022-2023 Committee Work Plan

Documents:

[WDC FY22.23 WORKPLAN.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 November 4, 2022, 5:00 p.m.***

**Approved**

Cissy Matthews, Chair, Workforce Development Committee

**Approved**

Marty Fluke, 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**

10/12/2022 - Minutes

### **I. Call Meeting To Order**

The meeting was called to order at 9:02am.

### **II. Pledge Of Allegiance**

The pledge of allegiance was recited by all who were present.

### **III. Roll Call And Declaration Of A Quorum**

Roll was called and a quorum was declared.

Committee members present: Cissy Matthews, Spencer Priest, Kimberly Gaido, James Clark, Jeremy Bukac, Mar Jurado, Jennifer Edenfield (9:06am).

### **IV. Conflict Of Interest Declarations**

There were no conflicts of interest declared.

### **V. Requests To Address The Committee**

There were no requests to address the committees.

### **VI. Discuss And Consider Approval Of Meeting Minutes**

Motion: Spencer Priest motioned to approve the September 9, 2022 Workforce Development Committee meeting minutes.

Second: Kimberly Gaido seconded.

Vote Approved: (6-0). Jennifer Edenfield not present at time of vote.

### **VII. Presentation And Discussion On Social Media Plan (Neil Murphy, 15 Min)**

Neil Murphy reviewed the social media plan with the committee and elaborated on the ideas presented in the plan. The committee collectively discussed the items in the plan and how to best accomplish them.

### **VIII. Discussion And Planning For 2023 Learning Community Tours And VIP Event (Susan Keeble, 5 Minutes)**

Susan Keeble reviewed with the committee what was done in the year prior for the learning community tours and the VIP Event. Susan asked the committee to start working on ideas for the planning of these events and for a timeline to be worked on at the next committee meeting.

### **IX. Discuss And Consider Approval Of Workforce Development Committee FY23 Annual Work Plan (Susan Keeble, 5 Min)**

Motion: Spencer Preist motioned to approve the Workforce Development Committe FY23 Annual Work Plan.

Second: James Clark seconded.

Vote Approved: (7-0).

X. 2021-2022 Committee Work Plan

Cissy Matthews reviewed the 2021-2022 Committee Work Plan with the committee.

XI. Future Agenda Items

- Work on action items for social media plan.
- Secure dates for the VIP event and the Learning Tours.
- Discuss plans for the VIP event.
- Discuss plans for the Learning Tours.

XII. Announcements

The committee members announced the upcoming events at their organizations.

XIII. Adjournment

The meeting was adjourned at 9:52am.



**Agenda Item:** Discuss and Determine Dates for 2023 VIP Event and Learning Community Tours

**Background:** Included in the Annual Work Plan for January 2023 are the Ball High School Learning Community Tours and the VIP Program for Principals and Counselors. The committee will confirm 2023 dates for these events.



**Agenda Item:** Discuss and Finalize Plans for 2023 Learning Community Tours

**Background:** Included in the Annual Work Plan for January 2023 is committee participation in the Ball High School Learning Community Tours. The committee will discuss and finalize plans for this event.



# (DRAFT) GISD Learning Tours Plan

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For the Workforce Development Committee

## Event Overview

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The GISD learning Tours is an annual event hosted by Ball High School's Career and Technical Educational (CTE) department. The purpose of this event is for the current 8<sup>th</sup> graders (who will be attending Ball High School next year as incoming 9<sup>th</sup> graders) to tour the campus and learn about all the courses Ball High School has to offer. The 8<sup>th</sup> grade students come to Ball High at scheduled times throughout the day for tours.

Additionally, the second portion of this event takes place during the evening when the parents of the 8<sup>th</sup> graders are invited to Ball High to see what all courses will be available for their students. The parents also get the chance to speak with the teachers and counselors at Ball High School.

## Target Audiences

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The target audience for this event is both the potential incoming 9<sup>th</sup> graders and their parents.

## Main Goal

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The main goal for industry participation in this event is to engage the future 9<sup>th</sup> graders, as well as their parents, and show them all the amazing opportunities in the field of hospitality & culinary has to offer. To cultivate the future leaders of tomorrow's hospitality & culinary workforce. This will be achieved by promoting the hospitality & culinary programs and courses at Ball High School. As well as, and educating the students on how this translates to various lucrative career opportunities and the endless possibilities of the field of hospitality & culinary.

## Message

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Do you want a lucrative career path with unlimited opportunities at **all** levels? Come be a part of the wonderful world of Hospitality & Culinary! Where you can create & maintain a profitable career with endless opportunities right here in Galveston!

## Timeline (Tentative)

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- January 9<sup>th</sup>, 2023, 8<sup>th</sup> grade learning tours
- January 18<sup>th</sup>, 2023, high school fair
- January 9<sup>th</sup>-13<sup>th</sup>, 2023, current Ball High Student course selections

## Event Location

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Ball High School - 4115 Avenue O, Galveston, TX 77550.

CTE hallway (located in the back of the school).

## Event Agenda

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To be released.

## Event Needs Check List

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- 1. Ball High Hospitality Courses & Program Listing (Both)
- 2. Ball High Hospitality Courses & Program Pathway (Both)
- 3. List of Stipends and dual credits offered (Parent Tour)
- 4. Career Opportunities Profiles Handout (Parent Tour)
- 5. Table Favors (Both)
- 6. Snacks/Candies (Both)
- 7. Signage (Both)

## Industry Partners /Attendees (Tentative)

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- Moody Gardens (Jennifer Lamm [jlamm@moodygardens.org](mailto:jlamm@moodygardens.org) )
- Laundry's (Jody Jones [jodyjones@ldry.com](mailto:jodyjones@ldry.com) )
- Galveston Restaurant Association (James Clark [james@mosquitocafe.com](mailto:james@mosquitocafe.com) )
- Galveston Hotel Lodging Association (Jeremy Bukac [jeremy.bukac@ldry.com](mailto:jeremy.bukac@ldry.com) )
- Texas A & M Galveston (Dan Kratz [kratzd@tamug.edu](mailto:kratzd@tamug.edu) )
- Cruise Industry (Mar Juardo [mjurado@mlsbcc.com](mailto:mjurado@mlsbcc.com) )



## Event Prep & Planning Calendar (Tentative)

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(This event usually takes place around the second week of January.)

- 1 Month out (Beginning of December) - Send out a general reminder, event overview and information, and call for attendees.
- 3 weeks out (Mid December) -
  - Confirm all industry partners that are attending and participating in this event.
  - Confirm attendance and participation for at least 2 GISD Ball High Hospitality Interns for this event.
  - Make an attendee schedule spreadsheet for day of event complete with contact information.
  - Send Calendar meeting invite for day of event (Include event details informational sheet as an attachment).
- 2 Weeks out (end of December) -
  - Gather all informational and promotional materials needed for day of event.
  - Contact GISD Liaisons (Jennifer Edenfield & Sherry Rooks), send them a list of attendees, and reserve tables for attendees.
- 1 Week out (Beginning of January) - Send out email reminder to all attendees of event & make sure they are prepped and have everything they need.
- Week of Event (Second week of January) - Re-send the event details attachment via email to remind them of entry protocol and parking information.



**Agenda Item:** Discuss and Finalize Plans for 2023 GISD VIP Event

**Background:** Included in the Annual Work Plan for January 2023 is committee participation in a VIP Event for GISD staff. The committee will discuss and finalize plans for this event.

**Workforce Development Committee Annual Work Plan FY23**

| Quarter 1  |   |   |
|--|---|---|
| <i>October</i>   | <i>November</i>   | <i>December</i>   |
| Review Summer Internship Program<br>Approve Annual Work Plan and Communications Plan   | Plan for January Learning Community Tours<br>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<br>Participate in CTE and Learning Community Tours<br>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<br>Review Grant Opportunities for next school year   | Participate in Tourism Summit<br>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<br>Review Communications Plan |

On-going agenda items: