



**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.