



GOVERNOR'S WORKFORCE INVESTMENT BOARD
500 E. Third Street, Room 200
Carson City, Nevada 89713
Telephone (775) 684-3911 * Fax (775) 684-3908

MEETING MINUTES

**Governor's Workforce Investment Board (GWIB)
Tourism, Gaming and Entertainment Sector Council
Monday, September 22, 2014
10:00 a.m.**

Some members of the Council may be attending the meeting through a simultaneous videoconference and teleconference, and other persons may observe the meeting, conducted at the following locations:

Place of Meeting: **Department of Employment, Training & Rehabilitation**
2800 East St. Louis Avenue, Conference Room A-C
Las Vegas, NV

Department of Employment, Training & Rehabilitation
500 East Third St, 1st Floor Auditorium
Carson City, NV

Nevada JobConnect
Reno Town Mall
4001 South Virginia St
Reno, NV

Council Members Present: Katherine Jacobi, Colleen Henry, Joe Murphy, Aubrey Branch, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, David Philippi, Dr. Bret Simmons, Karen Chessell

Council Members Absent: Gary Perea (excused), Henry Terry (excused), Maricela Aguilar-Ochoa, Joan Rutledge (excused), Councilman Steve Ross (excused), Monica Ford (excused), Somer Hollingsworth, James Campos, Marc Risman (excused)

Ex-officio Members Present: Marianne Segurson, Melinda Lyons, Ellen Russell, Heather Nazareno, Pablo Delaney

Ex-officio Members Absent: Ricardo Villalobos

DETR WSU Staff Present: Odalys Carmona, De Salazar, Earl McDowell, Coralie Peterson

Others Present: Carol Polk, Michele Stevenson (Wynn Encore), Judy Turgiss (Nevada Workforce Development Center)

**Please note that all attendees may not be listed above*

- I. Welcome, Introductions and New Members..... Katherine Jacobi, Chair
GWIB Tourism, Gaming and Entertainment Sector Council

The Chair of this Council, Katherine Jacobi, called the meeting to order at 10:04 a.m. and welcomed everyone and thanked them for attending this meeting. She then asked Coralie Peterson, Administrative Assistant for DETR’s Workforce Solutions Unit, to call roll. Ms. Peterson commented to Ms. Jacobi that two guests were also attending this meeting, Robert Nielsen, IT Sector Council Member, and Donna Lauger from Wyndham, who were both welcomed by the Chair.

- II. Roll call and Establishment of a Quorum Coralie Peterson, Administrative Assistant
Workforce Solutions Unit, Department of Employment, Training and Rehabilitation (DETR)

Coralie Peterson called roll and informed the Chair that a quorum was not present.

- III. Verification of Posting.....Coralie Peterson

Katherine Jacobi asked for Coralie Peterson to verify that the agenda for this meeting was posted according to Nevada statute. Ms. Peterson verified that the agenda was posted according to NRS 241.020.

- IV. **First Public Comment Session** Katherine Jacobi
Members of the public will be invited to speak before; however, no action may be taken on a matter during public comment until the matter itself has been included on an agenda as an item for possible action. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Katherine Jacobi announced the First Public Comment Session and invited members of the public to speak. No comments were made. Hearing none, Ms. Jacobi moved to Item V.

- V. **Discussion/Possible Action** - Approval of the August 26, 2014 Meeting Minutes..... Katherine Jacobi

Lacking a quorum, Ms. Jacobi moved to Item VI.

- VI. **Discussion/Possible Action** - Update on the Pilot Program.....Katherine Jacobi

As Ms. Jacobi mentioned that Dr. Jean Hertzman would be leaving the meeting early, she moved to address Item VII first. After concluding Item VII, Ms. Jacobi returned to comment on the Pilot Program.

Ms. Jacobi mentioned that the DETR staff has been working on completing the format for the Worker Certification Pilot Program. Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit added that the pilot was approved by DETR and is now being processed. Mr. McDowell went on to mention that the second pilot recommended by the sector council for Social Media Analyst training still needs more information. He said he would ask for research data from Marianne Segurson, the economist assigned to work with the GWIB Tourism, Gaming and Entertainment Sector Council, in order determine what type of demand there would be for this type of training.

Robert Nielsen commented that he is a member of the GWIB Information Technology Sector Council and he wanted to mention that the position of social media analyst is in the information technology world. He said he was asked to attend this meeting to work as a liaison between the Tourism, Gaming and Entertainment Sector Council and the IT Sector Council. He explained that jobs in IT have a wide range from a Level 1 job (electronic cash register operator) to a Level 10 job (Senior Programmer, Developer or Coder). He also said that studies have shown that 50% of all of the job listings in this area require a college degree.

He went on to state that across all of various sectors, most jobs require *some* sort of computer knowledge which means that IT touches them all. He said that the GWIB Information Technology Sector Council would like to see how they may “crossover” with the GWIB Tourism, Gaming and Entertainment Sector Council, such as in the proposed social media analyst training, to see if what they are looking at has already been reviewed by the IT Sector Council and if there may be ways in which they can help the Tourism, Gaming and Entertainment Sector Council.

Colleen Henry commented that after the last meeting, she checked one search engine and discovered that over 2,200 listings for a social media analyst were posted. She said she would like to work with Joe Murphy and also the IT Sector Council representative to develop an occupational code for the position of Social Media Analyst.

Joe Murphy mentioned a new survey by the Kelsey Group which noted that small and medium size businesses (having fewer than 100 employees) are looking at social media as being their main advertising and promotional avenue, since it is inexpensive and easy to find young persons with interest and expertise in social media to use as workers. He stated, however, to be effective, these workers need to understand how social media works in the *business* world.

He also said that Karen Chessell looked into the standards for Nevada high schools, and she pointed out that marketing forces would be found in the tourism, entrepreneurial, and marketing classes. Mr. Murphy said that Ms. Chessell also called on Karen Jones of Valley High School, who said they may be able to assist the sector council in providing information on pertinent courses of instruction.

VII. Discussion/Possible Action - Review of the 2014 Strategic Plan.....Katherine Jacobi

Katherine Jacobi asked Dr. Jean Hertzman to provide her update on the objectives of the 2014 Strategic Plan. Dr. Hertzman said that she was reporting on what had been accomplished on the Strategic Plan. She said that the objectives were divided by the date the objective was to be fulfilled (from October 2013-May 2014) and noted the progress as follows:

Objective 1: She said that they have communicated with the Governor’s Office of Economic Development to determine the workforce training needs of the sector.

Objective 2: Dr. Hertzman said that the critical jobs, skills and competencies needed by the sector’s workforce have been identified.

Objective 3: The talent pipeline has been reviewed.

Objective 4: She said that the talent pipeline has been evaluated, in particular, the demand data. She also said a survey has been conducted regarding the unmet training needs. Based on individual knowledge, they have reported on the supply data at all levels of education (from K-12 through post-secondary institutions) and know what certification programs are available in the State of Nevada. The inventory of workforce supply and data has also been reviewed. Dr. Hertzman said that as the information-gathering and fact finding has just been completed, so they have not written the white paper on Tourism and Gaming Workforce, but she stated this may not need to be included in future strategic plans.

Objective 5: Dr. Hertzman mentioned that they have not had separate sub-committee meetings but the full sector council meetings have covered the items mentioned in Item 5, which were to be completed by August 2014. When Dr. Hertzman concluded her comments, Ms. Jacobi thanked her and then returned to address Item VI.

VIII. Discussion/Possible Action – Update on the Work Group.....Katherine Jacobi

Ms. Jacobi stated she would like a work group consisting of Joe Murphy, Colleen Henry, Karen Chessell, Henry Terry, and Robert Nielsen to meet for the purpose of gathering information to justify the jobs demand needed in order for DETR to advance the second pilot proposal for approval. After concluding her comments on the work group, she moved to Item IX.

IX. For Possible Action - New Business and Future Agenda Items..... Katherine Jacobi

Suggestions for new business and future agenda items included the following:

- Discussion of the Impact of the Repeal of Tax Credit on the State’s Film Industry - Marc Risman
- Discussion on Medical Tourism – Doug Geisner, CEO, Las Vegas HEALS

X. For Possible Action - Future Meeting Schedule.....Katherine Jacobi

- Monday, November 17, 2014 at 10:00 a.m.

Ms. Jacobi asked that the sector council members note the next meeting time in their schedules and RSVP the meeting reminder from DETR, in an effort to ensure that a quorum is present for that meeting.

XI. Second Public Comment Session Katherine Jacobi

Members of the public may now comment on any matter or topic, which is relevant to or within the authority or jurisdiction of the Board. You may comment now even if you commented earlier; however, please do not simply repeat the same comment you previously made. Please clearly state and spell your name. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Katherine Jacobi announced the Second Public Comment Session and invited members of the public to comment. No comments were made. Hearing none, Ms. Jacobi moved to Item XII.

XII. Adjournment..... Katherine Jacobi

Upon concluding the Second Public Comment Session, Katherine Jacobi adjourned the meeting at 10:35 a.m.

Agenda items may be taken out of order, combined for consideration by the public body, and/or pulled or removed from the agenda at any time. The Chair may continue this meeting from day-to-day. Pursuant to NRS 241.020, no action may be taken upon a matter raised during a period devoted to comments by the general public until the matter itself has been specifically included on an agenda as an item upon which action may be taken.

GOVERNOR’S WORKFORCE INVESTMENT BOARD
TOURISM, GAMING AND ENTERTAINMENT SECTOR COUNCIL

Katherine Jacobi (Chair), Gary Perea (Vice-Chair), Colleen Henry, Joe Murphy, Aubrey Branch, Henry Terry, Maricela Aguilar-Ochoa, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Councilman Steve Ross, Monica Ford, David Philippi, Dr. Bret Simmons, Somer Hollingsworth, Karen Chessell, James Campos and Marc Risman

Notice: Persons with disabilities who require special accommodations or assistance at the meeting should notify Coralie Peterson, DETR, Workforce Solutions Unit, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 2800 E. St. Louis., Las Vegas, Nevada 89104; or call (702) 486-0523; or fax (702) 486-6426 on or before the close of business Friday, September 19, 2014.

Notice of this meeting was posted at the following locations on or before 9:00 a.m. on the third working day before the meeting: DETR, 2800 E. St. Louis, Las Vegas, NV; DETR, 500 East Third St., Carson City, NV; DETR, 1325 Corporate Blvd., Reno NV; NEVADA JOBCONNECT, 3405 S. Maryland Parkway, Las Vegas, NV; NEVADA JOBCONNECT, 119 Water St., Henderson, NV; NEVADA JOBCONNECT, 2827 N. Las Vegas Blvd., North Las Vegas, NV; NEVADA JOBCONNECT, 1929 N. Carson St., Carson City, NV; NEVADA JOBCONNECT, 172 Sixth St., Elko, NV; NEVADA JOBCONNECT, 480 Campton St., Ely, NV; NEVADA JOBCONNECT, 121 Industrial Way, Fallon, NV; NEVADA JOBCONNECT, 475 W. Haskell, #1, Winnemucca, NV; NEVADA JOBCONNECT, 4001 S. Virginia St., Suite G, Reno, NV; NEVADA JOBCONNECT, 1675 E. Prater Way, Suite 103, Sparks, NV; GRANT SAWYER OFFICE BUILDING, 555 E. Washington Ave., Las Vegas, NV; LEGISLATIVE BUILDING, 401 S. Carson St., Carson City, NV; NEVADAWORKS 6490 S. McCarran Blvd., Building A, Unit 1., Reno, NV; WORKFORCE CONNECTIONS, 7251 W. Lake Mead Blvd., Las Vegas, NV. This agenda was also posted on DETR's Web site at www.nvdetr.org. In addition, the agenda was mailed or e-mailed to groups and individuals as requested.