



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, November 17, 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, Joe Murphy, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Monica Ford, David Philippi, Karen Chessell, James Campos, Marc Risan, Donna Lauger

Council Members Absent: Gary Perea (excused), Aubrey Branch, Henry Terry (excused), Maricela Aguilar-Ochoa, Joan Rutledge (excused), Councilman Steve Ross, Dr. Bret Simmons (excused), Somer Hollingsworth (excused)

Ex-officio Members Present: Ricardo Villalobos, Melinda Lyons, Ellen Russell, Pablo Delaney, Colleen Henry

Ex-officio Members Absent: Marianne Segurson, Heather Nazareno

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

Others Present: Rob Neilson, Sector Council Member (GWIB Information Technology Sector Council), Judy Turgiss (Nevada Workforce Development Center), Jeff Peterson (Trump International Las Vegas).

**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 10:00 a.m.

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

Ms. Peterson verified that the agenda for this meeting 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.

Ms. Jacobi announced the First Public Comment Session and invited members of the public to speak. Hearing no comments, the Chair moved to the next agenda item.

V. **Discussion/Possible Action** - Approval of the September 22, 2014 Meeting Minutes..... Katherine Jacobi

As a quorum was not met at the time of the roll call, Ms. Jacobi moved to Item VII. At the conclusion of this item, the Chair announced that a quorum was now present and asked for approval of the September 22, 2014 Meeting Minutes. A motion was made by Joe Murphy and was seconded by James Campos. None were opposed and the motion carried unanimously.

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

Ms. Jacobi asked for approval of the August 26, 2014 Meeting Minutes. A motion was made by Joe Murphy and was seconded by James Campos. None were opposed and the motion carried unanimously.

VII. **Presentation** – Update on the In-Demand Occupations Training.....John Thurman, CEO
Nevadaworks

Brett Miller, Manager
Strategic Planning and Analysis, Workforce Connections

By way of a PowerPoint presentation, Melinda Lyons provided an overview of the sector training provided by **Nevadaworks**. Ms. Lyons explained that Nevadaworks is the agency who receives WIA (Workforce Investment Act) federal funds for training in the 13 counties in the northern part of the state.

Providers are determined through a RFP (request for proposal) process. Currently, Nevadaworks is using 27 agencies (schools, non-profit organizations). Ms. Lyons explained that training providers must be on the Eligible Training Provider List, be approved by their board, and must lead to an industry-recognized certification.

Ms. Lyons showed the amount of Federal funds allocated by Nevadaworks into programs in 4 different funding streams:

1. Adult Programs (using the In-Demand Occupations identified by the sector councils)
2. Dislocated Workers Programs
3. Youth – In School Programs
4. Youth – Out of School Programs

Brett Miller proceeded to provide an overview of **Workforce Connections** as the local workforce investment board for southern Nevada who administers WIA funds for training and employment services, through a network of service providers contracted from the Eligible Provider List through an RFP (Request for Proposal) process.

Workforce Connections provides employment training for in-demand occupations. If there is demand for an occupation, they can provide training, and hopefully the participant will choose employment in that area, although he stressed that the program is client-driven.

Mr. Miller estimated that 30% of typical participants need little assistance, perhaps help in their job search, or may need supportive services, such as work boots or bus passes. 70% of the participants need more assistance, which can include short-term classroom or on the job training. He added that short-term training is defined as a year or less, with a cost of \$10,000.00 or less, and must lead to an industry-recognized certification.

He went on to explain that due to the high employment demands in southern Nevada, they could not use the same training policies as northern Nevada, and noted that in 2014, they found employment for 2,300 individuals, but approximately 60,000 to 70,000 are still unemployed in the Las Vegas area. Placement rate is typically 70-80% (occupational skills training) and 90-95% (on-the-job training).

Strategies used by Workforce Connections to support the industry sectors include:

- *Local Employer Advisory Panel* – provides feedback on what is needed by employers (for example, soft skills, such as personal appearance or interview techniques)
- *Sector-specific RFP's* – effective way to focus a provider to a particular sector
- *STEM Workshops* – One Stop Career Centers provide STEM workshops to expose participants to new technology (for example, robotics)

Mr. Miller provided reports that showed training provided and employment by sector. He then was asked and answered questions from the sector council members about workforce training. When he concluded his presentation, the Chair announced that a quorum was now present and she returned to Item V.

VIII. **Presentation** – Las Vegas Regional Strategic Plan for Medical & Wellness Tourism.....Doug Genizer
Chief Executive Officer
Las Vegas HEALS

Doug Genizer, CEO, Las Vegas HEALS, gave a brief background on the Las Vegas Regional Strategic Plan for Medical and Wellness Tourism.

He explained that they are seeking to attract patients to Las Vegas in several areas: 1) Medical meetings and continuing education; 2) Viable medical care in areas such as, cosmetic and plastic surgery, bariatric surgery, brain health, oncology, orthopedic procedures, fertility, and dental treatment. 3) In the area of Wellness: Las Vegas boasts 47 world-class spas and numerous outdoor activities.

Mr. Genizer mentioned that possible opportunities for workforce training may occur in concierge training (booking health care providers and amenities) as employers continue to shift from a commercial-insured basis to self-insured groups.

Ms. Jacobi asked if he saw a specific need in which the sector council could assist, and he said that the hospitality sector could work to perfect the “bundling of services.” Mr. Genizer concluded by stating that LV HEALS is a non-profit organization (C-6) who serves to facilitate/drive conversations on the topic of medical tourism. The Chair thanked him for his presentation and moved to the next agenda item.

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

Social Media Pilot Program Work Group: Joe Murphy provided an updated copy of the proposed plan for the Social Media Training Program pilot project as well as a brief update on their current activities. He said they need help to determine training costs, training sites, and a strategy for promoting the program.

Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit said that details such as the scope of work, job description and cost per student be forwarded to him to be processed by DETR as had their previous pilot proposal.

X. Discussion/Possible Action – Update on the Pilot Program.....Katherine Jacobi

Ms. Jacobi said that the trainers have been identified for the approved Pilot Program, and the contracts are in progress, with training for 10 students (5 in the northern Nevada and 5 in the southern Nevada) to begin February, 2015.

XI. Discussion/Possible Action – Update on the Strategic Plan.....Katherine Jacobi

Dr. Jean Hertzman confirmed that they are currently working on Objective 5 of the Strategic Plan, with no further changes at the current time.

XII. For Possible Action – New Business and Future Agenda Items.....Katherine Jacobi

Suggestions for new business and future agenda items included:

- Update on the Social Media Pilot proposal – Joe Murphy
- Further discussion on Medical Tourism – Katherine Jacobi

XIII. The next meeting will be held on Monday, January 26, 2015 at 10:00 a.m.....Katherine Jacobi

XIV. 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 speak. Hearing no comments, the Chair moved to the next agenda item.

XV. **Adjournment**..... Katherine Jacobi

Katherine Jacobi adjourned the meeting at 11:10 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), 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, Marc Risman and Donna Lauger

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, November 14, 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.