



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
Thursday, November 21, 2013
10:00 a.m.**

Some members of the Council may be attending the meeting and other persons may observe the meeting and provide testimony through a simultaneous videoconference and teleconference conducted at the following location or by calling the numbers listed below:

Place of Meeting:

Department of Employment, Training & Rehabilitation
2800 East St. Louis Avenue, Conference Rooms A, B & C
Las Vegas, NV

Nevada Job Connect
Reno Town Mall
4001 South Virginia Street
Reno, NV

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

Council Members Present: Colleen Henry, Joe Murphy, Henry Terry, Jennifer Cunningham, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Commissioner Bonnie Weber, Monica Ford, David Philippi.

Council Members Absent: Katherine Jacobi (excused), Gary Perea (excused), Aubrey Branch, Larry Friedman, Maricela Aguilar-Ochoa (excused), Lonnie Wright, Councilman Steven Ross (excused), Dr. Bret Simmons.

Ex-Officio Members Present: Marianne Segurson, Ricardo Villalobos, Melinda Lyons, Shelley Hendren, Pablo Delaney.

Ex-Officio Members Absent: None.

DETR WSU Staff Present: Earl McDowell, Ansara Martino, Odalys Carmona, Doug van Aman, De Salazar.

Others Present: Heather Nazareno (Nevada JobConnect), Ellen Russell (Nevada JobConnect), Douglas Howell (US DOL Office of Apprenticeship), Judy Turgiss (Nevada Workforce Development Center (CSN/DETR)), Mae Worthey (DETR).

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

AGENDA

- I. Welcome, Introductions and New Members.....Gary Perea, Vice-Chair
GWIB Tourism, Gaming and Entertainment Sector Council

Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit, stood in for the Chair and Vice-Chair of this Council, Katherine Jacobi and Gary Perea, in today’s meeting. Mr. McDowell called the meeting to order at 10:00 a.m., welcomed everyone and thanked them for attending this meeting. Mr. McDowell then welcomed and introduced the newest ex-officio member, Shelly Hendren, Administrator for DETR’s Bureau of Vocational Rehabilitation. He then asked Ms. Hendren to give an overview of her work background.

- II. Roll call and Establishment of a Quorum Ansara Martino, Grants and Policy Analyst
Workforce Solutions Unit, Department of Employment, Training and Rehabilitation (DETR)

Mr. McDowell asked Ansara Martino to call roll. Ms. Martino called roll and informed Mr. McDowell that a quorum was present.

- III. Verification of Posting..... Ansara Martino

Mr. McDowell asked Ms. Martino to verify that the agenda for this meeting was posted according to NRS 241.020. Ms. Martino verified that it was.

- IV. **First Public Comment Session** Gary Perea
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.

Mr. McDowell announced the First Public Comment Session. Hearing no public comments, Mr. McDowell then turned to agenda item V.

- V. **For Possible Action** – Approval of the October 17, 2013 Minutes Gary Perea

Mr. McDowell asked if the Council members have had the opportunity to review the October 17, 2013 Meeting Minutes. He then asked if there were any corrections to be made. Hearing none, Mr. McDowell asked if there was a motion to approve the minutes. The motion was made by Joan Rutledge and seconded by Dr. Jean Hertzman. All were in favor. None were opposed. The motion carried.

- VI. **Presentation** – Overview of the Tourism, Gaming and Entertainment Sector Demand Occupations Leandra Copeland & Marianne Segurson, Economists
DETR Bureau of Research and Analysis

Mr. McDowell introduced Leandra Copeland and Marianne Segurson, Economists for DETR’s Bureau of Research and Analysis, and thanked them for their time and their presentation at today’s meeting. Mr. McDowell informed the Council that he had asked Ms. Copeland to present an overview of the in-demand occupations for this Council’s industry. Mr. McDowell went on to say that one of the main objectives for the Council members is to give direction to the Governor’s Workforce Investment Board as to what training is needed in the industry. The

Governor's Workforce Investment Board can then inform Nevada's two local boards Workforce Connections and Nevadaworks. Mr. McDowell stated that today's presentation will assist the Council members in determining the immediate workforce needs, which could be used to both inform the Governor's Workforce Investment Board and for this Council's Pilot Project Proposal to DETR. He then turned the floor over to Leandra Copeland and Marianne Segurson.

Ms. Segurson began her presentation by going over the Tourism, Gaming and Entertainment Industry Staffing Patterns in Nevada for Nevada 2003-2013. The information presented included the top 50 in-demand occupations for this industry. She added that many of the top 50 noted occupations did not require a degree, and mainly consisted of short-term on-the-job training. A Council member asked for the source of this data. Ms. Copeland responded by stating that the data was pulled from the Occupational Employment Statistics Survey, which is published by the Economic Modeling Specialist, Inc. (EMSI). She stated that every year her agency surveys approximately 3,400 companies in the State of Nevada and in the survey the companies are asked to list all the occupations they employ. The resulting data is used to generate staffing pattern information. She informed the Council that the information presented from the survey for today's meeting was current as of May 2012.

Next, Ms. Segurson spoke on the Industry Competencies Report and informed the Council that it is a helpful handout to look at for skills based training as well as educational attainment. This helps put educators, businesses and job seekers on the same page. The report may help with communicating with businesses on the source of competencies, knowledge, skills and abilities. She said that this report helps employers find employees to fulfill their job requirements and workers can be flexible within the job market. In addition, focusing on the core competencies can help planners and the post-secondary education system to develop career pathways and guides for career transition.

Ms. Segurson then discussed the Nevada versus the National Industry breakdown from 2003 to 2013. She explained that a staffing pattern is a way of identifying what percentages of jobs are in a given industry and in a certain occupation. The projected staffing pattern is used to identify the current and future workforce needs. Ms. Segurson then informed the Council that her colleague, Leandra Copeland, would be taking over the next portion of the presentation.

Ms. Copeland referring to a map that provided the Council with information regarding the ratio of Nevada Tourism, Gaming and Entertainment industry compared to the rest of the United States. It showed that Nevada ranks as number one. Ms. Copeland explained that this is due to the percentage of total State employment in Nevada within in this industry sector. Next, Ms. Copeland stated that there were 250,000 workers with a Bachelor's degree and there are more college graduates than there are jobs for college graduates in Nevada. She went on to say that every business in Nevada is assigned a North American industrial Classification Code (NAICS). There are NAICS codes for full service restaurants, casinos, hotels and etc. There are 91 different NAICS codes and it is important to review how the NAICS codes are defined because there may be an industry that does not belong within that particular NAICS code. Ms. Copeland referenced the GWIB Health Care and Medical Services Sector Council and said that that Council has been in existence for a couple of years and their starting point was utilizing the Bureau of Research and Analysis' occupational projections. That data report was an essential starting point for their sector. Ms. Copeland added that her Bureau is currently working with another industry sector council on sending out a survey through Survey Monkey to see what their

on-demand occupations are. Completing the presentation, Ms. Copeland then opened the floor to the Council members for questions or comments.

Mr. McDowell asked Ms. Copeland that if this industry sector wanted to request a survey, what kind of information would be beneficial for them to request? A Council member asked if the survey would be able to identify what occupations are needed and also which are occupations that companies have trouble filling. Mr. McDowell added he would mention the survey to this Council's Chair and Vice-Chair and it may be an item this Council may want to proceed with. Another Council member asked if a question could be added to the survey asking businesses if they hired qualified persons with disabilities whether these businesses would be more responsive to using their services knowing there are incentives available for them through DETR's Bureau of Vocational Rehabilitation. She added the funding is through the Federal Government and strictly for hiring persons with disabilities. Mr. McDowell added this is one method of making employers more aware of what services are offered through the State.

Another Council member asked if Ms. Copeland could explain the employment release that came out from the Bureau regarding the Nevada Labor Market Overview for September 2013. He added there is a section that states that Nevada's largest sector leisure and hospitality added 200 jobs over the month and the member wanted to know what the 200 jobs were. Ms. Copeland responded by saying she could not say for sure at this time what the jobs were. Mr. McDowell added the survey discussed earlier in today's meeting could help in answering the Council member's question. Ms. Copeland offered to design a basic survey outline and present it to the Council for the next meeting. In addition, she requested that Council members email her their suggestions as to what they would like on the survey.

Another Council member asked Mr. McDowell what step this Council needs to take to take advantage of the WIA funding. Mr. McDowell reminded the Council that there are three items that have been requested of them and that are needed from all the GWIB Industry Sector Councils: (1) The final draft of the Council's 2013-2014 Strategic Plan; (2) Identification of the Council's industry in-demand occupations for WIA funding recommendations; and, (3) the Council's Pilot Project Proposal. He added that a template was sent to the Council for them to use when making their Pilot Project Proposal and he asked that all items be turned in to him by Monday, December 16, 2013.

To view a copy of Ms. Segurson and Ms. Copeland's presentation, data and report, it is available on the following links:

- [Staffing Patterns Top 50.pdf](#)
- [Industry Competencies 2003-2013.pdf](#)
- [UNLV CBER 2014 Economic Outlook.pdf](#)

VII. **For Possible Action** – 2013 GWIB Tourism, Gaming and Entertainment Sector Council Strategic Plan and Subcommittee Update Gary Perea

This item was tabled for a future meeting.

VIII. **For Possible Action** – New Business and Future Agenda Items Gary Perea

Mr. McDowell informed Council members that future agenda items will consist of discussion of their Pilot Program recommendations, their WIA funding recommendations to the Governor's

Workforce Investment Board, and discussion of apprenticeship programs. He asked members if they had any other recommendations or new business to discuss.

IX. Next scheduled meeting will be held on Friday, December 20, 2013 at 10:00 a.m.....Gary Perea

Mr. McDowell announced that this Council’s next meeting will be on Friday, December 20, 2013 at 10:00 a.m.

X. **Second Public Comment Session** Gary Perea
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.

Mr. McDowell announced the Second Public Comment Session. No comments were made. Hearing none, Mr. McDowell turned to the agenda item XI.

XI. Adjournment Gary Perea

Mr. McDowell adjourned the meeting at 11:25 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, Larry Friedman, Maricela Aguilar-Ochoa, Lonnie Wright, Jennifer Cunningham, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Councilman Steve Ross, Commissioner Bonnie Weber, Monica Ford, David Philippi, Dr. Bret Simmons

Notice: *Persons with disabilities who require special accommodations or assistance at the meeting should notify Derita Hopkins, 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 Wednesday, November 20, 2013.*

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.