



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, May 29, 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 C  
Las Vegas, NV

**Department of Employment, Training & Rehabilitation**  
500 East Third St, 1<sup>st</sup> Floor Auditorium  
Carson City, NV

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

**Council Members Present:** Katherine Jacobi, Gary Perea, Colleen Henry, Joe Murphy, Bobbie Barnes, Dr. Jean Hertzman, Councilman Steve Ross, Monica Ford, David Philippi, Dr. Bret Simmons, Karen Chessell, James Campos, Marc Risman

**Council Members Absent:** Aubrey Branch (excused), Henry Terry (excused), Maricela Aguilar-Ochoa, Shaundell Newsome (excused), Joan Rutledge (excused), Somer Hollingsworth (excused), Gregg Treadway (excused), Margaret Pipp (excused)

**Ex-officio Members Present:** Marianne Segurson, Ricardo Villalobos, Ellen Russell, Pablo Delaney

**Ex-officio Members Absent:** Melinda Lyons, Shelley Hendren, Heather Nazareno

**DETR WSU Staff Present:** Coralie Peterson, De Salazar, Ansara Martino

**Others Present:** None noted

*\*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. She then welcomed everyone and thanked them for attending this meeting. After concluding her comments, she asked Coralie Peterson, Administrative Assistant for DETR’s Workforce Solutions Unit, to call roll.

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

Mrs. Peterson called roll and informed the Chair that a quorum was 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. Mrs. 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.

Ms. Jacobi announced the First Public Comment Session and invited members of the public to speak, no comments were made. Hearing none, she proceeded to Agenda Item V.

- V. **For Possible Action** – Approval of the March 25, 2014 Meeting Minutes ..... Katherine Jacobi

Ms. Jacobi asked for approval of the March 25, 2014 Meeting Minutes. A motion was made by Dr. Jean Hertzman and was seconded by Joe Murphy. All were in favor, none were opposed. The motion was passed unanimously.

- VI. **For Possible Action** – How Registered Apprenticeship Meets Workforce Development.....Colleen Henry, State Director,  
Arizona/Nevada Office of Apprenticeship, United States Department of Labor

Ms. Jacobi welcomed and introduced Colleen Henry, State Director of the Arizona/Nevada Office of Apprenticeship for the United States Department of Labor. Ms. Henry thanked her for the opportunity to give an overview on apprenticeship programs and how this can benefit workforce development. By use of a PowerPoint presentation, she explained that private businesses, business association groups, unions and state and local government can have apprenticeship programs, and that these programs can be one of four types:

1. Individual Non-Joint (INJ) – Individual Employer with no union
2. Group Non-Joint (GNJ) – Employer Group (Association) with no union
3. Individual Joint (IJ) – Individual Employer with a labor agreement
4. Group Joint (GJ) – Employer Group signatory to a labor agreement
5. Union Waivers

Ms. Henry gave an example of the Individual Non-Joint apprenticeship with no union involvement, which is developed and monitored by the employer. She explained that an employer outlines details such as on-the-job training requirements, related supplemental course studies, and progressive wage increases. Ms. Henry provided samples of the hours designed for on-the-job training tasks, trade theory and related

training options for *hotel associates*, and these can be tracked by the employer according to approximate hours or competency levels. Ms. Jacobi asked who assigns the tasks and Ms. Henry stated that the employer customizes the norm standard apprenticeship according to their particular company needs.

She went on to explain that if an apprenticeship is not on the list of apprenticeable occupations, a new application is submitted to the Department of Labor for approval, goes through a public comment phase (from other employers in the same industry or unions), and then a norm standard is established. After this norm standard is established, the employer can make adjustments, removing a task or hours required for tasks, to make the apprenticeship program more appropriate for their particular enterprise. Ms. Henry went on to talk about the trade theory and related training options (classroom, web-based, on-site, self-study – minimum of 144 hours), again, developed by the employer to satisfy their business needs.

Ms. Henry stated that being aware of an apprenticeship program benefits a one-stop shop, business service team, curriculum specialist, outreach/pathways coordinators and company staff, such as human resource departments and department managers. She further mentioned that a registered apprenticeship will benefit adults, dislocated workers, incumbent workers (upward mobility), and youths (16-22 years of age). Ms. Henry went on to list many benefits of a registered apprenticeship program:

- Veterans will qualify for benefits under the Veterans GI Bill for the apprenticeship program
- Can be used as a viable tool to fill vacant positions created by attrition
- Improved skills can lead to higher wages
- Trained personnel deters outsourcing
- Gives your employees the chance for advancement into higher level jobs/careers

Ms. Henry further explained that registered apprentices are excluded from hours-worked pay while they are attending related theory classes, and that the apprenticeship is flexible and designed for the employer (can be full time, part-time, school to apprenticeship for students who are 16-17 years of age, adhering by the company and the school's attendance policies), and the term of the apprenticeship can be competency or time-based, with measureable outcomes.

Ms. Henry gave different examples of apprenticeships that could be used in the Tourism, Gaming and Entertainment sector (such as locksmiths). She commented that candidates are selected and placed on their qualifications, consistent with the employer's hiring practice, and the employer can grant priority to veterans, and she stated the a registered apprenticeship will have measureable outcomes like academic achievement, guaranteed wage increase, retention and skill attainment.

Colleen Henry suggested that the employers look at their company to determine if they are expanding or developing, and advised contacting the Office of Apprenticeship for further guidance on the possibility of an apprenticeship program. She suggested the following sites to give additional information on apprenticeships:

Nevada Labor Commissioner, Apprenticeship Office  
<http://www.laborcommissioner.com/apprenticeship.html>

U.S. Department of Labor, Office of Apprenticeship  
<http://www.doleta.gov/OA/occupations.cfm>

Full List of Apprenticeable Occupations  
<http://www.doleta.gov/OA>

Community of Practice  
<http://21stcenturyapprenticeship.workforce3one.org/>

Occupational Information Network  
<http://online.onetcenter.org/>

O\*NET  
<http://www.onetonline.org/>

She also gave further contact information:

U.S. Department of Labor, Office of Apprenticeship

Colleen Henry – 702-388-6771  
[Henry.colleen@dol.gov](mailto:Henry.colleen@dol.gov)

Douglas Howell – 702-388-6396  
[Howell.douglas@dol.gov](mailto:Howell.douglas@dol.gov)

Nevada, Labor Commissioner, Apprenticeship Office  
Lleta Brown – 702-486-2737  
[lbrown@laborcommissioner.com](mailto:lbrown@laborcommissioner.com)

Questions were asked and answered about the developing and monitoring of an apprenticeship program by Ms. Henry who also commented that the Office of Apprenticeship is prepared to assist employers and will share best practice as well as conducting follow-up visits with employers in developing their apprenticeship agreement, which is a ‘living document’ which can be modified to best suit the employer’s workforce needs. Ms. Jacobi thanked Ms. Henry for her information.

De Salazar, Program Specialist for DETR’s Workforce Solutions Unit, commented that two councilmembers had joined the meeting during the presentation of this agenda item, James Campos and Marc Risman, and Ms. Jacobi welcomed them both and proceeded to Agenda Item VII.

**VII. For Possible Action - Recommendations for Possible Pilot Program..... Katherine Jacobi**

Ms. Jacobi reminded the sector council members had recommended a certificate program, which can still be used as the sector’s pilot program; however, she stated that the purpose was to look at the in-demand occupations for the Tourism, Gaming and Entertainment Sector and the Council has already identified 13 and have projections for the long-term. She cited a few examples of occupations with expected growth through 2020: 1.) First-Line Managers/Supervisors for Food Preparation, expected growth through 2020 is 13.7%; and 2.) Audio-visual the expected growth is 11%; 3.) Fitness Trainers is 17%; chefs and cooks are expected to grow by 4 ½%.

Ms. Jacobi also mentioned that the survey metrics were re-done but had somewhat limited results (for example of 5,200 Nevada restaurants employing 199,000 people--only 35 responses were received). She stated that Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit had advised Ms. Jacobi that the sector council can make their decision on a pilot program based on their knowledge and she invited comments and suggestions from the members.

Dr. Jean Hertzman, stated that since the top job needed is the first-line supervisor, she feels that the pilot program first suggested was appropriate, if it is re-worded to fit within the program guidelines, as it will provide training to restaurant employees on purchasing, accounting, human resources, supervision, which will be needed to allow for advancement from a line position to a supervisory position. Dr. Hertzman mentioned that another likely choice for a program for the council members to consider would be meeting and convention planners.

Monica Ford asked for the growth rate percentages which were mentioned in part by Ms. Jacobi, and Marianne Segurson, of DETR’s Research and Analysis Department, agreed to send the survey link to provide more information on long-term growth projections impacting the Tourism, Gaming and Entertainment sector. Ms. Jacobi further asked that the sector council members, in turn, include that link in their databases, to get additional responses.

Ms. Jacobi asked that the sector members review the list of 13 In-Demand Occupations for the Tourism, Gaming and Entertainment sector and choose 3 for future discussion in the next meeting. The 13 Occupations listed are as follows:

1. First-Line Supervisors of Food Preparation and Serving Workers
2. Audio and Video Equipment Technicians
3. Fitness Trainers
4. Chefs
5. Meeting and Convention Planners
6. Massage Therapists
7. Accountants and Auditors
8. Graphic Designers
9. Market Research Analysts and Marketing Specialists
10. Producers and Directors
11. Automotive Service Technicians and Mechanics
12. Financial Managers
13. Skincare Specialists

Ms. Jacobi asked Marianne Segurson to describe how the long-term growth projections are made and what questions are asked of the employers. She stated that although questions are addressed by Darragh Huggins of the Research and Analysis Department, she would be able to give further information in the next meeting.

Discussion ensued amongst council members about the growth of new jobs in the hospitality sector such as international financing and medical tourism which may require long-term training. De Salazar, Program Specialist for DETR’s Workforce Solutions Unit suggested that while training for new jobs will be important in future, the sector council can focus attention on short-term training through the pilot program that is chosen, and encouraged them to forward their choices of the in-demand occupations to Ansara Martino or herself, to be discussed further in the next meeting.

VIII. **For Possible Action** – 2014 Strategic Plan and Subcommittee Update..... Katherine Jacobi

Ms. Jacobi stated that the 2014 Strategic Plan is on target, and had no further comment on this item, and so moved to address Agenda Item IX.

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

- Discussion on Results of the Survey Monkey – Marianne Segurson
- 2014 Strategic Plan and Subcommittee Update – Katherine Jacobi

X. **Discussion** - Next scheduled meeting will be held on Thursday, July 31, 2014 at 10:00 a.m.....Katherine Jacobi

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.

Ms. Jacobi announced the Second Public Comment Session and invited members of the public to speak, no comments were made. Hearing none, she moved to Agenda Item XII.

XII. Adjournment ..... Katherine Jacobi

After the Chair closed the Second Public Comment Session, she adjourned the meeting at 11:09 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, Karen Chessell, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Councilman Steve Ross, Somer Hollingsworth, Monica Ford, David Philippi, Dr. Bret Simmons, James Campos, Margaret Pipp, Marc Risman, Gregg Treadway

**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 Wednesday, May 28, 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](http://www.nvdetr.org). In addition, the agenda was mailed or e-mailed to groups and individuals as requested.