



**Governor's Workforce Development Board (GWDB) Industry Sector Councils  
TOURISM, GAMING AND ENTERTAINMENT**

***Office of Workforce Innovation (OWINN)***

**\*\*\*MEETING MINUTES\*\*\***

**Name of Organization:** Governor's Workforce Development Board (GWDB) Industry Sector Council (NRS 232.935 requires the GWDB to establish industry sector councils)

**Date and Time of Meeting:** February 1, 2018, at 3:30 P.M

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

**Place of Meeting:** Grant Sawyer Building, Conf. Room 4412  
555 E. Washington Ave., Las Vegas, NV

LCB Conf. Room 2134  
401 South Carson St., Carson City, NV

**ATT Teleconference Line:** 888-363-4735  
**Access Code:** 9319340

**Council Members Present:** Bobbie Bares, Daniel Espino, John Smirk, Michele Stevenson, Christy Wheeler

**Council Members Absent:** Fe Ellen (excuse), Valerie Murzl (excuse)

**Others Present:** Manny Lamarre (OWINN), Joan Finlay (OWINN)

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

**I. CALL TO ORDER,**  
Bobbi Barnes, Chair

**Madam Chair,** called the meeting to order at **3:32 p.m.**, welcoming sector council members and members of the public. After welcoming everyone and thanking them for attending the meeting, Madam Chair then asked for Mr. Lamarre to start the introduction.

**Chair Halsey,** then asks Joan Finlay to call roll and verify that a quorum was present.

**II. ROLL CALL – CONFIRMATION OF A QUORUM**  
Joan Finlay, Executive Assistant, OWINN

Joan Finlay called roll and informed the Chair that a quorum was present.

**III. VERIFICATION OF POSTING**  
Joan Finlay, Executive Assistant, OWINN

**Mrs. Finlay** affirmed that the notice and agenda for this February 1, 2018, GWDB Tourism, Gaming and Entertainment Industry Sector Council Meeting was posted according to Nevada's Open Meeting Law pursuant to NRS. 241.020.

**IV. PUBLIC COMMENT(S)**  
*(Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. The Chair will impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Chair's jurisdiction, control or advisory power.)*

The First Public Comment Session was announced by the Chair, and after reading the statement above into the record, the public was invited to speak. No comments were made. Hearing none, the Chair closed the session and proceeded to the next agenda item.

**V. APPROVAL OF PRIOR MINUTES AND AGENDA (Information/Discussion/For Possible Action)**  
Bobbie Barnes, Chair

Madam Chair asked the Council members if they had an opportunity to review July 24, 2017, GWDB Tourism, Gaming and Entertainment Industry Sector Council Meeting Minutes. A motion was made to approve the minutes, and the Agenda by Daniel Espino. John Smirk seconded it. All were in favor; none were opposed. The motion was carried unanimously.

**VI. IN-DEMAND OCCUPATIONS UPDATE/CONTEXT (Information/Discussion)**  
Manny Lamarre, Executive Director, OWINN

**Manny Lamarre** discussed the context of the In-demand Occupations and the importance of this meeting. The mission of the governor's request for any industry sector council is to convene that can be representatives of Nevada Business, Education and Labor to facilitate data-driven recommendations concerning sector-specific workforce needs and challenges that will help guide the state workforce development efforts. Three of the duties Governor Sandoval's re-authorize the sector council back in March 2016 Executive Order 2016-08 required a reorganization of the Sector Council to align workforce development better. There three key duties or responsibilities that are outlined is making issuing recommendations concerning the necessary skills and education requirements and jobs.

1. Issuing recommendation and insight base upon short- and long-term employment and occupational forecast.
2. Make recommendations concerning the necessary skills and education requirements for in-demand jobs. Again this is important, that goes to the conversation of what are the credentials that are relevant for those occupations. The way that is applied is, particularly now since the last session, where now students can pursue industry-recognized certifications while they are in high school, and when they are splitting the state reimburses, students in the district for those certifications and certificates, that helps upscale the workforce that's a very concrete ad.
3. Identifying job training opportunities and education programs determined to have the greatest likelihood of success, in meeting Nevada's workforce needs via the development of talent pipeline/career pathways.

**Manny** continues to say, the conversation around for each of the respective eight targeted industries, for this piece. I want to read one concrete example of a policy that passed through the publicly funded workforce system, that leveraged the work that you all are doing as sector council. As, I mentioned before in prior sector council meetings that the recommendations and specifically as it relates to the student's responsibility, outlining Governor's Brian Sandoval executive order is applied. One example is policy 1.11, and this is through the state workforce board. I think an excerpt from it allows you to see that the work that you are doing is applied. Actions, policy, and procedure of WIOA section 134C3G indicate that training services for adults and dislocated workers must be directed linked to an in-demand industry sector or occupation, in the local area or planning region, or in another area to which an adult or dislocated worker receiving sub-services are willing to relocation. Then it goes on that the board may approve training services for occupations determined by the local board, to be in sectors of the economy that have a high potential for sustained demand or growth in the area. Similarly, the local plans for youth programs must also include consideration of in-demand Industry sector or occupation.

What that means on a super high level is, you have on the federal publicly funded workforce side, the dollars that come from the feds to the state than the local board that essentially has service providers that execute on the training services, now they're able to leverage in-demand occupations list from the various sectors, based on both the quantitative and the qualitative data that you all provide to produce this, now we can then go back and say hey, how are you to align your training programs, to align with these in-demand occupations or credentials that we see are in the industries? A few other quick things, but on the sector council side, and then the in-demand occupations, the work that you are doing is leveraging in STEM application, in the STEM grant applications. For example, when it comes to grants, new skills for youth regarding the work around the new skills for youth, that \$2 million grant that was received by the department of education. When we are creating and thinking about education training how does it align with the labor market data? The work of the sector council is leverage through that kind of work.

AB 7 is a policy that was passed around the diploma pathways that allows K-12 students to pursue Industry that recognized credential that is edit and approved by the sector council as part of there diploma pathways. The reason we bring in the Sector Council is to have industry experience to edit, so when we are providing the training whether it's on the K-12 side or the publicly funded workforce side through Workforce Innovation and Opportunity Act (WIOA) that there is data behind the training and the alignment.

## VII. LABOR MARKET OVERVIEW – IN-DEMAND OCCUPATIONS 2018 (*Information/Discussion/For Possible Action*)

Bob Potts, Research Director, GOED

Bill Anderson, Chief Economist, Research & Analysis Bureau, DETR

Christopher Robison, Supervising Economist, Research & Analysis Bureau, DETR

**Christopher Robison** thanked everyone for their attendance. “As many have mentioned earlier, you are focusing primarily on the credentials today, but we wanted to give you just a quick update on the current state of the labor market and where we see things going in the future, as well as to solicit a little bit of feedback on your particular sector. The Recovery Score Card, that in the PowerPoint, basically it's a general overview talking about where we were at the bottom of the recession and where we've come since then. Nevada has added over 254,000 jobs since we bottomed out in the recession back in 2010. We are the fastest growing private sector in the Nation nearly 115,000 small business jobs have been added, average weekly wages at \$900 have increased in 15 of the past 17 quarters, Jobless rate down nearly 9% at 5.0% in December, down from 13.7% during the recession. Unemployment insurance claims have dropped 60%. Initial claims for unemployment insurance peaked at 28,600 per month have since dropped to 11,200. The unemployment rate is down by 5%.

Before the recession, we were at 1.29 million jobs. We lost about 186,000 jobs during the recession. But since that period we've gained about 253,000 back, leading to a new all-time high in employment, which is about 68,000 jobs of our prior recession peak. That brings our total 1.36 million jobs. We had over 43,000 jobs back since last December. For the past 65 consecutive months, we have been growing faster than the US. Our growth rate has been about 3.3% compared to the US's 1.4% in the nation.

Let talks a little bit about the different industries that are contributing to this growth. And you'll see that we have grown in nearly every major sector of the economy, with professional and business services being the fastest growing, and construction is the fastest growing regarding an 11 -12% percent growth.

I would like to get some feedback –Upcoming Projections by the next sector council meeting.

Short-Term Industry/Occupational Projections (should be released at the end March)

- How strongly do you expect employment growth in your industry to be over the next two years?
- Are there any specific occupations you expect to have exceptional growth?
- What occupations are you having difficulty filling?

Long-Term Industry/Occupational Projections (should be released at the end July)

- How strongly do you expect employment growth in your industry to be over the next ten years?
- What structural changes do you see affecting your industry?

We would like to receive some feedback about where you see things going in your industry.

**Bob Potts**, Thanks everyone for being here. I am going to build on what Christopher talk about he just set the context and how he looks at the Tourism, Gaming, and Entertainment, how to approach it with a holistic approach. I wasn't just thinking about past trends and what's going on currently, but also think about what's in the future. And thinking about different data streams that I was aware of, that we could roll together to give us a better sense, and to create a quantitative framework and narrow the conversation to help the sector councils, so you're just not overwhelmed with a whole bunch of different occupations just to narrow the conversation, that you folks can quantify what the data is telling us. I also wanted to make it robust enough so that we could regionalize it, so we can talk about the difference that is going on. Southern Nevada, and Northern Nevada, and rural Nevada, and as a state as a whole. Also to be able to talk about specific industries, not all industries across the board. I hope everyone else would think about it this way too, is not just to think about your specific company, not just think about what happened in the past, what's currently going on, but to think about emerging industry trends, to think about things like industry 4.0, technology and the advances that we're starting to see

with the human technology interface. Here is an overview. This flowchart and this is all the data engineering that I bought into this whole model. Tried to stick with data sources that are stable, that collected regularly and systematically over time. All of them refer back to taxonomy. Companies belong to industry codes, NAICS codes, there's roughly a thousand of those at the detail level, workforce and occupations, the standard occupational classification and its sister, taxonomy, the occupational information network, another six-digit code, they measure different things about workforce that are really helpful to provide some guidance on what matters and doesn't matter, specific to our target sectors. And then you can crosswalk it back to education in the classification of structural programs, accredited programs, and such, so that you can work back and forth talking about if you're in this industry, what kind of staffing do you need, and then what kind of training does that staffing need, to at least use the information that's readily available and can be updated.

**Bob Potts** continue looking at the different data strings that were available that met the requirements, did they follow the taxonomy, could they be regionalized, could you look at specific industries within them all, these were the ones that I have worked with Christopher talked quite a bit about an employment projection side of things. It is very helpful, especially if you don't look at just past trends projected in the future. But when you add local knowledge that DETR tries to do, based on questions like he asked at the end of his presentation.

The burning glass technologies that are the company that the state contracts with, real-time data. It is job postings, data roughly 30,000 websites scraped every day. We rolled that in that is what is going on right now. It has bias built into it because not everybody uses the web to find help. It needs to be included because it is what's going on and it's happening right now. The whole target sector approach that is what I talked about, this reverse staffing patterns and aligning to some of the economic development priorities as well as the governor's new Nevada plan. Then their Job Openings. Job openings information is collected for the last business day of the reference month. A job opening requires that:

- a specific position exists, and there is work available for that position,
- work could start within 30 days whether or not the employer found a suitable candidate, and
- the employer is actively recruiting from outside the establishment to fill the position. Included are full-time, part-time, permanent, short-term, and seasonal openings from replacements and worker turnover.

**Bob Potts** continue to talking about an aging workforce, and how you see kind of demographic trends. Then he put in the Brooking Stem score so that we can look at the knowledge, attribute. When I looked at the occupations that the crosswalk fact, construction high in there are things like production and processing, and administration, Management, or food production knowledge, and one that shows up across sectors is personal and customer service. These are the occupations rolled up into the three-digit aggregate group. The only reason I put this slide in here, is so that you can get a level of comfort with the reliability of what the model's saying. In the third column where it says rank there, that's the 2017 rank for these occupational groups. Next to the 2016 rank and you can see that they're pretty much saying the same thing with all new data sets included in the model. There are the reliabilities that I hope to provide some context for the rest of this conversation. There are other data, other metrics that are kinds of help as well. There about 93 occupations at the details level these are specific to Tourism, Gaming and Entertainment, these are the top 24 that this sector council identified last year as the in-demand occupations. Next, it is the 2017 data, the consensus analysis ranking. Then the 2016 consensus analysis ranking at the detailed ranking. The two far right columns, again, that is the data-driven numbers, at the detail level for these top 25 that the sector council recommended last year. When Manny sent this presentation out to everybody, he also included a spreadsheet that went along with it with the 222 occupations that tend to staff Tourism, Gaming and Entertainment Industry, and I gave it to Manny listed in rank order based on the 2017 data. It also includes other metrics that I think may be helpful for you folks to say yeah, this one matter or that one does not or whatever, beyond just the title.

**Bob Potts** when you look back at the list I add those other variables we look at the wages, level of educations you know where we rank to in the nation you know the kind of think about those things as you going through and highlighting them line by line. Try and keep that in mind too because we don't want to create programs around minimum wage jobs.

**Manny Lamarre** So with that being said because we ran out towards the end of that meeting I guess there two options. If we're comfortable and you are as a sector council is comfortable because the list is very similar to last year. You can make a motion to approve it or if the council wants to reconvene at another date to approve the top 25 update list which is again similar to last year's list specifically to the Tourism, Gaming, and Entertainment and prioritize that's more just like operationally. So the list of this year which is similar to last year. If you are comfortable with it, we can make a motion, or we can reconvene and discuss further the occupation that is very similar to last year. Every year we will update the list.

**Madam Chair** thinks some of the technical aspects is possible that they are not ranking in as high of our viewpoint is often we look for outside provider(s) for services. We don't see the need because we might be using duetto revenue management software. They handled the hiring needs it's not impacting you, when in fact it is a need for this council. I am surprised to see computer technology so high on the list. Software computer could that be a reason?

**Bob Potts** go back and look at the 91 industry that make-up Tourism, Gaming, and Entertainment a lot of time it would go into an industry that is not specific to a hotel-casino some of the staffing patterns for that industry may say hey we need these computer type occupations. This is why they are rolling up in this conversation as well that is on the top of the list. Casino Hotels were the biggest employers, and then a restaurant, drinking places came In there too. Convention tradeshow organizer is looking at the staffing patterns they may depend or rely on. Then occupations are getting push higher up on the list. **Bob Potts** suggested that the sector council could send the list back to Manny with their top 25 after they had a chance to review and then those could be aggravated and to provide back by email for approval.

**Manny Lamarre** stated that he would send out a survey or highlight in excel and put the note next to it. Then you all could follow-up with me on the feedback, two-three weeks and then we can reconvene by conference call; I will send out a calendar invite for a phone conference for the motion to approved the in-demand occupations for the state holders.

**Manny Lamarre** – mention one quick thing the goal for the future, this is why I highlighted in the policy where we can provide you all concrete reports around the new program's credentials that the individual In the public in funding workforce that are pursuing in there respected industry. I will be reaching out to the council members to provide inputs for various grants reviews that require Sector Council members insight.

#### **VIII. PUBLIC COMMENT**

*(Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. The Chair will impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Chair's jurisdiction, control or advisory power.)*

The Chair announced the Second Public Comment Session and invited members of the public to speak.  
No Comments was made:

#### **IX. .... ADJOURNMENT (Information/Discussion)**

Bobbie Barnes, Chair

**The Chair adjourned the meeting at 4:16 p.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.*

NOTE (1): Persons with disabilities who require special accommodations or assistance at the meeting should notify Joan Finlay, OWINN, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 555 East Washington Ave, Ste. 4900; or call (702) 486-8080 on or before the close of business, Tuesday, January 30, 2018.

NOTE (2): 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.

NOTE (3): All comments will be limited to 3 minutes per speaker. Comment based on viewpoint may not be restricted. No action may be taken upon a matter raised under the public comment period unless the matter itself has been specifically included on an agenda as an action item. Prior to the commencement and conclusion of a contested case or quasi-judicial proceeding that may affect the due process of individuals, the Board may refuse to consider public comment. See NRS 233b.126

NOTE (4): Please provide the secretary with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes

NOTE (5): Supporting public material provided to members for this meeting may be requested from the Governor's Office of Workforce Innovation (OWINN) at 555 E. Washington Avenue, Ste. 4900, Las Vegas, Nevada 89104 or by calling Joan Finlay at 702-486-8080.

NOTE (6): NOTICE OF THIS MEETING WAS FAXED, E-MAILED, OR HAND DELIVERED FOR POSTING TO THE FOLLOWING LOCATIONS ON OR BEFORE 9:00 A.M. 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, 4500 E. Sunset Road, 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, 2281 Pyramid Way, Sparks, NV; CAPITOL BUILDING, 101 N. Carson Street, Carson City, NV 89701; 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, 6330 W. Charleston Blvd., Las Vegas, NV. This agenda was also posted on the internet through OWINN's website at [gov.nv.gov/OWINN/](http://gov.nv.gov/OWINN/).