

**STATE OF NEVADA
GOVERNOR'S WORKFORCE DEVELOPMENT BOARD**

**EMPLOYER ENGAGEMENT AND ECONOMIC DEVELOPMENT SUBCOMMITTEE
MEETING MINUTES**

Friday, June 12, 2026 - 9:00 a.m.

The GWDB Employer Engagement and Economic Development Subcommittee held a public meeting
on Microsoft TEAMS

Audio Conference Number: +1 775-321-6111
Phone Conference ID: 750 221 389#

1. Call to Order

Chair Perea called the meeting to order at 9:00 a.m.

2. Roll Call

Tiffany Vazquez, OWINN, called roll and confirmed quorum.

Members Present

Dennis Perea, Chair
Irene Bustamante-Adams
Louis DeSalvio
George Gault
Paul Kaplan
Tony Machabee
Andrew MacKay
Elaine Silverstone
Jeff Sutich
Edward Estipona, Vice Chair GWDB

Absent

Janel Thomas
David Schmidt
Milt Stewart

Others Present

Tiffany Vazquez

3. First Public Comment

Chair Perea called for the first round of public comment. He reminded attendees to identify themselves for the record when speaking.

There were none.

4. Approval of March 27, 2026, Meeting Minutes - (For possible action)

Chair Perea called for a motion to approve the meeting minutes. It was moved by Irene Bustamate-Adams and seconded by Elaine Silverstone. The motion carried.

5. Develop a Plan on Workforce System Outreach Strategies (potential funding from DETR) – (Discussion/Informational only)

Chair Perea provided background on his conversation with Chair Soderberg regarding potential funding for business community outreach. The committee has been tasked with developing a framework of recommendations for the full board on how this outreach should be carried out. He asked the committee to discuss how to structure the plan, beginning with input from Vice Chair Estipona, while remaining mindful of any possible conflicts.

Vice Chair Estipona explained that digital targeting is the most cost-effective outreach method because it allows campaigns to focus on specific industries and reach users across multiple connected devices. By using tracking pixels, a prospect's online activity can be followed-for example, if a business owner clicks a LinkedIn ad, visits the website, and leaves without engaging, the pixel enables the campaign to show them ads later on other platforms, such as online news sites or streaming services like Hulu. This captured data allows quick adjustments to messaging based on consumer behavior. He noted that the key question for the committee is to clearly define the target audience.

Chair Perea asked Andrew, Tony, and Paul to provide insight into how employers prefer to be reached. Irene was asked to comment on the mechanics of focusing on the in-demand sectors.

Irene Bustamante-Adams expressed support for Vice Chair Estipona's targeted outreach strategies and highlighted the success of the industry sector partnerships (ISPs) developed by both local workforce development boards, noting that these efforts should be strengthened. She explained that targeted employer outreach already occurs through the ISPs.

She also emphasized the importance of maintaining a balance of employers and job seekers within the EmployNV system to improve matching outcomes. Irene suggested using outreach funds to register the approximately 24,000 recent Clark County School District graduates in the system, creating a direct pathway for them to connect with available job opportunities.

Chair Perea will reach out to Department of Employment, Training, and Rehabilitation (DETR) to get clarity on whether the money is federal.

Tony Machabee emphasized that although identifying funding sources is important, the main priority should be defining the product that will be delivered. He proposed developing a consolidated information packet that clearly outlines available tax credits, employee training pathways, and other key resources based on employer needs. Drawing from his commercial real estate experience, he noted that manufacturing and incoming companies are facing significant labor shortages in the trades and identified this sector as the most critical area to target.

Chair Perea reiterated, "How do we put the information singly forward to employers?"

Tony Machabee reiterated the need for a simple, comprehensive document for employers that consolidates information on available tax credits and funded training programs, regardless of administering agency. By equipping businesses with these clear tools, employers can more easily attract and recruit talent, such as high school students who may not know the state can fund their training. He emphasized that providing immediate support is vital for trade industries like HVAC and electrical companies, which are currently facing severe talent shortages that ultimately stall broader economic growth.

Vice Chair Estipona noted the effort of pushing people to the single system of EmployNV. The hubs can connect individuals to external partner services, such as housing, healthcare, and food security to address underlying challenges that have caused participants to drop out of training programs. Businesses can engage with a Business Account Manager to handle their recruitment needs.

Chair Perea asked Irene, “What is the local boards and EmployNV's capability to actually expand?” He mentioned available state resources, including curriculum development from Department of Education and business incentives from Governor’s Office of Economic Development. He asked if a broader discussion was needed about the EmployNV platform.

Irene Bustamante-Adams highlighted the difficulties employers face when navigating EmployNV. She mentioned investing in the system, like digital ads to better connect employers with existing resources (funding on-the-job training and apprenticeship curriculum development)

Tony Machabee agreed that the necessary resources already exist and that a streamlined, “less is more” approach would be most effective. A consolidated fact sheet would help. He suggested developing two distinct approaches to reflect the different priorities of employers and individuals pursuing careers in the trades, noting that their needs ultimately intersect.

Vice Chair Estipona proposed creating a dedicated landing page to avoid the complexity of the current website. This page would offer direct links to partner services and include clear routing protocols for incoming inquiries. He also suggested developing a digital flyer (PDF) with embedded hyperlinks that board members could easily share with local businesses. Together, these tools would provide cost-effective, quick solutions to simplify navigation of the employment system.

Chair Perea asked if separate information needs to be tailored to specific regions or can it be statewide.

Irene Bustamante-Adams noted that resources available are applicable statewide. She suggested tailoring visual assets by region- such as emphasizing the mining sector in Northern Nevada.

Chair Perea summarized two core components required for strategy: creating a centralized platform with succinct, accessible information, and launching a targeted marketing campaign to drive traffic to that resource.

Vice Chair Estipona mentioned DETR is collaborating with local workforce boards to build a new informational "shell website" over the current Geosol system. This platform will replace complex government jargon with simplified language while preserving critical backend reporting functions. The rollout will take a conservative, broad-based approach initially. Rather

than attempting to address all specialized needs immediately, the platform will utilize incoming user data to iteratively develop industry-specific landing pages (e.g., for the mining sector) based on documented demand.

Chair Perea noted that many existing web platforms mix resources for job seekers and employers, and asked subcommittee members whether the design should instead be business-specific.

Irene Bustamante-Adams added that the demand side must always be the starting point.

Chair Perea is hoping to get a brief framework from the discussion.

Tony Machabee said the information needs to be employer specific and focused on the trades. He suggested going after specific industries that need the most attention.

Chair Perea highlighted a landing page that is easy on government acronyms.

Andrew MacKay discussed the necessity of bridging the gap between employers and job seekers, particularly within the skilled trades. He highlighted the labor shortage in sectors such as automotive, diesel, and HVAC technology, noting that while these are high-paying careers supported by local training scholarships, the talent pipeline remains a critical challenge. He asked if the money was federal or state and how much.

Chair Perea will ask about dollar amounts and get a definitive answer by next meeting.

Paul Kaplan outlined several systemic workforce and regulatory challenges employers are facing. Key labor issues include high turnover, competition from large industrial hubs, a shortage of multi-skilled workers, language barriers, and gaps in basic workplace readiness. In his experience, recruitment often relies on word of mouth and existing employees. He supported the idea of a centralized website with direct, business-specific links to simplify navigation.

He stressed the importance of promoting trades by reaching students early, particularly through middle-school career outreach. He also highlighted major administrative and financial pressures on businesses, including sharply rising insurance costs and the fragmented regulatory burden of maintaining separate business licenses across multiple jurisdictions with varying fees. The committee acknowledged the need for structural incentives to support both business retention and workforce recruitment.

Chair Perea clarified that the initial focus of the webpage should be connecting employers with job seekers who already possess essential workplace soft skills.

Paul Kaplan discussed the challenges that arise when employees' personal issues intersect with workplace expectations, as well as the difficulty of retaining staff. He underscored the pressures businesses face, noting that owners must secure work, complete the work, and ensure they are paid—tasks increasingly difficult in today's employer-unfavorable labor market. He also raised concerns about systems that require employers to fund unemployment while employees search for new jobs. Rising insurance costs were highlighted as a significant strain, with health insurance increasing 28% last year and 26% this year, and liability insurance climbing at least 10% annually despite decades without claims. He emphasized that these costs cannot simply be passed on to clients without risking the loss of business. He suggested that allowing small

businesses to join group health insurance plans could offer some relief, while acknowledging that no single solution will fully resolve these broader challenges.

Vice Chair Estipona suggested providing regular in-person presentations to chambers and rotary groups, rather than relying solely on digital outreach.

Tony Machabee asked how the Truckee Meadows Community College Workforce Development Program would be incorporated into the information packet being discussed.

Vice Chair Estipona emphasized the importance of organizing workforce programs into clear buckets to avoid confusion and complexity. Training should be categorized based on specific needs, such as incumbent worker training for current employees seeking certifications or training required for new applicants lacking qualifications. Other supports, like providing work boots, should be separated from training to keep programs streamlined. Overly fragmented information leads to complicated government systems that are difficult to navigate. The speaker stressed the need to keep processes simple and use digital data to identify where users are getting stuck, allowing issues such as unclear instructions, poorly labeled buttons, or missing contact options to be addressed effectively.

Chair Perea clarified the need for a simple, plain language website that guides users clearly and connects them with a person. While a simple landing page is ideal, it cannot simply link to the currently complex program pages behind it. He emphasized that fully simplifying the user experience will require broader discussions with the workforce system to streamline these underlying program pages.

6. New Business and Next Steps – (Discussion/Informational only)

Item 6 not discussed.

7. Second Public Comment

Chair Perea

There were none.

8. Adjournment

Chair Perea called for a motion to adjourn. It was moved by Irene Bustamante-Adams and seconded by Tony Machabee. The motion carried. The meeting was adjourned at 9:51 am.