



SAN ANTONIO

HOTEL & LODGING ASSOCIATION

# EDUCATION COMMITTEE MINUTES

San Antonio Hotel & Lodging Association

119 Heiman, Ste. 300 | 78205

Tuesday, April 9, 2019 | 9:00 a.m.

## **PRESIDING OFFICER: Dinesh Rao, CHAIRMAN**

**IN ATTENDANCE:** Avinash Bhakta, Shanique McKenzie-Sandmann, Timothy Pazderka, Dinesh Rao, Liz Warren

**STAFF:** Liza Barratachea, Penny LaMaestra, Michelle Whitflow

- I. Chairman Rao called the meeting to order at 9:02 a.m. and thanked everyone for coming out the the NXT LVL Youth Opportunity Center for the meeting.
- II. Rao opened the meeting by asking Pazderka to tell the committee about the work they are doing at the center. Pazderka connects 16 to 24-year olds to resources to help them meet their personal, educational, and career goals. They share space at the community center with a few other city programs and benefit from the large amount of traffic at the well-used center. They are primarily funded by the City and the Dept. of Human Services. The offer ongoing case management in conjunction with Human Services to support the social/emotional needs of their patrons. At the moment, they are a referral-based program and are looking for additional ways to reach the community as many don't know about the services they offer. They don't really have a marketing budget so they are looking for partners to help promote. There is no minimum requirement to participate as with some other city programs. Participants are assigned coaches for case management to guide them through the various steps to help them achieve desired outcomes. They have had 50 individuals come through the program in the first month.
- III. Rao then opened discussion on how the committee and the Association can help connect NXT LVL with partners who are doing similar work. Staff reference the recent job fair hosted by Warren and the DoubleTree Airport and noted that we have been in talks with the University of Houston to do another in the fall. This would definitely be something we could invite NXT LVL's patrons to and we can provide marketing collateral to them. Staff mentioned that as part of the development of our education campaign, we need to focus on the message of hospitality as a vital career path and promoting our jobs to people of all levels of skill and education. Once this collateral is developed, we are happy to share it with Pazderka to show the many avenues open to his patrons.
- IV. Rao also mentioned that scholarship applications for the San Antonio Pineapple Awards Gala were now online and invited all to help them promote. This will be our new mechanism to distribute Angel Buys funds rather than at our Holiday Party. This allows us to focus the money more on education and to highlight students in our city that are making a career in hospitality.
- V. Barratachea mentioned that in addition to the development of messaging for the career paths available in the industry, we will, again, be doing a wage benefit survey of our hotels so that we can back up our campaign with hard data to not only prospective employees, but business professionals and elected officials.
- VI. There being no further business, Rao adjourned the meeting at 10:22 a.m.

Approved by:

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