

COLLEGE OF
MARIN

Hospitality Management

Advisory Committee Meeting

Thursday, May 13, 2021

3:00 – 4:00 PM

Meeting Minutes

- I. Welcome
Tom Padron welcomed and thanked everyone for attending.
- II. Introductions
Tom Padron, Instructor, Hospitality Management, College of Marin
Brendan Carlin, General Manager, Cavallo Point
Brittany Ceres, Director of Human Resources, Skywalker Ranch
Gina Marr-Hiemstra, Vice President, Marin Convention & Visitors Bureau
Audrey Le Baudour, Regional Director - Employer Engagement: Retail/Hospitality/
Tourism, Bay Area Community College Consortium
Joy Hermsen, Statewide Director, Retail/Hospitality/Tourism (R/H/T)
California Community Colleges Economic Workforce Development
Nancy Willet, Chair, Business & Information Systems Department, College of Marin
Katheryn Horton, Director of Workforce Programs, College of Marin
Carol Hernandez, Dean, Mathematics, Sciences, and Business, College of Marin
Jesse Madsen, Project Manager, Marin County Office of Education
- III. Review of July 14, 2020, Meeting Minutes
Tom Padron reviewed the meeting minutes. There were no changes to the information.
- IV. Reflection on the past year
Tom Padron provided a reflection of the past year since the last meeting. He expressed the difficulties and challenges experienced regarding courses and student engagement specifically at Marin Oaks High School which changed to fully virtual mid-semester.
- V. Updates on the Hospitality Management Program
Tom Padron has met with Sarah Stein at Big Cat Advertising for digital marketing of the program. Two different ads were created out of materials and information submitted to Sarah and the ads will be launched in the coming days and weeks. Tom also stated that there will be a marketing meeting to discuss the marketing of the program. He is working with Alex Jones in developing the Credit for Prior Learning (CPL) documents that would connect with Cal State, East Bay and their Hospitality and Tourism Program.

VI. Updates on the Event Management and Service Program (proposed)

Tom Padron and Nancy Willet toured the completed Jonas Center and had favorable views of the complex and amenities. Tom has met with Lindsay Bacigalupi, Facility Rental Supervisor at COM to discuss the center and the possibly of collaboration in the future after the center is up and running. Ryan Byrne, Director of Student Services at COM has shown interest and support for the program as he sees opportunities for students.

VII. Results from survey sent to Marin County meeting and event facilities.

Tom Padron shared the results of a brief 5-question survey that was sent to Marin County meeting and event venues with the direct assistance from Gina Marr-Hiemstra, Vice President, Marin Convention & Visitors Bureau. Tom contacted Gina to seek assistance in identifying a list of venues. Gina stated that there are about 85 venues on the CVB listing and 60 venues on the Marin Venue Alliance listing. Out of those, 33 completed the survey. Upon completion of the survey results Tom Padron will be submitting a final proposal with supporting documentation to the StrongWorkforce committee for review.

The results of the survey presenting confirmatory numbers that support the direct focus of the proposed program, meeting and event management and service. Results indicated that a wide range of meeting and event venues are seeking to employ individuals in the next 5-years with skills in customer service, service, and leadership and management skills.

VIII. Discussion

In the prior meeting, Audrey Hermsen inquired about additional training and certificates that could be added to the program courses, specifically the Sexual Harassment certificate. Tom investigated and found that the American Hotel and Lodging Educational Institute (AHLEI) offers the certificates which are \$22.00 per student for the Employee certificate and \$30.00 for the Manager certificate. Audrey shared a video that she helped to create that is aimed at recruiting high school students into CTE program across CA.

There was discussion around the support of the Event Management and Service program and the connections to the local schools and community along with a possible collaboration with the Jonas Center. While a collaboration with the center is not for certain, the program and courses would support the growing demand for meetings and events in Marin County.

IX. Next meeting

Tom Padron stated that a date and time would be determined in the near future after the submission of the StrongWorkforce documents and decision by the committee as well as the outcome of the marketing meeting.