

## **DRAFT MINUTES**

### **Workforce Solutions Coastal Bend – Public Relations Committee**

Bayview Tower – Administrative Office – 400 Mann Street, Suite 800  
Bayview Large Conference Room  
Corpus Christi, Texas 78401

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/83305804496?pwd=VStTpzZetFVjMcXWoAervBE2MP2Utv.1>

### **Toll-Free Call In**

888 475 4499 US Toll-free

**Meeting ID:** 833 0580 4496

**Passcode:** 307614

**Thursday, May 8, 2025 – 3:00 pm**

#### **Committee Members**

##### **Present**

C. Michelle Unda, Chair  
Karl Hattman

##### **Other Board Members Present**

Raynaldo De Los Santos, Jr.  
Gloria Perez  
Marcia Keener  
Victor M. Gonzalez, Jr.

##### **Absent**

Omar Lopez, Vice Chair  
Hector Bernal  
Jason Bevan  
Carlos Ramirez  
Susan Temple

##### **Others Present**

Ken Treviño, Workforce Solutions  
Alba Silvas, Workforce Solutions  
Shileen Lee, Workforce Solutions  
Janet Neely, Workforce Solutions  
Xena Mercado, Workforce Solutions  
Tony Armadillo, Workforce Solutions  
Zachary James, Workforce Solutions  
Milanda Ballesteros, Workforce Solutions  
Vicki Stonum, Workforce Solutions  
Catherine Cole, Workforce Solutions  
Imelda Trevino, Workforce Solutions  
Stephen Rybak, MDR Advertising  
Sherry Robeson, MDR Advertising  
Ross Hoyt, MDR Advertising  
Kenia Dimas, BakerRipley  
April Mejia, C2GPS, LLC

#### **I. Call to Order**

Ms. Unda called the meeting to order at 3:11 pm.

#### **II. TOMA Rules**

Ms. Neely provided information on the Texas Open Meetings Act (TOMA) Rules.

#### **III. Roll Call**

The roll was called and a quorum was present with the following in attendance:

- Raynaldo De Los Santos, Jr.
- Gloria Perez
- Marcia Keener
- Victor M. Gonzalez, Jr.

#### **IV. Disclosure of Conflicts of Interest**

Attention was called to the Disclosure and Declaration of Conflict of Interest and disclosures were requested by the chair at this time. None were made.

V. **Public Comments**

Due to the new TOMA rules we do have a laptop setup at 400 Mann Street; Suite 800 and it is listed on the zoom call as Public. The laptop is available and open to the public.

VI. **Discussion and Possible Action on Minutes of the February 13, 2025 Public Relations Committee Meeting**

Ms. Perez moved to approve the minutes of the February 13, 2025 Public Relations Committee Meeting. The motion was seconded by Ms. Keener and passed.

VII. **Information Only:**

1. *Performance Report BCY2025 (Q1 Oct.-Dec.) (Q2 Jan.-Mar.) (Q3 Apr.-Jun.) (Q4 Jul.-Sept.)*

a. *Second Quarter (Q2) Event Promotions & Summary*

Ms. Mercado presented information on the Second Quarter (Q2) Event Promotions & Summary (included on pages 7-9 of the May 8 agenda packet).

Ms. Mercado shared the following video at the Public Relations Committee Meeting:

- San Patricio EDC Career Expo & Job Fair 2025 – Skills, Trades & Public Service – March 27th

b. *Third Quarter (Q3) Upcoming Events & Projects*

Ms. Mercado provided information on the Third Quarter (Q3) Upcoming Events and Projects (included on page 10 of the May 8 agenda packet).

Ms. Mercado announced to the Public Relations Committee that a new intern from the University of Texas will join the Public Relations Team from June 1st to August 2nd. She detailed the stringent application process and expressed excitement as our organization was one of six chosen to host an intern. This addition comes timely for our summer events, and Ms. Mercado anticipates the fresh energy the intern will bring.

2. *Second Quarter (Q2) Analytics*

a. *Social Media & Web*

Mr. Armadillo presented information on the Social Media and Web Analytics for the Second Quarter (included on page 11 of the May 8 agenda packet).

3. *Marketing & Communication: Assessment & Strategic Plan Update*

Mr. Treviño provided an update on the Marketing & Communication: Assessment & Strategic Plan (included on page 12 of the May 8 agenda packet).

a. *Report & Presentation*

MDR Advertising Team presented information on the Marketing & Communication: Assessment & Strategic Plan (included on page 13 of the May 8 agenda packet).

Mr. Stephen Rybak, Principal and Chief Creative Officer of MDR Advertising, introduced himself, mentioning his 20-year tenure with the organization. He shared that they are celebrating their 50th Anniversary, highlighting their deep roots in the community. Mr. Rybak then introduced two key team members: Ms. Sherry Robeson, the Senior Director of Marketing & Development, and Mr. Ross Hoyt, the Account Strategist.

Ms. Unda acknowledged the significant improvements made by the staff, particularly in enhancing the website, under the leadership team's support. She emphasized the need to elevate their efforts to the next level and expressed confidence in the new structure's potential to facilitate progress and job satisfaction.

Ms. Mercado expressed appreciation in the detailed work and effective communication within the team. She expressed anticipation for the team's future endeavors.

Ms. Perez agreed with Ms. Unda, expressing her admiration for the team's remarkable achievements over the past few years, despite not being directly involved in the meetings or assessments. She highlighted the team's efforts in transforming the organization's image and branding, extending its reach across an 11 county region. Ms. Perez expressed her confidence in the team's ability to elevate the organization to the next level, stating her pride in their accomplishments.

Mr. Rybak recognized the long-term commitment of board members like Ms. Perez and Mr. Gonzalez. He emphasized that this dedication extends beyond the staff to board and committee members. Mr. Rybak expressed his admiration for the team's work since they began in March.

Ms. Perez expressed her admiration for the team's accomplishments, describing them as amazing. She voiced her confidence in the partnership and its potential to elevate us to the status of the number one team and workforce board.

Mr. Rybak expressed gratitude for the trust placed in them, emphasizing the significance of the work and their commitment to manage it with utmost seriousness.

Mr. De Los Santos commended the approach being taken as timely and appropriate. He expressed appreciation for the leadership provided by the Chair of the Public Relations Committee and the diligent efforts of the Executive team. Reflecting on a recent discussion about the groundwork laid for the organization, Mr. De Los Santos thanked everyone for their part in this phase of the organization's journey, which is helping to elevate it to greater heights.

VIII. **Adjournment**

The meeting adjourned at 4:24 pm.