

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/6023106124?pwd=LGkM5d67Dtb6LmUUVkd2iPYqMpA2DX.1&omn=81994001447>

Toll-Free Call In

888 475 4499 US Toll-free

Meeting ID: 602 310 6124

Passcode: 205402

February 17, 2026 – 3:00 pm

Committee Members Present

C. Michelle Unda, Chair

Jason Bevan, Vice Chair

Omar Lopez

Christina Esquivel

Karl Hattman

Other Board Members Present

Raynaldo De Los Santos

Gloria Perez

Absent

David Irizarry

Susan Temple

Others Present

Ken Trevino, Workforce Solutions

Alba Silvas, Workforce Solutions

Shileen Lee, Workforce Solutions

Christina Gonzalez, Workforce Solutions

Allyson Riojas, Workforce Solutions

Kristen Bily, Workforce Solutions

Vicki Stonum, Workforce Solutions

Celina Leal, Workforce Solutions

Tracy McAfee, Workforce Solutions

Ernest Everett, Workforce Solutions

Harvey Pina, Workforce Solutions

Sarahi Vasquez, Workforce Solutions

Catherine Cole, Workforce Solutions

Imelda Trevino, Workforce Solutions

I. Call to Order

C. Michelle Unda called the meeting to order at 3:01pm.

II. TOMA Rules

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

III. Roll Call

The roll call was called by Ms. Vasquez, and a quorum was present. Immediate Past Chair Raynaldo De Los Santos and Chair Gloria Perez were in attendance. Chair Unda called for introductions of new employees and were introduced as the following: Sarahi Vasquez, (Governance and Executive Support Specialist), Kristen Bily (Digital Communications Manager), and Tracy McAfee (Technical Support Analyst).

IV. Announcement on Disclosure of Conflicts of Interest

Attention was called to the Disclosure of Conflicts of Interest and disclosures were requested by the Chair C. Michelle Unda, at this time. None were made.

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V. Public Comments

Due to the new TOMA Rules, there is a laptop at meeting location 400 Mann Street; Suite 800 and is noted on Zoom call that it is Public as per TOMA Rules. The laptop is available and open to the public.

VI. Discussion and Possible Action on Minutes of the September 11, 2025 Public Relations Committee Meeting

Chair Unda opened the floor to approve the minutes of the September 11, 2025 Public Relations Committee meeting. Mr. Bevan motioned to approve the minutes, The motion was seconded by Omar Lopez and passed.

VII. Review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2026

Ms. Unda presented the review of Committee Charter, Initiatives, and Strategic Board Goals for BCY2026. Mr. Trevino stated that it was important to note that these goals are ratified in regard to the Charter every time in every plan to ensure they are aligning with strategic board goals.

VIII. Information Only:

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

a. First Quarter (Q1) Event Promotions & Summary

Ms. Gonzalez presented information on First Quarter (Q1). Ms. Gonzalez went over Views, Engagement, Impressions, for both Facebook and LinkedIn, per event that was held, and per post used to promote each event. Christina explained how this quarter they were able to highlight Child Care Providers, as they expressed in the past that they want more promotion of their services but also to be highlighted in these events. (included in pages 7-8 in the February 12 2026 packet).

b. Second Quarter (Q2) Upcoming Events & Projects

Ms. Gonzalez presented information such as interactions, impressions, and reach for Second Quarter Events & Projects such as the Texas VFW Foundation Military Veteran & Career Expo, Goodwill Annual Meeting Event, and the Coastal Compass Career Connection Job Fair. Ms. Gonzalez also emphasized the importance of the Workforce on Wheels Mobile Unit Announcement and it's critical part of February and March. Ms. Gonzalez recognized the Beeville School District CME Month with CCISD, with their assistance in helping students gain credentials through their programs. Mr. Bevan asked Ms. Gonzalez what the trends are in these jobs fairs, where Ms. Gonzalez described a success story from Hiring Red White and You in which a member of the staff assisting with a Tesla sit visit for Workforce was hired as a result of his attendance to the event. Ms. Michelle Unda stated social media increases exposure to the events and job fairs. Mr. Trevino added that they do a recap of analysis of their job fairs from year to year to ensure there is a positive trend in attendance. (included in pages 9 in the February 12 2026 packet).

2. Social Media & Web Analytics

Ms. Gonzalez presented information on Social Media Analytics (Q1: October- December 2025) and provided information on strategic platform usage and utilization. Mr. Lopez inquired about the social media development of X, where Ms. Gonzalez explained that there is very limited interaction on the platform. Mr. Trevino stated that he would like to discuss with Ms. Unda and Ms. Bily following the meeting to do a deeper dive into it's alignment with our demographic audience. Mr. Hattman asked about the style of posting for the events, in which Ms. Gonzalez stated that they have a multi-use of styles from Hootsuite, which also helps in appropriate scheduling of posting. Ms. Gonzalez discussed the increase on Instagram and LinkedIn interactions (included in page 11 in the February 12 2026 packet).

3. Marketing & Communication Update

Mrs. Gonzalez presented information assessments and strategic planning updates regarding marketing and communication through a (included in page 11 in the February 12 2026 packet).

IX. Adjournment

The meeting was adjourned at 4:00pm.

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