

Board of Directors

Boxley Material Company, Blue Ridge, VA
Friday, April 4, 2008

Minutes

I. Call to Order

Board Chair **Bill Jones** called the meeting to order at 9 a.m.

II. Roll Call and Introductions

Sherry Dean called the roll. Members present:

Bill Jones, HomeTown Bank
Joyce Kessinger, Boxley Materials Company
Paul Paradzinski, Craig County
Jane Conlin, Roanoke City Department of Human & Social Services
Gary Keaner (for Richard Teaff), Dabney S. Lancaster Community College
Carroll Gentry, Virginia Western Community College
Roger Johnson, Roanoke County Schools
Walter L. Harper, Harper's Plumbing Co
Barbara Winstead, Five Star Chef Service
Rob Ledger, Roanoke Valley Economic Partnership
Tim Tobin, Alleghany Regional Hospital
Wayne Flippen, John C. Nordt
Kathy Hodges, Franklin County Workforce Development Consortium
Bruce Johannessen, Virginia Employment Commission, Roanoke

Members absent:

Joe Brinley, JATC/NECA, IBEW Local 26
Melody Stovall, Roanoke Redevelopment & Housing Authority
Lew Bishop, National College of Business & Technology
Robert Glenn, The Issues Management Group

Staff present:

Doloris Vest, president
Sherry Dean, accountant/office administrator

Visitors present:

Jerry Barnett, Virginia Employment Commission, Roanoke
Clay Stein, Goodwill Industries of the Valleys
Linda Matthews, Goodwill Industries of the Valleys
Ab Boxley, Boxley Material Company

A quorum was present.

Ab Boxley, president of Boxley Material Company and provided an overview of the corporation and its operations. Boxley Material Company, a 116-year-old privately held company, with 20 locations and 400 employees in Virginia and West Virginia. This summer Boxley will open a new block and brick hardscape center in Roanoke off of Ariel Way. Boxley faces hiring challenges in finding individuals who are self reliant with a mechanical aptitude and have the desire to work in the industry. Of the entire Boxley workforce 25 percent are drivers. Boxley reported a recent economic wage analysis had placed the average wage rate at \$47,000 per

year which included overtime. **Ms. Kessinger** noted Boxley's highest area of turnover is with the concrete drivers, as their work hours are determined by customer demand and their days can start at 2 a.m. on high-demand days.

Mr. Boxley also noted Boxley Material Company offers facility tours and a geology presentation to school groups. Ms. Kessinger reported a good number of applicants did not have high school diplomas.

III. Youth Council Report

Youth Council Chair **Paul Paradzinski** reported on council's efforts to invite young people to the local centers, including a special event. Additionally, summer enrichment classes will be held at the Roanoke Workforce Center this summer. This will allow students to become more familiar with the center. **Ms. Conlin** inquired if there is a listing of organizations that provide youth services. Ms. Vest reported the youth council has held youth service provider fairs and is using the Council of Community Services Virginia 211 Directory, as the source for provider information.

IV. Approval of Consent Agenda

Mr. Flippen moved to accept the consent agenda

- **Minutes from the February 15, 2008 meeting**
- **Budget Report February 29, 2008**

Ms. Kessinger seconded. The motion was passed on a voice vote.

V. Staff Report

Ms. Vest reported on the following:

1. Roanoke Center Relocation and State Workforce Partners Memorandum of

Understanding: Work pertaining to relocation of the Roanoke Workforce Center has is incorporating resource sharing and integration as mandated by the U.S. Department of Labor. Negotiations on the Crossroads Mall location and development of service-integration plans continue.

Ms. Vest met with representatives from the governor's office about resource-sharing agreements, including a budget, for each workforce center, a listing of infrastructure costs and the presence of each partner. The state MOU directs off-site partners to share in center costs. Ms. Vest noted that although the MOU is not an enforceable contract, all partners are encouraged to work together. The board currently has MOUs until 2011 with all partners except the Virginia Employment Commission (VEC).

The state estimates cost at Crossroads to be \$19.75 per square foot. Additional costs would be incurred for communications, including phone, internet and other technology. Partners have expressed concerns about the high cost of using the Virginia Information Technology Agency, as state agencies are required to do.

Ms. Vest has investigated alternative locations with Virginia Western Community College, Goodwill Industries of the Valleys and the City of Roanoke. Location requirements include: within the City of Roanoke, access to public transportation bus route, in a neighborhood with appropriate the demographics, have high speed internet capability, enough square footage to house all partners and be American with Disabilities Act compliant

Model Center: The state is planning eight model centers around the state, including Roanoke. Ms. Conlin noted that becoming a model center might be good if local flexibility allows for meeting the needs of Area III. Ms. Vest noted benefits of becoming a model center, including improved customer service, referral service, opportunity to provide more business and youth services. State involvement in the center could allow the board access additional more resources.

- 2. PY2008 Budget:** The U.S. Department of Labor has released allocation amounts to the state. Local areas should receive information on allocations in April. Ms. Vest estimated as much as a 10 percent decrease from last year in addition to the expected rescission. The majority of the rescission is expected to come from the state-level Rapid Response funds.

VI. Unfinished Business

1. **Economic Development Committee (EDC):** Mr. Ledger and the EDC will meet Monday, April 21, 2008, in the Roanoke Higher Education Center Room 813, from 2 to 4 p.m. with local economic developers in an effort to improve connections and communication.
2. **Career and Technical Education Committee (CTE) report:** The CTE committee wants to address industry and occupation clusters, research career and technical education demands in Area III and determine local needs. **Mr. Johnson** noted sagging enrollments in career and technical education classes all across the state and the inability to define the issue. He noted six new career and technical centers will open in the state that may give career and technical education a lift up, but a concentrated effort has not been made to correct the problem. He cited two issues:
 - a. When technical education schools are located away from high school campuses there is a decline of enrollment.
 - b. Students are required to take more classes in high school due to the Standards of Learning tests which leaves no time for career and technical education.

The loss of career and technical education can lead increase drop-out rates among certain student populations. Ms. Conlin noted that, if schools are able to provide special programs for academically advanced students, schools should also find a way to help students who need career and technical education. Mr. Johnson noted the CTE is looking into how to give students more career and technical education time.

3. **Program Operator Recommendations for PY2008:** Mr. Paradzinski reported the Request for Proposal (RFP) committee received two proposals on the RFP issued in January: from Goodwill Industries of the Valleys and Total Action Against Poverty (TAP). The RFP committee scored the proposals on merit and upon completion of the process recommended awarding the Program Year 2008 One-Stop Operator contract to Goodwill Industries of the Valleys. The RFP committee cited the reason for their decision on the following:
 - a. Goodwill's extensive experience in all four workforce service areas (i.e. one-stop operator, adult, dislocated worker, youth)
 - b. Goodwill's appropriate ratio of infrastructure cost to direct service cost
 - c. Goodwill's considerable contribution of in-kind costs

The Executive Committee endorsed the decision at its March 20, 2008 meeting. Exact funding levels will be determined by the board at its annual meeting in June based on final allocations received from the U.S. Department of Labor.

On recommendation of the Request for Proposal Committee to award Goodwill Industries of the Valleys the Program Year 2008 One-Stop Operator contract, the recommendation passed on a roll call vote. Yes: Jones, Kessinger, Tobin, Flippen, Harper, Winstead, Ledger, Paradzinski, Gentry, Johnson. No: None. Abstain: Conlin.

VII. New Business

1. **Local Rapid Response to Layoffs:** Ms. Vest suggested the board develop a policy for responding to layoffs describing how program operators and partners respond to layoff situations. State-level Rapid Response offers services to companies with layoffs of 25 employees or more. The board may want to take a more holistic approach whereby partners work with a company to give employees access to a broad range of services. Ms. Vest will work with the partners and businesses to discuss aspects the policy should contain and will bring the policy to the board for final approval.
2. **Nominating Committee Appointment:** Mr. Jones reported a nominating committee needs to be formed to nominate officers, to be voted on at the June meeting. Ms. Hodges, Mr. Johannessen and Mr. Gentry agreed to be on the nominating committee.
3. **Training Provider Approval:** Ms. Vest presented for certification as a local training provider Fast Track Health Care Education's phlebotomy technician **Ms. Conlin moved to**

approve Fast Track Health Care Education phlebotomy technician program as a Tier I certified training provider program in the Western Virginia Workforce Area until June 30, 2008. Mr. Ledger seconded. The motion passed on a voice vote.

VIII. Announcements

Tickets are available to the Business & Technology Exposition on April 17.

The State Workforce Council will hold its annual meeting June 27, 2008.

Next board meeting will be postponed from the regular meeting time to Thursday, June 12, 2008 to allow Ms. Vest and Mr. Jones to attend the state's chairs and directors meeting on June 6 in Richmond.

IX. Adjournment

The meeting was adjourned at 10:37 a.m.

Doloris E Vest

Doloris Vest, president

Date