

Board of Directors

Roanoke Valley Workforce Center, Roanoke, VA
Friday, October 2, 2009

Minutes

I. Call to Order

Board Chair **Carroll Gentry** called the meeting to order at 9 a.m.

II. Roll Call and Introductions

Sherry Dean called the roll. Members present:

Carroll Gentry, Tanglewood Estates
Steven Anderson, Integrated Textile Solutions
Naomi Powers, Carilion Franklin Memorial Hospital
Hiawatha Nicely, New Century Consultants
Bill Jones, Hometown Bank
Wayne Flippen, John C. Nordt
Lew Bishop, National College
Mark Stockwell, MeadWestvaco
Jerry Barnett, Virginia Employment Commission, Roanoke
Aletha Bolden, Roanoke Redevelopment and Housing Authority
Joe Brinley, JATC/NECA, IBEW Local 26
Annette Lewis for Ted Edlich, TAP This Valley Works
Robert Myers, Laborers' Local Union #980
Larry Overbay, Virginia Department of Rehabilitative Service
Paul Paradzinski, Craig County
Richard Teaff, Dabney S. Lancaster Community College

Members absent:

Teresa Hammond, Alleghany Highlands Chamber of Commerce
Walter L. Harper, Harper's Plumbing Company
Joyce Kessinger, Boxley Materials Company
Lawrence Musgrove, LCM Corporation
Rob Ledger, Roanoke Valley Economic Partnership
Bruce Phipps, Goodwill Industries of the Valleys
Jane Conlin, Roanoke City Department of Human & Social Services
Kathy Hodges, Franklin County Workforce Development Consortium

Staff present:

Doloris Vest, president
Sherry Dean, accountant/office administrator
Angie Williamson, grant writer/program director

Visitors present:

Beverly Amburgey, Goodwill Industries of the Valleys
Linda Matthews, Goodwill Industries of the Valleys
Joe Annarino, Stanley Steamer
Desiree Gates, TAP
Joseph Hancock, TAP
Savannah Gregory, TAP

A quorum was present.

III. Approval of Minutes

Mr. Teaff moved to accept the minutes from the August 7, 2009 meeting. Mr. Nicely seconded. The motion was passed on a voice vote.

IV. Workforce System Report

1. **Rapid Response Efforts: Ms. Matthews** reported Rapid Response information is being forwarded to the board following each event. Partners held an information event at ERATH in Franklin County which has laid off 72 workers. On October 7, there will be a Rapid Response event at Ukrops in Roanoke at 3 p.m. Ms. Vest noted there have been two dozen Rapid Response events since July 2008; prior to the economic downturn, Rapid Response events were only held about twice a year.

Mr. Nicely reported the State Workforce Council will be requesting more funding, for Rapid Response efforts, at its October 14 meeting. **Mr. Gentry** noted Adult and Dislocated Worker Program participants are becoming more of an issue and will effect how the board chooses to spend funding in order to get these participants back to work.

2. **Partner Meeting:** Ms. **Matthews** reported the Roanoke Center partners have met and have an understanding of partner billing requirements for allocating shared costs.
3. **Center Seminars:** Ms. Matthews noted Member One Credit Union is providing seminars at the center during the month of October on the following dates and topics:
 - October 6 – Family Budgeting
 - October 16 – Understanding Credit
 - October 21 – Identity Theft
4. **Youth Summer Employment 126** youths enrolled in the summer work program this past summer. Of the 126, 115 completed their work assignments and 85% achieved work readiness goals. Ms. Matthews reported unspent project funding will allow 10 older youths to continue working this fall. The in-school youth activity concluded September 30.

Program counselor Joseph Hancock introduced **Desiree Gates** and **Savannah Gregory** who discussed their experience. Ms. Gates worked for Virginia Assisted Living and is now planning to become a Certified Nurse Assistant. Ms. Gregory worked in a Goodwill retail store. She has graduated from Patrick Henry High School and is planning to attend College.

Goodwill received several letters of thanks from worksite providers including Roanoke YWCA Executive Director **Melissa Woodson**.

V. Staff Report

1. **Incentive Grant Funds:** Board members were asked to send suggestions for use of funds to Ms. Vest. Suggestions will be taken to the Finance Committee for recommendation to the board. **Mr. Bishop** and **Mr. Nicely** recommended focusing on training for the unemployed.
2. **Virginia Workforce Council Meeting:** The council will meet in Roanoke on October 14; Ms. Vest will make a presentation on Youth Summer Employment in Area III including the pre-apprenticeship program. Mr. Nicely, who serves on the state council, noted the importance of local board involvement with the state organization and that the board is receiving praises across the state on the Roanoke Center opening.
3. **Grant Update: Ms. Williamson** reported the board has applied to the Department of Labor for a Healthcare grant of \$4.9 million and 15 partners have signed their approval. The grant works on the basis of "no wrong entry point" and the board is partnering with Jefferson College, National College, VWCC, Goodwill, ECPI, Generation Solutions and TAP. The board has also applied for six other grants including:

- U.S. Department of Labor Green Energy Training Grant – the Board partnered with Area II and community colleges
 - U. S. Department of Health and Human Services’ Strengthening Communities Grant – partnered with Council of Community Services
4. The board did not receive the Best Buy grant for a summer teen tech program or the Women’s Foundation grant for on-site career training for homeless. Both organizations cited funding cuts as their reasoning for not awarding the grant applications. Ms. Williamson will review proposals to determine areas proposals can be made stronger. Currently the board is evaluating a U.S. Department of Energy electric power grant.

VI. Committee Reports

1. **Workforce Center Oversight Committee: Mr. Flippen**, committee chair, encouraged all to review program participation statistics that are posted to the board’s website. The committee continues to review center policy and procedure and determine if reporting is appropriate. The committee is also reviewing satellite and comprehensive center requirements. The next meeting will be October 15.
2. **Finance Committee:** Mr. Bishop, committee chair, noted the board staff have always been under the 10 percent of allowable administrative cost and commended the staff for use of funding. Mr. Nicely noted it is important to focus on method of inclusiveness of clients the board serves, clients do well but this is a small part of a larger pool.
3. **Board Development Committee: Mr. Anderson** reported the committee has had its first meeting and **Ms. Kessinger** was elected chair. Board representation is currently being sought for the vacant Craig County and adult education slots. In January, the committee will make plans for June 2010 positions that will become vacant. Board member education and training needs are also being reviewed. Board members were encouraged to share any input with staff or a member of the committee.
4. **Youth Council: Mr. Paradzinski** reported there are five Reality 101 stores being planned for youth throughout Area III. The council is also reviewing training for center staff. **Mr. Annarino** is working on a media campaign and open houses in order to bring youth into the workforce centers.

VII. New Business

1. **Roanoke Workforce Center Presentations: Mr. Barnett** and **Mr. Wood** were invited to northern Virginia to present to other Department of Rehabilitation Services and Virginia Employment Commission staff on the Roanoke Workforce Center. **Ms. Moore**, Mr. Barnett and Mr. Wood will make a presentation on center’s partnerships at the Virginia Community College Systems Workforce Conference in December.
2. **Green Jobs: Ms. Bolden** noted concern over youth being trained for green jobs and then relocating out of the area, as those jobs do not appear to be abundant in Area III. Ms. Vest noted that while those jobs do not currently exist a qualified workforce may attract such businesses. Currently local green jobs involve environmental housing assessments and weatherization which is mostly a small business aspect. Training on the aspects of green construction increases job prospects as well. Mr. Nicely noted there has not been a great deal of marketing for green jobs. Mr. Gentry noted green upgrades, to the housing market, used to focus on the \$500,000 and up priced housing but, with the housing downturn and that market at a standstill, the focus has turned to making the \$250,000 and under houses green. Mr. Annarino noted the board could provide a representative to the housing boards in Area III to assist the housing board with day labor needs.
3. **Small Business Development Center:** Mr. Flippen reported his new position as Director of the Small Business Development Center whose mission is to promote small

business and assist economic development efforts. The center assists new entrepreneurs with free counseling and training and assists struggling businesses. The center offers counsel on business plans, operations, bank document preparation and business improvements. Ms. Vest hopes to see the center's counseling used to assist dislocated workers.

4. **Meeting Length:** Mr. Gentry noted he is trying to hold meeting length to 75 minutes in order to maintain membership although the board does want thoughts to be shared and desires input from those attending.

VIII. Unfinished Business

1. **Staff Job Descriptions:** Mr. Gentry stated staff job descriptions are not complete and noted Ms. Kessinger has assisted in developing these.

IX. Announcements

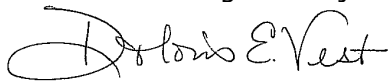
Youth Council Meeting, October 8, 2009, 9 a.m., William Fleming High School

Virginia Workforce Council, October 14, Roanoke Higher Education Center (RHEC)

CLEO Consortium, October 29, noon, RHEC Room 201D

IX. Adjournment

The meeting was adjourned at 10:03 a.m.



President

November 9, 2009

Date