

Board of Directors

Sheraton Roanoke Hotel & Conference Center, Merlot Room
Friday, September 28, 2011

Minutes

I. Call to Order

Board Chair **Hiawatha Nicely** called the meeting to order at 3:30 p.m. Suzanne Luzier called the roll.

Members present:

Hiawatha Nicely, New Century Consultants
Joyce Kessinger, Boxley Materials Company
Bill Jones, Hometown Bank
Naomi Powers, Carilion Franklin Memorial Hospital
Carroll Gentry, Tanglewood Estates
Wayne Flippen, Small Business Development Center
King Tower, Spillman, Thomas & Battle
Matt Whitcomb, ACS Home Entertainment
Jerry Barnett, Virginia Employment Commission, Roanoke
Joe Brinley, JATC/NECA, IBEW Local 26
Kathy Hodges, Franklin County Workforce Development Consortium
Gwendolyn Johnson, Roanoke Redevelopment & Housing Authority
Jill Loope, Roanoke County
Michelle Wells (for Larry Overbay), Virginia Department of Rehabilitative Services
Paul Paradzinski, Craig County
Richard Teaff, Dabney S. Lancaster Community College
John Weaver, Labor Local Union #980
Jane Conlin, Roanoke City Department of Human & Social Services

Members absent:

Teresa Hammond, Alleghany Highlands Chamber of Commerce
Shawn Hildebrand, Craig/Botetourt Electric Cooperative
Lawrence Musgrove, LCM Corporation
Gary Saunders, TimberTruss Housing Systems
Ted Edlich, TAP This Valley Works
Curtis Hicks, Salem City Public Schools
Jim Poythress, Virginia Western Community College

Staff present:

Doloris Vest, President
Suzanne Luzier, Program Development
Sherry Dean, Finance Director
Steve Jenkins, Administrative Assistant

Visitors present:

Laura Stevens, VWCC/Roanoke Workforce Center
Kim Moore, Roanoke Workforce Center
Brian Keenum, Roanoke Workforce Center
Lisa Frick, Goodwill Industries of the Valleys
Monika Dixon, Goodwill Industries of the Valleys
Jenny Wright, Goodwill Industries of the Valleys
Joy McKee, Goodwill Industries of the Valleys
Amanda Morris, Goodwill Industries of the Valleys
Kristi Dressler, Goodwill Industries of the Valleys
Jennifer Hodges, Goodwill Industries of the Valleys

Judie Pierce, Goodwill Industries of the Valleys
Mary Ann Gilmer, Goodwill Industries of the Valleys
Kathy Holcomb, Covington Workforce Center

A quorum was present.

II. Approval of Consent Agenda

Ms. Kessinger moved to accept the consent agenda (Minutes of the August 5, 2011 meeting, and appointment of Renee Wright, parent of a Youth Participant, to the Youth Council). **Mr. Jones** seconded the motion. The motion was passed on a voice vote.

III. Public Comments

No public comments

IV. Staff Report

A. **Board Programming: Ms. Vest** reported with PY2010 Workforce Investment and Grant funded programs, the board was able to assist 530 participants gain employment, generating \$13 million in local area income, with an estimated \$2.6 million in income taxes paid, resulting in a \$1.4 million positive return on investment.

1. **CREATES:** The grant term ends in January 2012. Community Housing Partners has applied for a grant extension, due to remaining funds in the grant. These funds will allow Vincent to continue his employment to provide job placement assistance for both Workforce Areas II & III.
2. **HITE:** This program is midway through the first group of students, with graduations in December. So far, this program has had three successful employment placements.
3. **SHARE:** Department of Social Services on Williamson Road in Roanoke has been established as a SHARE network site. Mr. Whitcomb has spoken with the Roanoke City Health Department, and they are too interested in becoming a SHARE Network site. The three domestic violence shelters to be served by the Allstate grant, will also serve as SHARE sites.
4. **New Programs:** The Career Pathways and Allstate (domestic violence survivors' grant) are in the initial start-up phases.

B. Goodwill Industries Reports:

1. **WIA Programs:** Ms. Gilmer reported that currently there have been 96 participants to enter employment from all programs including Adult, Dislocated Worker and Youth programs, and 16 have entered post-secondary education. All programs are on target for performance expectations. Goodwill Industries is awaiting a response on the Rapid Response Funding extension.
2. **Introduction of Case Managers:** Ms. Gilmer introduced the case managers in attendance: Ms. Lisa Frick, Ms. Monika Dixon, Ms. Joy McKee, Ms. Amanda Morris, Ms. Jennifer Hodges, Ms. Kristi Dressler, Ms. Judie Pierce, and Director, Jenny Wright. Mr. Jones expressed appreciation to the case managers for the work they do, and Mr. Nicely welcomed their presence at the board meeting.

C. Center Reports:

1. Roanoke Workforce Center:

- a) **Ms. Moore** reported her last day of employment with Goodwill Industries and the Roanoke Workforce Center will be Wednesday, October 5, 2011. Ms. Moore introduced her successor as Roanoke Workforce Center Manager, Mr. Brian Keenum. Mr. Keenum stated although he had only been on the job three days, he excited to have this opportunity. Mr. Keenum joins Goodwill Industries from the Roanoke County Sherriff's Department. Mr. Nicely thanked Ms. Moore on behalf of

the board, for her enthusiasm and hard work to get the Roanoke Workforce Center opened. Mr. Nicely also welcomed Mr. Keenum.

- b) **“What Employers Want” Panel:** The Roanoke Workforce Center recently held the first panel discussion on what local employers want in their employees and job applicants. This discussion was able to be transmitted to the Covington Workforce Center via Adobe TeleConnect. Ms. Holcomb stated this was an excellent program, and the picture and sound quality were very good.
 - c) August **Chamber After Hours** Participation: The Business Services Team had a table at this event. The event allowed for several productive conversations with local employers.
 - d) **Business Use** of the Center: FreightCar America recently held over 500 interviews at the center. Rowe Furniture also held interviews at the center.
 - e) **ADA Work:** The ADA work is currently back on schedule. Work had previously been stopped due to examination and a nationwide lawsuit. The plans have been reviewed and approved, with work scheduled to be complete prior to Thanksgiving, and will be performed as to not disturb center traffic.
2. **Covington Workforce Center:** Ms. Holcomb reported that currently Covington has more job orders than at any time in the past five years. McDonald’s is building a new facility near I-64 which create jobs for 40 new employees, including seven new manager trainees that will go through On-the-Job Training. Mead/Westvaco is starting an expansion project, expected to take three years to complete, which will bring in long-term temporary jobs. Ms. Holcomb asked that anyone in the Covington or Alleghany area that has rental property to contact her. Housing will be necessary for the employees involved with the expansion project. Center employees have been working on registration updates.
3. **The Franklin Center:** Ms. Hodges reported the Franklin Center has been quite busy.
- a) Solution Matrix, a new business in Franklin County, has completed interviews and has scheduled a ribbon cutting ceremony for October 21, 2011. Although, Solution Matrix has yet to open its doors, they are already talking about future expansions that will allow for more growth and employment opportunities.
 - b) The LPN program has been in effect, with the first class to graduate in December 2011. Applications are being taken for the LPN class scheduled to start January 2012.
 - c) Tobacco Commission Grants: Two grants have made it through committee with the Tobacco Commission. The first is a \$75,000 grant to provide GED scholarships for 13 counties in south-side Virginia. Those interested in the GED grant must first pass the GED practice exam, and then apply for the funding to take the actual GED exam. The second grant is a \$50,000 grant to provide for Franklin County residents to attend Virginia Western Community College in Roanoke.
 - d) EMT Certifications: Ms. Hodges reported that shortly before this board meeting was called to order, that she was informed of funding cuts for 11 students in Franklin County that are dual-enrolled for EMT Certifications. Ms. Stevens reported that funding had been reduced at Virginia Western Community College and certain programs took a hit, with this program being one. Ms. Hodges stated if funding is not secured before tomorrow, Thursday, September 29, 2011, the students will have to discontinue the class. Each students cost for the class is \$180, which is one-third of the class cost. The class is a two semester program, and if funding can be secured for this semester, which the students are already enrolled, Ms. Hodges will seek funding from the Tobacco Commission for the semester beginning in January 2012. These certifications are important in Franklin County because the

jobs are available. Franklin County employees the emergency response crews, which are well paying jobs, and can springboard into the medical field.

Ms. Vest explained the board has approximately \$10,000 in incentive funds that can be used for worthy causes, and explained these funds could be allocated to pay this portion of the tuition for these students.

Mr. Gentry made a motion to allocate the Incentive funds to support the 11 students in Franklin County enrolled in the EMT Certification class. Mr. Jones seconded the motion. The motion passed with a roll call vote: Yes: Nicely, Kessinger, Jones, Powers, Gentry, Flippen, Tower, Whitcomb, Barnett, Brinley, , Johnson, Loope, Wells , Paradzinski, Teaff, Weaver, Conlin; No: None Abstain: Hodges

V. Committee Reports

- A. **Oversight Committee:** Mr. Flippen reported the committee has been reviewing program numbers and coming up with a strategy for the RFP process. The October meeting of this committee will be to develop the RFP. The board will need to review the RFP at the December Board meeting. The target date to open up the RFP will be January 2012, and award the contract in April 2012.
- B. **Board Member Orientation:** Mr. Paradzinski reported on his attendance at the new board member orientation on September 7, 2011. He felt this was valuable information and was intrigued by the discussion between those present. Mr. Nicely agreed this was very good training and thanked the board staff for coordinating this. He felt this was an excellent platform for new board members to ask questions, and encourages any board member to ask questions. Ms. Vest stated there will be a make-up session for board members in the future.
- C. **Youth Council:** Mr. Paradzinski reported the Youth Council is looking at two project ideas. The Youth Council is looking to organize a Youth Advisory Board that will be made up of students from local area schools to provide insight and ideas for the Youth Council. The second project is looking at electronic job shadowing for local students. This would involve electronically streaming between local schools and employers to allow for students to have direct contact with employers without disturbing the normal school day, and avoid transportation issues. Mr. Paradzinski stated the council also discussed the importance of the mindset of workforce generations. The younger generation does not have the same mindset as the generations prior. The upcoming generation needs to begin to think of school and work as the same.
- D. **Awards Committee:** Ms. Luzier reported the awards event will be held this evening. The event has received greater response this year over last year. The total number of sponsors last year totaled three, versus this year's 11 sponsors including: The Franklin Center, Carilion Clinic, Western Virginia Water Authority, Roanoke County Economic Development, Roanoke City Economic Development, Hometown Bank, Virginia Western Community College, LCM Corporation, BB&T, Hiawatha Nicely, In Honor of Chancellor DuBois, And the WVVDB Staff. Final expenses have not been calculated for the event but the board is slated to make money from the event this year.

VI. Old Business

- A. Program Year 2012 Program Service Procurement: See Oversight Committee Remarks above

VII. New Business

- A. **Budget Approval:** Ms. Vest reported that revisions to the board's budget come up frequently, as new grants and funding streams change the overall budget. The board has received 2009 WIA Regional Collaboration and Incentive grants, which has changed the board's budget. Ms. Vest also reported that the extension for spending the Rapid

Response funding has been denied. Also, Congress is debating formula funds to allocate more at the local level, and less at the state level.

Mr. Gentry moved to amend the budget to incorporate the 2009 Regional Collaboration and Incentive grants. Mr. Flippen seconded the motion. The motion passed with a roll call vote.

- B. **Strategic Planning: Ms. Kessinger** reported this committee is off to a slow start. The purpose of the committee will be to identify the strengths and weaknesses of the board. With December 2012 to be the target date, Ms. Kessinger will try and facilitate a lot of work towards this effort via phone calls and emails to board members and staff. Ms. Vest informed the board she and Mr. Nicely attended the Council of Community Services Conference last week. There was a pre-session for non-profit groups and their chairs. In this session they provide a great self-assessment tool that looks at structure, operations, the board make-up, and mission. Mr. Nicely felt this was an honest assessment that would be useful in the strategic planning efforts.

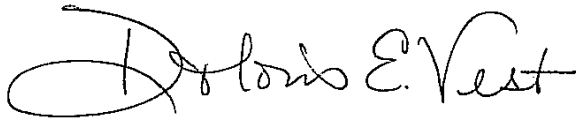
Mr. Nicely further explained that with the board having a 501c3 status, this could allow for more opportunities. He would like to see the board's efforts to effectively target objectives prior to the need. Mr. Nicely also expressed that the needs of one county or region may be entirely different. Thus making partnerships within the board's service area very important.

VIII. Announcements

1. **Awards Event**, Wednesday, September 28, 2011, 5:30 p.m., Sheraton Roanoke Hotel & Conference Center
2. **Board Meeting**, Friday, December 2, 2011, Roanoke Higher Education Center.

IX. Adjournment

The meeting was adjourned at 4:30 p.m.



President

November 16, 2011

Date

Hiawatha Nicely
Joyce Kessinger
Bill Jones
Naomi Powers
Carroll Gentry
Wayne Flippen
King Tower
Matt Whitcomb
Jerry Barnett
Joe Brinley
Kathy Hodges
Gwendolyn Johnson
Jill Loope
Michelle Wells (for Larry Overbay)
Paul Paradzinski
Richard Teaff
John Weaver
Jane Conlin

New Century Consultants
Boxley Materials Company
Hometown Bank
Carilion Franklin Memorial Hospital
Tanglewood Estates
Small Business Development Center
Spillman Thomas & Battle
ACS Home Entertainment
Virginia Employment Commission Roanoke
JATC/NECA IBEW Local 26
Franklin County Workforce Development Consortium
Roanoke Redevelopment & Housing Authority
Roanoke County
Virginia Department of Rehabilitative Services
Craig County
Dabney S. Lancaster Community College
Labor Local Union #980
Roanoke City Department of Human & Social Services