

**Board of Directors**

Roanoke Higher Education Center, Suite 409  
Friday, April 1, 2011

**Minutes**

**I. Call to Order**

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Board Chair **Carroll Gentry** called the meeting to order at 9:05a.m. **Suzanne Luzier** called the roll.

Members present:

**Carroll Gentry**, Tanglewood Estates  
**Hiawathia Nicely**, New Century Consultants  
**Wayne Flippen**, Small Business Development Center  
**Lew Bishop**, National College  
**Joyce Kessinger**, Boxley Materials Company  
**Lawrence Musgrove**, LCM Corporation  
**Mark Stockwell**, MeadWestvaco  
**Joe Brinley**, JATC/NECA, IBEW Local 26  
**Jill Loope**, Roanoke County  
**Robert Myers**, Laborers' Local Union #980  
**Larry Overbay**, Virginia Department of Rehabilitative Service  
**Curtis Hicks**, Salem City Public Schools  
**Paul Paradzinski**, Craig County  
**Bruce Phipps**, Goodwill Industries of the Valleys  
**Richard Teaff**, Dabney S. Lancaster Community College  
**Jane Conlin**, Roanoke City Department of Human & Social Services  
**Kathy Hodges**, Franklin County Workforce Development Consortium

Members absent:

**Steven Anderson**, Integrated Textile Solutions  
**Naomi Powers**, Carilion Franklin Memorial Hospital  
**Bill Jones**, Hometown Bank  
**Ted Edlich**, TAP This Valley Works  
**Teresa Hammond**, Alleghany Highlands Chamber of Commerce  
**Jerry Barnett**, Virginia Employment Commission, Roanoke  
**Jim Poythress**, Virginia Western Community College

Staff present:

**Doloris Vest**, president  
**Suzanne Luzier**, program coordinator  
**Vincent Randall**, CREATES  
**Zenith Hamilton**, program specialist  
**Joy Tucker**, grant writer  
**Steve Jenkins**, SCSEP  
**Michelle Manns**, AmeriCorps Member  
**Doug Booth**, AmeriCorps Member

Visitors present:

**Linda Matthews**, Goodwill Industries of the Valleys  
**Kim Moore**, Roanoke Workforce Center  
**Mary Ann Gilmer**, Goodwill Industries of the Valleys  
**Joe Annarino**, Community Advocate  
**Deb Squire**, Virginia Employment Commission

**Kathy Bibb**, EyesOnRoanoke.com  
**John Weaver**, Laborers Local 980  
**Joe Annarino**, EAC

A quorum was present.

Mr. Gentry reminded board members present of the Conflict of Interest Policy.

## **II. Approval of Consent Agenda**

**Mr. Phipps moved to remove all four items from the Consent Agenda for discussion at the appropriate time in the agenda. Mr. Flippen seconded. The motion was accepted on a voice vote.**

**Minutes: Feb 4, 2011:** Mr. Phipps noted that the minutes should reflect his abstention from the vote to award Goodwill the WIA services contract for Program Year 2011. **Dr. Teaff moved to approve the minutes of the February 4 meeting as amended. Ms. Hodges seconded. The motion passed on a voice vote.**

Following a discussion of proper procedure. **Mr. Nicely moved to rescind the voice vote taken on the contract issue at the previous meeting. Mrs. Kessinger seconded. The motion passed on a voice vote.**

**Mr. Flippen moved that the board exercise the one year renewal clause in the contract with Goodwill Industries of the Valleys to provide WIA Adult, Youth, Dislocated Worker and Center operator services for Program Year 2011 with specific funding to be determined at a later date. Mr. Stockwell seconded the motion. The motion passed on a roll call vote: Yes: Gentry, Nicely, Flippen, Kessinger, Musgrove, Stockwell, Brinley, Loope, Myers, Overbay, Hicks, Paradzinski, Teaff No: None; Abstain: Bishop, Phipps**

**Mr. Nicely moved to accept the consent agenda from February 4, 2011, with Mr. Phipps vote rescinded. Ms. Kessinger seconded the motion. The motion was passed on a voice vote.**

## **III. Public Comments**

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No public comments

## **IV. Staff Report**

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### **A. Board Programing: Ms. Vest reported**

- 1. CREATES** (green construction and energy-related training) is on schedule with it projects and is hosting a reverse job fair on April 6.
- 2. HITE** (healthcare information technology training) continues in the recruitment of participants. Focus will shift to Job Placement in the fall.
- 3. Moving On** (Commercial Drivers' License Training) has had a lot of success. Currently Virginia Western Community College has 8 employment partners that have agreed to accept those men and women from the Virginia Western Community College CDL program. Working on getting the same for Dabney S. Lancaster Community College.
- 4. Non-WIA Program Training**
  - a. 65** Incumbent workers. **24** total employed. **67** post training job search
- 5. Farmers Market** – Market Manager Anna Wilson has scheduled the first round of classes for vendors. The mobile kitchen has been ordered. Advertising in Edible Blue Ridge is in place. The market will open on May 14, 2011 under construction. The mobile kitchen will be assigned to the Covington Farmers Market at the end of the grant.

6. **Apprenticeship** – This program has provided pre-apprenticeship training for approximately 25 individuals that will yield a national certification for construction safety. Pre-Apprenticeship is classroom training to take into the workforce. The board is using the project as a marketing tool to promote registered apprenticeships -- on the job training where the individual is hired and working.
7. **SHARE** – Share locations under development include faith- and community-based organizations. Currently there have been 12 interested locations identified including VACares and YouthBuild, most already have a computer designated. Training will follow for these locations. The board office hosts a SHARE site for visitors and students at the Roanoke Higher Education Center

**B. WIA Programing: Ms. Matthews** reported

1. As of the end of March, all programs have met or exceeded the goals for enrollment. Enrollments in the Dislocated Worker program have stopped, pending approval and receipt of Rapid Response funding. Focus of the Dislocated Worker Program has shifted to placement in employment. **Ms. Gilmer** explained the Youth standards and placement numbers. At the request of **Mr. Phipps** for further explanation of the Performance Report.
2. Customer Satisfaction Surveys at the Roanoke Workforce Center have been coming in at a very high rate. **Ms. Kim Moore** has offered gift certificates to assist in soliciting Customer Surveys and has yielded more surveys in the past 2 weeks than last year total. Ms. Moore is reviewing each survey and referring any complaints or issues to the appropriate partners to address.
3. There are expected to be 161 Youth graduates this year. There will be a graduation banquet at Tanglewood, on June 9, 2011 at 6:00pm to celebrate. Everyone is invited to attend.

In response to an inquiry from **Mr. Bishop** Ms. Vest explained programs appeared to be in compliance following a monitoring review by staff. Certain budget line items were overspent and terms of the contract had been reviewed with the program operator. **Mr. Gentry** explained that the Executive Committee had met on this issue. Goodwill Industries has made changes with the assistance of Ms. Vest, to insure that non-compliant spending does not happen again. The Executive Committee advised Goodwill Industries on how to manage program spending moving forward.

**C. PY2011 Funding – Ms. Vest** reported

1. Prospective funding for the program year starting July 1, 2011 is expected at the PY2008 levels or about \$900,000 for Area III. **Ms. Matthews** noted that in expectation the reduction, programs currently were focusing on job placement.
2. At the request of **Mr. Gentry, Ms. Dean** explained the budget report through February 28, 2011. The structure provides for a one-page report reflecting all financial activity for the board.
  - a. All funding from all sources are listed at the top of the report. Although all funding is available, portions are reserved for future year funding depending on the program requirements.
  - b. All Board Staff Expense is for one year of expense and includes staff covered by any funding stream.
  - c. The Total Net Uncommitted/Committed Funding is WIA and other funds expected to be unspent at June 30, 2011

**Mr. Phipps** requested reports for the WIA programs and the grant-funded programs along with rate of usage. **Mr. Nicely** and **Mr. Gentry** explained that changes in reporting to reflect obligations and trends are reviewed by the staff and executive committee.

## **V. Committee Reports**

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### **A. Oversight Committee**

- 1. Mr. Flippen** reported the Oversight Committee are reviewing demands on funds available to serve clients. The programs are trying to switch to a focus on exits without enrollments. The programs can't keep adding participants without considering funding. Applicants for dislocated worker services are being added to a waiting list. Additional staff training, including how to market the Career Readiness Certificate is under consideration.
- 2. Ms. Vest** asked the board to revise *WVWDB Policy 03-108 Priority of Service* to include specific language requested by the state to more clearly indicate the board's priority of service. Following a discussion. **Mr. Phipps** asked if the policy changes were reviewed by council. **Mr. Stockwell** stated that a review by council would not be an unnecessary expense when the language for the changes to this policy came directly from the state.

**Mr. Bishop made a motion to accept the changes to Policy 03-108. Mr. Musgrove seconded the motion. The motion passed with a voice vote.**

### **3. Training Provider Application**

**Ms. Vest** presented the Oversight Committee's recommendation to approve D'Ardenne Associates as a certified training provider. D'Ardenne Associates provides an add-on credential as a Quality Management System Lead Auditor for those in manufacturing, to have a certificate. The applicant meets the requirements for timely, short-term training, as well as wage rate.

**Mr. Phipps moved to approve this training provider application. Mr. Flippen seconded the motion. This motion passed with a voice vote.**

### **B. Youth Council – Mr. Paradzinski** reported

the Youth Council would like to facilitate a Youth Summit, a one-day event with a variety of activities and workshops to excite the youth and assist in making better decisions and deciding positive future pathways. The event would be held next spring and modeled after the Youth Summit sponsored by the Virginia workforce boards and hosted by Virginia State University. There has already been discussion of the workshop topics, presenters and locations. Financial support will need to be solicited from local businesses and organizations. **Ms. Hodges** suggested adding a mini job fair segment to the summit.

- C. Board Development Committee: Ms. Kessinger** reported the committee met to review the purpose of the committee, as well as the current board membership and upcoming vacancies. New board member education was also discussed.
- D. Awards Committee: Ms. Loope** reported that the Awards Committee has been reviewing last year's event in order to identify possible changes to assist in a more successful event this year. The target date for this event will be September or October 2011. Speakers and award criteria are being identified.
- E. Policy Review Committee: Ms. Vest** reported that the Policy Review Committee is looking at current policies to determine what policies the board needs. Determining if there is a need for an employee handbook is being looked at as well. The board may secure council to perform pro bono work to review these policies.

## **VI. Old Business**

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**Mr. Bishop** stated he would like to see the cell phone and credit card policies added to the agenda for the next board meeting.

## **VII. New Business**

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### **A. Rapid Response Funding Application**

**Ms. Vest** reported that an application has been made for Rapid Response funds to cover the Dislocated Worker Program expenses for the remainder of the year. Training expenses exceed the budgeted amount: approximately \$60,000 was budgeted and \$140,000 has been spent. The program needs approximately \$180,000 to complete the year. At the end of February 2011, the Executive Committee authorized an emergency allocation of \$35,000 dislocated worker funding to Goodwill Industries to prevent the program shutdown. Enrollment in the program was suspended in March until additional funding is available.

To qualify for the funds from the state Rapid Response program, the board must award all remaining local funds prior to applying for Rapid Response funds from the state. Ms. Vest presented the Executive Committee recommendation:

- Award the operator the maximum allowable \$74,250, bringing the total contract to \$1,571,250
- Award the operator \$15,750 as an emergency contract as allowed under Virginia Public Procurement Act
- Request an additional \$255,349.32 In Rapid Response Funds for the remainder of the program year and the first quarter of Program Year 2011.
- Award the operator an additional \$51,296.37 to complete the current program year, dependent on receiving the Rapid Response award.

**Mr. Myers moved to accept the recommendation from the Executive Committee to award the existing funds, as well as a separate award via an emergency contract. Mr. Flippen seconded the motion. The motion was passed with a roll call vote. Please note that Mr. Phipps and Mr. Bishop abstained from this vote.**

#### **VIII. Announcements**

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**Mr. Myers** announced that he will be coming off of the board at the end of his term in June 2011. He has nominated Mr. John Weaver of Labor Local 980 to succeed him on the board.

**Ms. Vest** thanked Mr. Myers for his support and pivotal role in getting the Workforce Center established in Roanoke.

- **Youth Council Meeting**, April 14, 2011, 9 a.m., Roanoke Valley Workforce Center
- **CLEO Meeting**, April 11, 2010, 12 p.m., Roanoke Valley Workforce Center
- **Executive Committee**, May 19, 2011, 8:30 a.m., Roanoke Higher Education Center
- **Board of Directors**, June 3, 2011, 9 a.m., Roanoke Higher Education Center.

#### **IX. Adjournment**

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The meeting was adjourned at 10:30 a.m.

*Dolris E Vest*

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President

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April 18, 2011

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Date