

**Board of Directors**

Roanoke Higher Education Center, Suite 409  
Friday, August 5, 2011

**Minutes**

**I. Call to Order**

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Board Chair **Hiawatha Nicely** called the meeting to order at 9:00a.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  
**Teresa Hammond**, Alleghany Highlands Chamber of Commerce  
**Shawn Hildebrand**, Craig/Botetourt Electric Cooperative  
**Lawrence Musgrove**, LCM Corporation  
**Matt Whitcomb**, ACS Home Entertainment  
**Jerry Barnett**, Virginia Employment Commission, Roanoke  
**Ted Edlich**, TAP This Valley Works  
**Kathy Hodges**, Franklin County Workforce Development Consortium  
**Gwendolyn Johnson**, Roanoke Redevelopment & Housing Authority  
**Jill Loope**, Roanoke County  
**Paul Paradzinski**, Craig County  
**Richard Teaff**, Dabney S. Lancaster Community College  
**Jim Poythress**, Virginia Western Community College  
**Jane Conlin**, Roanoke City Department of Human & Social Services

Members absent:

**Gary Saunders**, TimberTruss Housing Systems  
**King Tower**, Spillman, Thomas & Battle  
**Joe Brinley**, JATC/NECA, IBEW Local 26  
**Curtis Hicks**, Salem City Public Schools  
**Larry Overbay**, Virginia Department of Rehabilitative Service  
**John Weaver**, Labor Local Union #980

Staff present:

**Doloris Vest**, president  
**Suzanne Luzier**, program coordinator  
**Sherry Dean**, finance director  
**Vincent Randall**, CREATES

Visitors present:

**Linda Matthews**, Goodwill Industries of the Valleys  
**Kim Moore**, Roanoke Workforce Center  
**Mary Ann Gilmer**, Goodwill Industries of the Valleys  
**Lori Stohlman**, Goodwill Industries of the Valleys  
**Jenny Wright**, Goodwill Industries of the Valleys  
**Kathy Holcomb**, Covington Workforce Center  
**Joe Annarino**, Community Advocate

A quorum was present.

**Ms. Vest** introduced the newly appointed board members.

- Matt Whitcomb**, ACS Home Entertainment, Roanoke;
- Shawn Hildebrand**, Craig/Botetourt Electric Cooperative, New Castle;
- Gary Saunders**, Timber Truss Housing Systems, Salem;
- King Tower**, Spillman, Thomas & Battle, Roanoke. New Partners include:
- Gwendolyn Johnson**, Roanoke Redevelopment & Housing Authority;
- John Weaver**, Labor Local Union #980.

New members offered their perspectives on board membership:

**Mr. Whitcomb** explained his frustration with rapid turnover in his business, and how he sees an opportunity to better align workforce center services.

**Mr. Hildebrand** explained he has seen the effects the economy has had on the businesses in Craig County, and he wants to do what he can to keep business thriving in Craig.

**Ms. Johnson** works with over 2500 low income residents, and has a large interest in seeing them all gain employment and become financially independent.

**Ms. Vest** noted **Mr. Saunders** was not in attendance due to being out of the country assisting with workforce development in Chile; **Mr. Weaver** was nominated by former board member Robert Meyers, and is the President of the Local Labor Union #980; **Mr. Tower** is a local attorney.

## **II. Approval of Minutes**

**Mr. Flippen** moved to accept the minutes of the June 3, 2011 meeting. **Mr. Gentry** seconded the motion. The motion was passed on a voice vote.

## **III. Public Comments**

No public comments

## **IV. Recognition**

Board staff recognized outgoing chair, **Mr. Carroll Gentry**, for his work and continued dedication to board efforts. Mr. Gentry thanked the board for his time as Chair, and spoke of how the board was always cooperative, and made timely and effective decisions.

## **V. Presentation**

Ms. Vest presented "Funding Streams for Workforce Development Programs": to familiarize the new board members with the funding streams received for programs and administration.

**Three primary funding categories:** Federal WIA funds, State WIA funds (which are more discretionary), and grant funding outside of WIA. These funding streams can be further broken down into the following categories:

- WIA Formula Funds
- WIA Rapid Response Funds
- Incentive Awards
- Federal Grants
- Private Grants
- Fund Raising
- Program Income

### **Summary of the Board's Current Budget (Includes Grant Funding):**

Current Revenue is broken down as follows:

- Formula Funds = \$1.69M
- State WIA Funds = \$289K
- Other = \$319K

Current Expenditures are broken down as follows:

- Operations = \$372K
- Programs = \$1.52M
- Uncommitted = \$404K

\*No more than 20% of WIA funding awards can be carried over to the next fiscal year.

### **Current Year WIA Funding Allocation:**

- Federal = \$6.35B
- Virginia = \$44.4M

Local/Area III = \$1,500,032

- Local funding is distributed to the WIA programs as follows:
  - Dislocated Worker (DLW) = \$569,616
  - Adult = \$433,545
  - Youth = \$496,871
    - Youth funding is allocated as follows:
      - Out of School Youth = \$149,061
      - In-School Youth = \$347,810

Allocations to local boards are made to areas based on need, which is assessed in accordance with the unemployment and other factors. Tidewater area is the greatest recipient of WIA funding in the state, with Martinsville/Danville being the second greatest. Northern Virginia receives the least amount of funding.

All grant funding and expenditures are included in the budget report. She reviewed current grant programs including the recently received Allstate grant for job readiness training for victims of domestic violence in 3 local domestic violence shelters.

**Expenditures** within the budget are program costs, administrative costs, and pooled office costs, which are a combination of the previous two. Pooled office costs are allocated across funding streams and programs. Staff payroll allocations are treated as an attorney would bill his time, and each program is allocated the payroll expense based on the time spent working on that program, and each staff member is required to keep records of this time.

**Cash Flow and Working Capital** are limited. Currently the board has approximately \$6,000 in operational capital. If accounts receivable is greater than the amount of operating capital, the board access its \$20,000 credit line. This line was accessed for the first time in June due to slow reimbursements from grant funding sources. **Ms. Conlin** explained City of Roanoke is the grant recipient/fiscal agent for the WIA funds and disburses funds for the board The administrative board staff is currently on the payroll of the City of Roanoke, as well. The City of Roanoke does not charge the board for providing this service. Other funds are awarded on a competitive basis either directly to the board or in partnership with other WIBs or workforce partners.

**Mr. Nicely** requested of **Ms. Vest** to provide each board member with an electronic copy of this presentation, allocation numbers per region and average cost per participant.

## **VI. Staff Report**

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

- 1. CREATES:** The current focus of the program is on job placement. The grant term ends in January 2012. Currently the board has received an informal kudos on record keeping, due to Mr. Vincent Randall's work with the CREATES grant.
- 2. HITE:** This program continues to focus on recruitment and enrollment. Although the program participants have not completed this program, some participants have been able to obtain employment based on their enrollment in this program.
- 3. Moving On:** The CDL program has almost wrapped up, all except 2 final students that are scheduled to begin class on Monday, August 8, 2011 at Virginia Western Community College. Placements have been successful with this program.
- 4. Non-WIA Program Training**
  - a. 65** Incumbent workers. **24** total employed. **67** post training job search
- 5. Farmers Market: Ms. Vest** The Covington Farmers' Market's structure is nearly complete. A new market manager was hired, Ms. TerriLynn Carper. The recently arrived Mobile Kitchen will provide on-site refrigeration for the vendors, as well as be a venue for education demonstrations and workshops. Though mobile, the kitchen will not move or than during the winter for storage, due to the liability of moving and the

cost of insurance. Personal property taxes have been waived by the City of Covington for the remainder of the grant period.

- 6. **Current Grant Applications:** The board is currently waiting to hear on a Stand Down for Veterans grant, and the funding for the CDL program for the upcoming year. The CDL application has been removed from the grants.gov website. It is unsure as to why this has happened, but it is being investigated.

**B. Goodwill Industries Reports:**

**1. Current Goodwill Industries Activity: Ms. Matthews** reported

- a. **Goodwill** has applied for a \$545,000 grant to provide wrap-around services to the current WIA programs.
- b. Goodwill is reviewing the state’s preliminary performance report for the board and should have official numbers at the next meeting..
- c. The Melrose JOBS Campus is being used by Virginia Western Community College (VWCC) and the Northwest Child Development Center. VWCC will be teaching training classes to the staff of the Northwest Child Development Center.

**2. WIA Programing: Ms. Gilmer** reported the program year closed out on June 30, 2011. She advised the board of the following final program year numbers:

	<b>Dislocated</b>	<b>Adult</b>	<b>Out-of-School Youth</b>
<b>Overall Participants Served</b>	588	250	76
<b>Participants Exited</b>	309	168	40 (32 positive)
<b>Average Wage</b>	\$13.11/hr	\$9.41/hr	\$9.75/hr
<b>Placement Rate</b>	89%	85%	85%

**In-School Youth** program served 157, with 35 positive exits from 43 total. Additional exits are expected at the end of the Summer Employment program.

<b>Program costs</b>	<b>Cost/Served</b>	<b>Cost/positive outcome</b>
<b>Dislocated Worker</b>	\$ 1,315	\$ 2,300
<b>Adult:</b>	\$ 1,173	\$ 2,233
In-School Youth:	\$ 1,630	\$ 7,313
Out-Of-School Youth	\$ 1,148	\$ 2,644

Youth costs are typically higher per participant due to more activities, longer participation time periods and being an overall more labor intensive program.

**Ms. Gilmer** introduced recently promoted **Ms. Jenny Wright** Director of Area III WIA Programs.

**Ms. Vest** estimated overall positive net (after program cots) economic impact from WIA programs in excess of \$1.2 million in income taxes paid back into the system. **Mr. Edlich** added that not only is the impact of employment financially positive, it yields other benefits such as family stability, etc.

**3. Center Reports: Ms. Moore** reported

- a. There have been over 98,000 visits at all centers in Area III for Program year 2010, ending June 30, 2011.
- b. Youth participants recently toured the Roanoke Workforce Center.

- c. Jerry Barnett, Manager of Virginia Employment Services at the Roanoke Workforce Center, suggested starting an "On-the-Job Training Team" with the Business Services Team. This is currently in the works.
- d. The Business Service Team recently was able to present at Wachovia, where there were 50 recently laid-off workers, about the center and services available.
- e. Free computer classes continue at all centers.
- f. Deb Squire on the Business Services Team, was the recipient of a table at the Chamber After Hours event to be held on August 22, 2011. This is one of the larger Chamber events, and will be held following a golf tournament, and will have a large crowd. Anyone that would like to attend and represent the workforce system, Ms. Moore will be happy to provide individuals with wearable buttons to signify this at the event.

## **VII. Committee Reports**

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### **A. Awards Committee: Ms. Loope** reported

1. The 2<sup>nd</sup> Annual Workforce Awards event will be held on Wednesday, September 28, 2011, 5:30 pm, at the Sheraton Roanoke Hotel & Conference Center. The keynote speaker will be Dr. Glenn DuBois, Chancellor, Virginia Community College System. **Mr. Nicely** pointed out that the community college system is a pivotal partner in workforce, and Dr. Glenn DuBois started his secondary education in a community college.
2. Nominations are needed in all categories. **Ms. Luzier** reported nominations close Friday, August 12.
3. Sponsorships are available and needed. There are three levels of sponsorships: \$250, \$500 and \$1,000. **Ms. Hodges** explained that she and Ms. Loope have pledged sponsorships from their organizations, and would like every board member to do the same, or to solicit a minimum of one sponsorship from outside businesses or partners.
4. **Ms. Vest** notified the board that a packet of invitations will be sent to each of the board members to send out as personal invites to others outside of the workforce system.

**Mr. Nicely** took a moment to recognize **Ms. Jill Loope** and her recent appointment to Acting Director of Roanoke County Economic Development.

## **VIII. Old Business**

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### **A. Rapid Response Funding: Ms. Vest** reported

Rapid Response funding was awarded to the board. The board has received a letter from the state authorizing spending of these funds. **Ms. Vest** explained that Rapid Response funds must be spent within the first quarter of the fiscal year. Ms. Vest is seeking an extension to spend these funds into the 2<sup>nd</sup> quarter for 1<sup>st</sup> quarter expenses that will not be billed or paid out until the 2<sup>nd</sup> quarter.

## **IX. New Business**

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### **A. CLEO Consortium Recommendations: Ms. Vest** reported

1. **Program Year 2012 Program Services Procurement: Ms. Vest** first explained that the CLEO Consortium is responsible for what the board does, and provides oversight and acts as a liaison of ideas for procurement and training focus. At the June 30, 2011 meeting of the CLEO Consortium, the following recommendations were made:
  - a. **Procurement:** Start the RFP Process for next year in December 2011, and advertise nationally for interested parties to be interviewed.
  - b. **Focus of Training:** Focus on Demand Occupations for our area, by looking at business impact and occupations they need that will benefit the local economy.
2. **2011/2012 Program Year Committee Structure: Ms. Vest** reported

- a. **Executive Committee:** The committee is made up of officers of the board.
- b. **Finance Committee:** This committee will operate differently in the upcoming year. The Treasurer, **Mr. Jones** will oversee this committee, and **Mr. Gentry** has agreed to oversee the day-to-day accounting and funding, and how to obtain more impact with the board's funding streams.
- c. **Board Development Committee:** This committee will have two primary focuses: Educate Board Members, new and old; and Identify new members of the board. **Mr. Nicely** indicated this committee will need to appoint a new chair. Ms. Naomi Powers will move to this committee.  
  
**Ms. Vest** is working to organize an orientation and lunch for new and existing board members. This will provide new members with an orientation to the programs and funding of the board, as well as provide a refresher for existing board members.
- d. **Youth Council:** This committee will provide oversight of the youth programs.
- e. **Future Board Needs:** **Mr. Nicely** indicated there is a need for a Strategic Planning to determine the direction and planning needs on how to meet the recommendations of the CLEO Consortium. He would like to have a plan developed by January 1, 2012 to provide opportunities for employers and colleges.

The board staff will be planning a meeting to bring local CEO/Presidents together with government officials, trainers and providers to focus on the development of the local workforce, and the needs of local employers. This event should be held prior to November 15, 2011. Board members should submit names to Ms. Vest of those who should be invited.

**X. Announcements**

- **Youth Council Meeting**, Thursday, August 11, 2011, 9 a.m., Roanoke Valley Workforce Center
- **Oversight Committee**, Friday, August 19, 2010, 10 a.m., Roanoke Valley Workforce Center
- **Board of Directors**, Wednesday, September 28, 2011, 3:30 p.m., Sheraton Roanoke Hotel & Conference Center
- **Awards Event**, Wednesday, September 28, 2011, 5:30 p.m., Sheraton Roanoke Hotel & Conference Center
- **All Board Members** are required to complete and submit the green "Economic Interest" forms included in their meeting materials from today. These need to be completed and returned to **Ms. Vest**.
- **The Roanoke/Alleghany Regional Commission** has planned a **Regional Leadership Trip** to Greenville, SC, September 11-13, 2011. **Registration is open until Friday, August 26, 2011.**

**XI. Adjournment**

The meeting was adjourned at 10:22 a.m.

*Dolris E Vest*

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President

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August 10, 2011

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Date