

Western Virginia Workforce
Development Board

**Chief Local Elected Officials Consortium
Thursday, April 29, 2010
Roanoke Higher Education Center**

I. Call to Order, Roll call

Chair **Rick Huff** called the meeting to order at 12:15.

Members Present:

Chris Morrell, City of Roanoke
Gerald Burgess, Botetourt County
Richard Flora, Craig County
Ricky Huff, Franklin County
John Strutner, Alleghany County

Members Absent:

Kevin Bogess, City of Salem
Clay Goodman, Roanoke County
John Doane, City of Covington

Staff Present:

Doloris Vest, President
Sherry Dean, Accountant/Office Manager
Angie Williamson, Program/Grant Manager

Guest:

Joe Annarino, Stanley Steamer

II. Approval of Minutes

Mr. Burgess moved to approve the January 29, 2010 minutes. Mr. Flora seconded. The motion passed on a voice vote.

III. President Report

A. Programming:

1. **Enrollments:** Ms. Vest reported that
 - 865 participants were served this year, 560 were new participants. Numbers are high due in part to the Trade Act/Dislocated Worker co-enrollment as required by the state. The Trade Act allows 2 years for training and will pay for most **training** activities; therefore, the exit rate is down.
 - Placement rate is in the 90 percent range. The cost per placement is high for Older Youth and low for low-income adults.
 - Ms. Vest explained On the Job Training (OJT), a contract with a company who agrees to hires an individual and can receive wage assistance during a predetermined training period.
 - Mr. Huff asked where training funds are going in relation to administration activities and asked Ms. Vest to make it an agenda item for the next meeting. Ms. Vest noted that currently training funds are low compared to administration and supportive services due to Trade providing funds for training but not case management and supportive services.

Training is currently only about 15% of the budget. Mr. Huff asked for trend reports indicating where funds are allocated; training, administration, case management. Ms. Vest noted that she will include what training is provided and if job placements are related to training.

2. **Rapid Response:** Recent rapid response activities have varied from telephone advice to onsite events. Ten rapid response events occurred since the January CLEO meeting – Six Wags Dog Park, ITT, Botetourt County, Freight Car, Aramark, JTEKT, Advance, O'Neil, Johnson Controls, and an unknown company requested information. Mr. Burgess noted that Johnson Controls has taken their building off the market and they are supposed to be using it for corporate use.
3. **Center Traffic:** Traffic at all four centers is leveling out. When unemployment insurance extensions are announced centers see an influx of customers due to issues and questions.

B. Grant Update: Ms. Williamson reported

- The Board received an AmeriCorps grant which will provide five volunteers for a one-year period. The grant was a partnership with the state workforce system and several other WIBs.
- A job offer was made today for the Green Grant Program Specialist.
- Staff meets monthly with other grant writers to discuss partnership opportunities. Mr. Huff suggested inviting STEP Inc and Mr. Strutner suggested inviting Dabney Lancaster.

IV. Old Business

Board Membership: Ms. Vest

- Presented three members for reappointment: Richard Teaff, Joyce Kessinger and Paul Paradzinski, and two nominations to fill vacancies; Jill Loope, Roanoke County Department of Economic Development and Curtis Hicks, Salem City Schools as the Adult Education representative.

Mr. Strutner moved to reappoint Mr. Teaff, Ms. Kessinger and Mr. Paradzinski and appoint Ms. Loope and Mr. Hicks. Mr. Flora seconded, the motion passed on a voice vote.

- Reported two members recently resigned; Rob Ledger and Aletha Bolden. Two positions remain vacant – Franklin County **Business** and Roanoke Redevelopment and Housing Authority.
- noted that next year 16 Board members are up for reappointment next year and she suggests dividing half for three year reappointment and half for a two year reappointment.

V. New Business

A. Program Year 2010 Funding: Ms. Vest reported that

1. the Board is waiting for City reports to finalize the budget report. Changes to the previous budget include the AmeriCorps grant and the Green Grant, which is now \$238,000 due to re-allocation. Additionally the grant with the Council of Community Services will not provide the Board \$24,000 as previously thought because the Council did not receive that portion of the grant.
2. Formula funds for PY2010 are the highest since 2004 at approximately \$1.3 million with \$402,684 for Adult program, \$423,709 for Youth and \$535,588 for Dislocated Worker. The

formula used by the state is a complicated calculation including poverty level, unemployment and long term unemployment.

3. ARRA funds are almost expended, any remaining funds will be carried over. Ms. Vest distributed the budget as of February 28, 2010. The Board will vote on the 2011 budget at the June meeting and the CLEO will ratify in July. The Finance Committee, chaired by Lew Bishop, reviews the budget before it goes to the Board.
4. The Board has very little working capital of its own and as more grants are awarded, the Board will need capital as most grants are reimbursement. The Board voted to get a line of credit at BB&T to assist with implementation of the Green grant and AmeriCorps grant.

The Board will host its first ever fundraising event in the fall, which will include awards recognizing the best case manager, business partner, volunteer, etc... The idea is to begin building funds to operate programs. The Board's fundraising subcommittee is also looking into endowment campaigns and other fundraising initiatives.

B. Challenges/Opportunities: Mr. Huff asked to review barriers to success

1. **Regulations:** the Board cannot sponsor events which could help promote the programs, people just above income guidelines go unserved. One recent example: incumbent worker training is in demand but takes money away from unemployed, the state has told employers that local WIBs have funding; however, it must focus on layoff aversion, not routine company training. Mr. Strutner noted that local economic development organizations (including newly appointed Jill Loope) should be able to notice if companies need layoff aversion training and contact the Board.
2. **Lack of understanding of what the Board does.** The Board participated in a survey and there was a division between whether the Board should focus on social services or economic development activities. Ms. Vest noted that the Board is working to make the community aware; however many events come off as being the program of the partner (e.g. Summer Youth and Reality Checks are often associated with Goodwill and the Career Futurist was associated with VWCC). An opportunity exists in the partnerships created through the Board's grant writing efforts. Ms. Vest noted that the Board is at a tipping point on collaboration.
3. **Funding.** There are always more ideas than money. While staffing is good to tie to grants, it limits what they can work on. Ms. Vest also indicated that funds with short time frames are difficult, such as last year's Summer Youth Employment which resulted in questioned costs. Goodwill had the contract and worked with TAP and the Local Labor Union and the Board was reprimanded for being too involved; Boards are not supposed to run programs. An MOA should have been bid out, which can be difficult when Board members offer up their organizations as partners. Ms. Vest noted that this year's summer program would be handled differently.
4. **Lack of provider competition.** Ms. Vest noted that there is little competition for any of the programs: Goodwill Industries of the Valleys has been the only bidder for the last couple of years. Ms. Vest is looking for other agencies from which to solicit program proposals.

Mr. Huff is interested in how other Board face these challenges and noted that he is concerned about the number of service providers who are on the Board (which is required) because it becomes a turf issue rather than a needs issue. The group discussed possibly having more strategic planning to determine the direction of the Board.

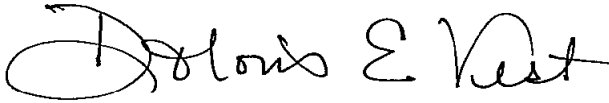
Mr. Strutner recommended that Ms. Vest "make the rounds" and get on the agendas for council and county supervisor meetings to help spread awareness and understanding of the Board.

C. ARRA Compliance: Ms. Vest reported that the PY2008-2009 contract was audited by the state. The subsequent report questioned the board's contract renewal process. The Board addressed the

issue by capping the contract and putting the remaining funds out to bid – Goodwill was the only bidder and received the remaining funds. A new RFP will go out for the next program year. The other finding was related to the Summer Youth Employment program mentioned above. The state questioned whether Goodwill was subcontracting and noted that the MOU which was in place made it appear that the Board was operating the program. The state questioned \$37,000 for the program.

VI. Adjourn

The meeting was adjourned at 1:07 p.m.



President

June 1, 2010

Date