

**Executive Committee
Thursday, July 21, 2011
Minutes**

I. Call to Order and Roll Call

Chair Hiawatha Nicely called the meeting to order at 8:30 a.m.

In attendance: **Hiawatha Nicely**, chair
 Joyce Kessinger, vice chair
 Bill Jones, treasurer
 Naomi Powers, secretary
 Carroll Gentry, immediate past chair
 Wayne Flippen, past chair (via phone)

Absent: **Paul Paradzinski**, youth council chair

Staff present: **Doloris Vest**, president
 Sherry Dean, accountant/office administrator
 Suzanne Luzier, program coordinator

Guests present: **Jenny Wright**, Goodwill Industries of the Valleys
 Lori Stohlmann, Goodwill Industries of the Valleys
 Mary Ann Gilmer, Goodwill Industries of the Valleys

A quorum was present.

II. Approval of Minutes

Mr. Gentry moved to accept the minutes from the March 17, 2011 meeting. Mr. Jones seconded. The motion passed on a voice vote.

III. Staff Report

A. Operations: Ms. Vest reported

- 1. Board Appointments** On June 30, the CLEO made the following appointments to the board:

- **King Tower**
- **Gwendolyn Johnson**
- **John Weaver**
- **Matt Whitcomb, Jr.**
- **Gary Saunders**
- **Shawn Hildebrand**

Ms. Vest stated the vacancy on the board from Covington needs to be filled. Mr. Mark Stockwell did not continue his appointment to the board, but is assisting to find a replacement.

- 2. Roanoke City auditors** were closely examining the summer (2010) employment program related invoices and expressed concerns with the management of the program, and the movement of funds within budget line items. As a result of this review, they suggested an amendment to the program provider's contract to be more specific on contract terms, and following through with those terms. **Mr. Nicely** asked that an amendment stating a certain percentage of change was acceptable, as long as the budget was not out of balance as a result of these changes, and that this amendment be included in the RFP process

3. **Capital / Cash Flow:** **Ms. Dean** explained insufficient operating capital is exacerbated by slow grantor reimbursements. The committee discussed options and agreed to forward the issue to the finance committee.
4. SCEP participant/administrative assistant **Pam Lewis** has moved to a more convenient work location in Bedford.

B. Programs:

1. **CREATES:** The grant is in its final stages, with the focus remaining on job placement.
 - a. There is a small pool of training dollars which will be distributed on a first come first serve basis. Placements with this grant have been successful, with 65 of 100 participants placed. Jobs filled have been based on individual backgrounds, as well as several were placed in a 3 year paid volunteer position paying \$15/hour.
 - b. Department of Labor audited CREATES program and files and indicated they were in good shape.
 - c. Additional Reverse Job Fairs are scheduled to take place in October and December 2011.
 - d. Ex-offenders are being encouraged to look at self-employment as well.
2. **HITE:** Enrollments continue, with some participants already successfully obtaining employment based on their enrollment in this program. Upon completion of this program, participants will receive a certificate in electronic medical records. Starting salaries are good, averaging \$15/hour.
 - a. Incumbent training is being scheduled, with the first training to be for Carilion employees. **Ms. Vest** went on record with VWCC to express concerns over who will be the instructor for this program. If there will be a Carilion employee, teaching Carilion employees, this training should not be paid for through this grant. **Mr. Gentry** stated that if the instructor is paid through and by VWCC, then this should be ok.
3. **Moving On:** **Ms. Luzier** reported that this program has almost completed. There are 2 participants that will enter training in August. Placements have been successful with 34 of 44 participants to complete training, being placed in jobs. An application for 2012 funding was submitted in December 2010, as the board is still waiting to hear if these funds will be awarded.
4. **Farmers Market:**
 - a. **Mobile Kitchen** has arrived and is at the market. A mobile kitchen "shower" has been scheduled for those in the community to make purchases or donations of goods to be used in the mobile kitchen.
 - b. **Market Manager:** **Ms. TerriLynn Carper** has been hired as the new market manager.
5. **Outstanding Grant Applications:**
 - a. **Veterans:** This \$7,000 grant is modeled after the Veteran's Stand Down of last year. The partners and logistics are already in place for this program.
 - b. **CDL/Moving On:** This grant application was made in December 2010, with awards expected to be announced in September 2011.
 - c. **Lansford Brothers:** This project is a collaborative effort between Lansford Brothers and WVWDB to develop an online training program for new and existing employees of Lansford Brothers, to be accessed online from any location.
6. **Awards Event:** **Ms. Luzier** reported the 2nd Annual Workforce Development Awards are scheduled for Wednesday, Sept. 28, 2011, at the Sheraton Roanoke Hotel & Conference Center. Virginia Community College System chancellor Dr. Glenn DuBois will deliver the keynote address. . Sponsorships are needed in order to make this event successful.

Suggestions for soliciting sponsorships included: Blue Ridge Beverage, Pepsi, Coca-Cola, Kroger, the local chamber offices, and local community colleges.

- a. The board staff would like to have the October board meeting the day of the Awards Event, right before the awards event. The Sheraton Roanoke Hotel & Conference Center has arranged a room for this purpose.

Ms. Kessinger made the motion for changing the date and location of the board meeting to September 28, 2011, 3:30 p.m. at the Sheraton Hotel & Conference Center. Ms. Powers seconded the motion. The motion passed on a voice vote.

- C. **WIA Reports: Ms. Gilmer** reported the program year ended with a larger number of placements than was expected. This will allow for more new participants to be served.
 1. **Dislocated Worker (DLW):** There are 279 participants to carry over to the next year. 309 participants exited the program, with an 89% placement rate; 25 of these exits did go to work at Volvo. The average wage rate for the placements is \$13.11/hr.
 2. **Adult:** There are 82 participants that will carry over to the next program year. 168 participants exited the program, with an 85% placement rate. The average wage rate for these participants is \$9.41/hr.
 3. **Youth:**
 - a. **Exits** - A large number of Older Youth have exited to employment; the program will focus more closely on ex-offender issues in the coming year. In-school youth have is focused on summer work experiences; a number will exit at the end of the summer to community and four-year colleges.
 - b. Youth performance measures are being reviewed with the state; initial reports from the state did not match local calculations.
 4. **Return on Investment Analysis: Ms. Vest** expressed the need to see where training was performed and which field(s) employment was obtained in. **Mr. Nicely** agreed that it is very important to see this type of reporting.
 5. **Ms. Gilmer** introduced **Ms. Jenny Wright** as the new WIA Director for Goodwill Industries of the Valleys. Ms. Wright will be in charge of Staff Development and Case Manager Supervision.

IV. Committee Reports

- A. **Oversight Committee:** No report; committee did not meet in June or July.
- B. **Finance Committee:** The group discussed appropriate structure of the committee. **Mr. Nicely** proposed appointing someone other than the treasure as committee chair due to the requirements of the position. **Mr. Gentry** agreed to continue to review these items in the upcoming year and allow **Mr. Jones** to continue to serve as Chair of the Finance Committee.
- C. **Strategic Planning Committee: Mr. Nicely** suggested the board take a more strategic approach to the direction of the board and its efforts. He would like to see a Strategic Planning Committee formed, and have **Ms. Kessinger** head up this group. **Ms. Kessinger** agreed to this role.

Mr. Flippen moved to form this committee with Ms. Kessinger as the chair. Mr. Gentry seconded this motion. The motion passed on a voice vote.
- D. **Board Development Committee: Ms. Powers** agreed to chair the committee, with the assistance of someone to aid in her understanding of the committee focus on member education and recruitment. Three local media representatives were suggested as possible members: Joy Sutton with Lewis-Gale, or Hollani Davis with WDBJ-7 or Heidi Underwood with the Virginia Department of Transportation.
- E. Board Orientation: **Mr. Nicely** suggested the upcoming new-member orientation also serve as a refresher for existing board members.

V. Old Business

Rapid Response Funding: Ms. Vest reported that the board has received the authorizations for all funding. She is seeking an extension to allow for billing of first quarter expenditures. Total Rapid Response funding was issues at \$204,000 with \$50,000 allocated to the Adult program in the first quarter.

VI. New Business

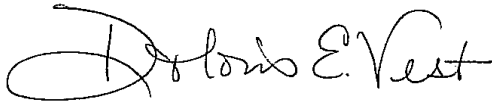
A. CLEO Recommendations: Ms. Vest presented a recommendation from the CLEO to begin program year 2012 WIA services procurement by December with wider outreach focusing on "cutting edge and best practices." **Mr. Nicely will make a recommendation at the next board meeting, to form the RFP committee with representation from each of the existing committees.** CLEO also recommended narrowing the focus of training to yield a greater economic impact on our area.

VII. Announcements

- **Board Meeting**, Friday, August 5, 2011, 9 a.m., Room 409, Roanoke Higher Education Center
- **Youth Council**, Thursday, August 11, 2011, 9 a.m., Roanoke Workforce Center
- **Executive Committee**, Thursday, Sept. 15, 2011, 8:30 a.m., Suite 509, Roanoke Higher Education Center
- **Workforce Awards Event**, Wednesday, September 28, 5:30pm, Sheraton Roanoke Hotel & Conference Center

VIII. Adjournment

The meeting was adjourned at 10:12 a.m.



President

June 3, 2011
Date