



## ***Bay Area Workforce Development Board***

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### **BAY AREA WORKFORCE DEVELOPMENT BOARD**

#### **MEETING MINUTES**

**November 18, 2004**

**Present:** Paul Linzmeyer (Chair), Nancy Armbrust, John Bloor, Rodney Cotillier, Amy Du Bois, Bob Guenther, Sue Hammersmith, Penny Helmle, Holly Hoppe, Christine Jensema, Diane Koepke, Susan Kromm, Mike Lanser, Jean Marsch, Bob Miller (arrived @ 1:15), Reggie Phillips, Mike Ptacek, Charles Rohlmeier, John Schwantes, Loretta Shellman (arrived @ 2:15), Mike Troyer, Dave Turbiville, Michael Van Dyke

**Guests:** Ed Saenz, Heidi Schaible, Lisa Omen, Renee Koenig

**Absent:** Larry Bergner, Karen Besiada-Hansen, Paul Bredael, Bill Chaudoir, Rick Gerroll, Larry Harkness, John Haugh, Joe Hilke, Steve Kopecky, Tony Marcelle, Don McAdams, Dee Olsen, Pamela Phillips, Pat Simonar, Jon Syndergaard, Steven West

Mr. Linzmeyer called the meeting to order at 1:00 PM at the NWTC Center for Business and Industry. Roll call showed a quorum present. The Minutes of the October 21, 2004 meeting were adopted as submitted on a motion by Mr. Troyer, second by Mr. Phillips.

**Bylaws.** Language for the Bay Area WDB Bylaw amendment was distributed to the members. The amendment reads, "The immediate past Chair, at the discretion of the board, may be appointed to a one-year term as a member of the Executive Committee to facilitate the transition of board leadership". Motion to adopt the WDB Bylaw amendment was made by Mr. Phillips, second by Ms. Kromm. Members of the Board voted unanimously and the amendment was adopted.

**Committee Reports.** There were no reports from the Program Performance or the Strategic Leadership committees. Mr. Golembeski reported the Executive Committee received requests from two job centers for additional funding and approved some additional funding for Door and Kewaunee Counties.

**CESA #7 Youth Contract Extension.** CESA #7 had been given a six month contract to provide WIA Younger Youth services at the request of the proposal review committee last spring due to process and performance concerns. Staff has monitored the CESA contract and reported that performance is not an issue. In fact, CESA #7 has a history of meeting WIA performance standards. Concerns about process and paperwork remain, but staff is working with the

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contractor to improve deficiencies. Motion to renew the CESA contract through June 30, 2005 was made by Mr. Troyer, second by Ms. Armbrust. Motion passed on a unanimous vote.

**Ad Hoc Committee.** Nominations for Wisconsin Council on Children and Families (WCCF) project taskforce were handed out to the board members. Mr. Bloor made a motion to accept the nominations, with a second by Ms. Hoppe. There was a unanimous vote to appoint the nominees to the committee. The members of the Ad Hoc Oversight Committee for the WCCF project are: Lisa Omen, Allen Parks, Michael Van Dyke, Susan Rogers, Susan Hart, Fernando Campos, Jane Lynch Swan, Pamela Phillips, Judy Crain, Christine Jensema, Betty Gregory-Paasch, and Ann Mickelson.

**Staff Updates.** The Wipfli Young independent audit of the Bay Area WDB for PY 2003 has been completed and it shows no questioned costs, concerns about internal controls, or instances of noncompliance. Members received copies of selected portions of the audit. Copies of the full audit report were available. Motion to accept the audit document was made by Mr. Bloor, with a second by Ms. Hoppe. Motion was adopted unanimously.

Staff noted that final adjustments were being made to the PY 2003 WIA performance numbers, and that Bay Area should meet or exceed all WIA performance standard categories when the final count is in. A recent agreement to exchange information with the state of Michigan will provide more accurate performance numbers for program participants who find work across the border to the north.

**State Council.** Mr. Linzmeyer stated that the state Council on Workforce Investment continues to be very active during its first year. In particular, the “Systems Design/System Reform Committee” is working at making state-level policy recommendations to create a more efficient workforce development system in Wisconsin. The Council continues to work on new metrics to measure whether the state is making real progress toward the Council vision of “quality jobs for quality workers.” There is also a real focus on Milwaukee as a particularly distressed part of the state whose problems create ripples throughout the whole state. Mr. Miller cautioned against continuing to reward Milwaukee for failure to meet established goals. Surveys of WDB members and local elected officials are underway to provide the Council with better information about the local areas.

Locally, about 400 people attended the NEW Economic Development Partnership LAUNCH on November 15 to begin implementation of the NEW Economic Opportunity Study. Mr. Linzmeyer noted that this was the culmination of a lot of hard work to get an 18-county area to work together for the benefit of the whole region. A regional stewardship council will now meet to drive the implementation of the Study forward.

**Strategic Plan Development.** Mr. Nitschke took over the meeting at this point to continue the strategic planning process in smaller groups. Mr. Linzmeyer reported that the Executive Committee had met to review the Bay Area WDB Vision Statement and Mission Statement. They made no recommendations for changes in either, and found them to be quite relevant to the current work of the board. Members worked on the wording of the four strategic goals identified at the previous meeting and then identified action steps for each one. These will be consolidated and used to develop the local plan in the first part of 2005. The four strategic goals are:

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1. To create a job center model through innovation to address needs of the knowledge-based economy: “Become the best workforce system in Wisconsin;”
2. To blend workforce development with economic development and community development: Developing a regional economic community;
3. To focus on the basics: development of board and staff and leadership relative to the Bay Area and the state;
4. Go beyond being “customer-focused” to become a visionary “customer-driven” workforce development system.

The meeting adjourned at 3:50 PM. The Bay Area WDB will next meet on Thursday, January 20, 2005.

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