



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

May 27, 2004

Present: Paul Linzmeyer (Chair), Larry Bergner, John Bloor, Paul Bredael, Bill Chaudoir, Rodney Cotillier, Jane Delveaux, Tonya Felhofer, Carmen Granados, Bob Guenther, Larry Harkness, John Haugh, Joe Hilke, Holly Hoppe, Diane Koepke, Steve Kopecky, Susan Kromm, Don McAdams, Dan Nerad, Pamela Phillips, Reggie Phillips, John Schwantes, Loretta Shellman, Roger Utnehmer, Michael Van Dyke, Steven West

Absent: Nancy Armbrust, Rick Gerroll, Jeff Knaus, Dennis Ladwig, Bob Miller, Dee Olsen, Kris Parkansky, Mari Roedig, Pat Simonar, Jon Syndergaard, Dave Turbiville

Mr. Linzmeyer called the meeting to order at 2:00 PM at the NWTC Center for Business and Industry. Roll call showed a quorum present. Several recently appointed WDB members with terms beginning in July were introduced including: Amy Du Bois, President of Du Bois Bridal and Formalwear; Karen Besiada-Hansen, President of Besiada Health Innovators; and Penny Helmle, W-2 Program Manager with Oconto County Human Services. Fred Stieg, a Youth Council member, was present to answer any questions the board may have regarding the WIA Younger Youth Proposal Review Committee funding recommendations. Mr. Linzmeyer recognized Jane Delveaux for all her efforts as a board member. Ms. Delveaux is retiring as a member of the board. The Minutes of the April 15, 2004 meeting were adopted as submitted on a motion by Mr. Utnehmer, second by Mr. Hilke.

Committee Reports. Mr. Hilke reported that the Job Center Development Committee meeting was a very positive interaction between the WDB members and job center representatives. The committee will likely change its name to reflect its strategic focus. The job center partners sent a clear message that funding continues to be a big issue for them, especially for core services. Mr. Hilke asked the job center reps to name four official members to the committee by June 15, even though meetings would be open to all. Mr. Linzmeyer suggested that the committee regularly provide feedback to the state Council on Workforce Investment, and that information from CWI should be shared with both standing committees.

Mr. Haugh reported that the Program Performance Committee had developed a Performance Criteria chart based on Baldrige categories. This document will now be made available for input from the job centers. The committee is proposing that the board award a portion of the WIA funds to the job centers based on their Baldrige performance achievements. To accomplish this, the committee is recommending a major policy shift in the use of WIA Adult funding that would

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scale back the use of WIA Adult funds for tuition payments to eligible participants and direct those dollars toward job center incentive awards. The thinking is that WIA Adult participants almost all qualify for Pell Grants to meet their tuition needs. Further study needs to be done to understand the implications of this policy but the committee would like to begin to implement it this year. The committee would like feedback from the board and job centers on this idea.

Nomination of WDB Officers

Nominations were put forward for additional two-year terms for Mr. Linzmeyer as Chair, Mr. McAdams as Vice Chair, and Ms. Koepke as Treasurer. In addition, Mr. Guenther was nominated for an additional term as an “at-large” member of the Executive Committee, as were the Chairs of the two standing committees: Mr. Turbiville and Mr. Hilke. Mr. Linzmeyer asked that the WDB consider an amendment to the Bylaws that would allow for the appointment of a “Chair-Elect” in one year who would succeed him at the end of the two-year term. Further, in two years the out-going Chair would then serve one additional year on the Executive Committee. There was general support for this suggestion as a means of having stable leadership for the WDB. Dr. Phillips made a motion to elect the nominees to the WDB offices, second by Mr. Harkness. Motion passed with a unanimous vote. It was noted that the Secretary position has to be filled yet.

Corporate Budget. Members had received a draft corporate budget which also indicated the administrative costs of the JobFIT project. Mr. Linzmeyer stated his concerns about JobFIT being a good program, but implemented at the wrong time with little buy-in from employers and the job centers. There was a great deal of discussion about continuing JobFIT. Several members raised concern about the cost to employers, others were supportive of the project. Concern was raised about the employers who have bought into JobFIT if it is not continued. In the end, there was agreement not to renew the existing contracts with the business consultants who have been working with the program. An *ad hoc* committee will be appointed to put an exit strategy together, evaluate what has not worked with the project, and look at options for continuing JobFIT using a different model. Motion was made by Mr. Phillips, second by Ms. Hoppe to adopt the proposed corporate budget of \$431,875 plus an additional \$15,000 for expenses allocated or related to JobFIT administration. Motion passed on a unanimous roll call vote (Yes: 24; No: 0; Abstain: 0).

State Senator Russ Feingold

Senator Russ Feingold addressed the board regarding his priorities in Washington, focusing on jobs and health care, two items he saw as interrelated. He commended Mr. Linzmeyer and Mr. Golembeski for their vision and efforts in workforce development for Wisconsin and expressed his support for WIA reauthorization. He believes that resources for job training should be increased and that there should be tax incentives to encourage businesses to keep jobs in the USA. He is also focused on initiating a dialogue about universal health care and plans to introduce a bill into Congress that will force the debate on health care options for the country. Members asked Senator Feingold questions about immigration reform, minority business and employment issues, TANF reauthorization, and other aspects of the health care situation.

WIA Younger Youth. Dr. Fred Stieg presented the Review Committee’s funding recommendations. He also asked members to contact the Department of Workforce Development concerning the lack of program performance data available through the ASSET system, indicating that the lack of such data made the job of evaluating proposals very difficult.

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Staff will draft a letter that board members may use. The recommendations from the committee were:

	Award
CESA 7	\$194,000
Family Services	\$86,250
Forward Services Corporation	\$118,000
Goodwill Industries	\$55,410
Great Lakes Training & Development - Manitowoc	\$0
Great Lakes Training & Development - Sheboygan	\$28,800
Women's Employment Project	\$22,000
YWCA	\$24,700
Family Services – Expelled Younger Youth	\$112,000
Total	\$641,160

Discussion included the need to make the Expelled Youth program model available in other areas besides Brown County (the contract requires such a report at the end of the project). There were also concerns about awarding \$194,000 to CESA 7 when there were still issues with duplicative services and monitoring findings. Staff assured the board that the paring down process by the committee had already eliminated some of the duplication of services and that monitoring concerns were being addressed. Members asked that CESA 7 be given a 6-month contract with regular reports to the board on performance. It was suggested that the Youth Council take up the issue of duplication of services within the WIA Younger Youth program, especially with programs already available through the school districts.

Motion to approve Committee recommendations for funding, including a one-year contract extension to Family Services for the Expelled Youth Program and \$25,000 for participant support, was made by Mr. West, second by Mr. Bloor. Motion was amended to specify a month-to-month contract for CESA 7 with regular performance updates made to the WDB. Motion passed on a roll call vote (Yes: 23; No: 0; Abstain: 1 [Nerad]).

WIA Adult, Dislocated Worker and Older Youth. Members had received recommendations from staff regarding the allocation of WIA funding under the Adult, Dislocated Worker, and Older Youth funding streams. Job center allocation recommendations were based on the number of WIA enrollees and current year spending patterns. Mr. Utnehmer reiterated his suggestion that a “list serve” be set up so that members can carry on a conversation about recommendations such as this prior to the board meeting. Staff will review options for this tool. Motion was made by Mr. Guenther, second by Mr. Schwantes, to approve funding as follows, including distribution of the job center allocations as indicated:

WIA Adult

Participant Tuition	\$ 350,000
Participant Support	\$ 50,000
Job Center Contracts	\$ 361,250
Brown	\$ 118,016
Door	\$ 18,606
Florence	\$ 12,670
Kewaunee	\$ 16,114
Manitowoc	\$ 61,742

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Marinette	\$ 31,060
Oconto	\$ 24,556
Shawano/Menominee	\$ 33,007
Sheboygan	\$ 60,287

WIA Dislocated Worker

Participant Tuition	\$ 350,000
Participant Support	\$ 35,000
Job Center Contracts	\$ 574,600
Brown	\$ 139,497
Door	\$ 42,813
Florence	\$ 22,367
Kewaunee	\$ 23,607
Manitowoc	\$ 109,489
Marinette	\$ 62,468
Oconto	\$ 53,650
Shawano/Menominee	\$ 54,257
Sheboygan	\$ 87,364

WIA Older Youth

Participant Support	\$ 15,000
Expelled Youth Program	\$ 37,500
Job Center Contracts	\$ 300,201
Brown	\$ 97,080
Door	\$ 15,108
Florence	\$ 5,689
Kewaunee	\$ 12,012
Manitowoc	\$ 32,128
Marinette	\$ 20,863
Oconto	\$ 18,616
Shawano/Menominee	\$ 18,615
Sheboygan	\$ 48,467

The question arose regarding poor performance in Older Youth by the job centers over the last two years. A technical assistance project is in process to provide training to job center staff on how to improve youth outcomes. Staff recommended that Older Youth funds be allocated to the job centers for 2004-05, but if performance deficiencies remain for another year, that Older Youth be put out competitively next year. There was also a question about program participants who drop out of training programs. Staff explained that efforts were made to obtain reimbursement under those circumstances. Motion was adopted on a roll call vote (Yes: 14 [Chaudoir, Cotillier, Delveaux, Felhofer, Granados, Guenther, Hilke, Hoppe, Koepke, Linzmeyer, McAdams, R. Phillips, Schwantes, Shellman, West]; No: 4 [Bredael, Kopecky, Utnehmer, Van Dyke]; Abstain: 4 [Bloor, Haugh, Kromm, P. Phillips]).

Mr. Golembeski stated that staff recommended allocating \$50,000 of WIA Adult funds to continue the Oshkosh Corrections program and that the Wisconsin Department of Corrections was willing to put \$50,000 toward the project as well. This was a matter of some urgency since the current contract ends June 30. The Executive Committee will take up this matter early in June.

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Mr. Linzmeyer gave a brief update about the Economic Opportunity Study, indicating that the final report was still due by July 1, and that plans were being made to move into the vital implementation phase once the study recommendations were available. There is a great deal of optimism regarding the real value of this project and the two workforce boards will be key players in the implementation of its recommendations locally.

The meeting adjourned at 4:15 PM.

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