



Bay Area Workforce Development Board

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BAY AREA WORKFORCE DEVELOPMENT BOARD

MEETING MINUTES

September 16, 2004

Present: Paul Linzmeyer (Chair), Karen Besiada-Hansen, Paul Bredael, Bill Chaudoir (arrived at 1:15), Rodney Cotillier, Amy Du Bois, Bob Guenther, Sue Hammersmith, John Haugh, Penny Helmle, Joe Hilke, Christine Jensema, Diane Koepke, Susan Kromm, Mike Lanser, Tony Marcelle, Jean Marsch, Don McAdams, Bob Miller (arrived at 1:30), Dee Olsen, Pamela Phillips (arrived at 1:15), Reggie Phillips, Mike Ptacek, Charles Rohlmeier, Loretta Shellman, Pat Simonar, Mike Troyer, Dave Turbiville, Michael Van Dyke, Steven West

Absent: Nancy Armbrust, Larry Bergner, John Bloor, Tonya Felhofer, Rick Gerroll, Carmen Granados, Larry Harkness, Holly Hoppe, Steve Kopecky, John Schwantes, Jon Syndergaard, Roger Utnehmer

Introductions were made among all the WDB members since this was the first meeting of the new program year and there were 11 new members appointed to the board during the summer. Guests also introduced themselves. Mr. Golembeski noted that Carmen Granados had submitted a letter of resignation because of her time schedule, and UMOS has nominated Jesus Penalez to represent the Migrant and Seasonal Farmworker Program in her place. The Local Elected Officials Board, that appoints WDB members, does not meet again until December, but Mr. Penalez, who was present, could participate in WDB discussion at the discretion of the Chair.

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 May 27, 2004 meeting were adopted as submitted on a motion by Mr. Van Dyke, second by Mr. Guenther.

Officer Vacancies/Bylaws. The Executive Committee recommended Bob Guenther for Secretary and John Haugh for At-Large member of the Executive Committee. Ms. Olsen made the motion to adopt the recommendation, second by Ms. Koepke. Motion passed on a unanimous vote.

Draft language for a Bay Area WDB Bylaw amendment to create a "Chair-Elect" position was distributed. There was general agreement that a process that promoted a smooth transition in leadership was a good idea, but the draft language was confusing. The matter was referred back to staff for reworking the idea and the wording.

Oshkosh Corrections Project. It was recommended that Family Services be awarded the contract for the Corrections Project. Motion was adopted on a roll call vote (Yes: 29 [Besiada-

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Hansen, Bredael, Chaudoir, Cotillier, Du Bois, Guenther, Hammersmith, Haugh, Helmle, Hilke, Jensema, Koepke, Kromm, Lanser, Linzmeyer, Marcelle, Marsch, McAdams, Olsen, P. Phillips, R. Phillips, Ptacek, Rohlmeier, Shellman, Simonar, Troyer, Turbiville, Van Dyke, West]; No:0).

Committee Reports. Mr. Turbiville reported that the Program Performance Committee continues to work on job center performance criteria and would like to see the WDB allocate resources to provide a monetary incentive award for job centers that meet these performance criteria. The committee would like to see the board set aside \$100,000 for this purpose to be awarded at the end of 2005, about 18 months from now. Mr. Hilke stated that the Strategic Leadership Committee had a productive discussion at their meeting.

Corporate Budget. A motion was made by Mr. West, second by Mr. Turbiville, to add \$5,000 to the corporate budget for Wisconsin Workforce Development Association dues, \$3,500 for a WDB website, and earmarking \$70,000 for projects related to the implementation of the NEW Economic Opportunity Study pending further action by the Executive Committee and WDB. Motion was adopted on a unanimous roll call vote (Yes: 30 [Besiada-Hansen, Bredael, Chaudoir, Cotillier, Du Bois, Guenther, Hammersmith, Haugh, Helmle, Hilke, Jensema, Koepke, Kromm, Lanser, Linzmeyer, Marcelle, Marsch, McAdams, Miller, Olsen, P. Phillips, R. Phillips, Ptacek, Rohlmeier, Shellman, Simonar, Troyer, Turbiville, Van Dyke, West]; No:0).

The WDB did not act on several requests for additional funding from the Door and Kewaunee County Job Centers. Those requests were tabled pending additional discussion. There was discussion about the JobFIT program, but the board took no action on JobFIT.

State Council. Mr. Linzmeyer reported that the Council on Workforce Investment had heard a presentation about regional cooperation from the “CEO Group” [aka NEW Economic Development Partnership], a partner in the Economic Opportunity Study implementation project. The state Council has informally adopted the phrase “Qualified Workers for Quality Jobs” as its vision statement.

Economic Opportunity Study. Dennis Winters from Northstar Economics brought the board members up to date on the Economic Opportunity Study. The study is still in draft form pending some final additions and revisions. Mr. Winters emphasized the need for northeast Wisconsin to come together as a region and take decisive steps toward creating a “high-growth, high-tech” economy. He used a PowerPoint presentation to demonstrate how Wisconsin is falling behind the nation and neighboring states in many key indicators of economic success and needs to develop the elements of a knowledge-based economy. The Economic Opportunity Study, when completed will recommend six implementation strategies:

1. Move to a New Economy Construct
2. Move to a Collaborative Economic Development Construct
3. Create a Regional Development Plan
4. Change Social and Cultural Mindset
5. Change Regional Image
6. Promote Industry Clusters.

With the study near completion, implementation plans have been made. Members received a roster of the Oversight Committee that will guide implementation, a copy of the work plan for that group, as well as some diagrams of the implementation process. Mr. Golembeski briefly

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described the various groups that will be involved in the implementation process. These include the two workforce boards, regional groupings of economic development agencies, chambers of commerce, post-secondary educational institutions, and business leaders, plus two regional planning commissions, the UW-Extension, county and municipal governments. Several of the Indian tribes may participate as well. Communication among these groups will be a key part of achieving the economic goals for the area.

Wisconsin Council on Children and Families. Charity Elson from the Wisconsin Council on Children and Families picked up the theme of the high-growth, high-tech economy by raising the question of what such economic changes mean for low-income families and the programs that provide services to them. WCCF would like to work with the Bay Area WDB and other agencies in NE Wisconsin on a research project to study these issues and develop policy recommendations for broader systems changes toward helping low-income families succeed in the new economy. WCCF has been at the forefront of advocating for the safety, health, and educational achievement of the most vulnerable families in Wisconsin. She estimated that 30% of the children in Wisconsin are in families that make less than 200% of the federal poverty level, about \$37,000 per year for a family of four. Members received a draft copy of the project and there was support for moving ahead with a joint effort. Later in the project, a steering committee will be set up that will include several WDB members.

Strategic Plan Development. Dennis Nitschke (of Landmark Opportunities) reviewed the strategic planning that the Bay Area WDB had been engaged in with a PowerPoint presentation. He challenged the members, in light of the Economic Opportunity Study, to address whether incremental changes in the workforce development system would be sufficient to achieve the board's strategic goals, or whether major shifts in direction would be required. The emerging external drivers of change, many of which are articulated in the economic study, and the array of new partnerships that have developed, have created new challenges and opportunities for the board. The October 21, 2004 WDB meeting will be devoted almost entirely to grappling with these issues and setting the priorities and goals for the next few years. Mr. Linzmeyer advocated for an "Idealized Design" process and introduced the approach he terms "creative destruction" for systems change. Members recognized the important role the WDB can play in aligning the leadership from the business, nonprofit, and government sectors to address the economic challenges of NE Wisconsin.

Other. Staff will send out a new Bay Area WDB roster shortly.

The meeting adjourned at 3:45 PM.