



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

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### BAY AREA WORKFORCE DEVELOPMENT BOARD

#### MEETING MINUTES

May 26, 2005

Present: Paul Linzmeyer (Chair), Karen Besiada-Hansen, John Bloor, Paul Bredael, Amy Du Bois, Bob Guenther, Larry Harkness, John Haugh, Holly Hoppe, Sue Kromm, Tony Marcelle, Jean Marsch, Don McAdams, Bob Miller, Dee Olsen, Sam Perlman, Pamela Phillips, Reggie Phillips, Mike Ptacek, Chuck Rohlmeier, Noel Ryder, Loretta Shellman, Pat Simonar, Dave Turbiville, Michael Van Dyke

Absent: Nancy Armbrust, Larry Bergner, Rick Gerroll, Sue Hammersmith, Penny Helmle, Joe Hilke, Christine Jensema, Diane Koepke, Steve Kopecky, Mike Lanser, Jesus Panalez, John Schwantes, Mike Troyer, Corky West

Mr. Linzmeyer called the meeting to order at 1 PM at the NWTC Center for Business and Industry. Roll Call showed a quorum present. The Minutes of the April 21, 2005 meeting were adopted as submitted on a motion by Mr. Turbiville, second by Ms. Kromm.

School-to-Work. A presentation was given by Dr. Robert Kellogg, the Administrator of CESA #8. His presentation identified key school-to-work issues and outlined a collaborative model for meeting the challenges that our schools are facing. He also spoke about the particular challenges that rural school districts are now facing. The Bay Area WDB has identified school-to-work as a primary focus for discussion throughout our meetings in the fall.

Committee Reports. Mr. Harkness reported for the Strategic Leadership Committee, That group had met to discuss the WIA budget recommendations, and he thanked the members for their willingness to have a frank and open discussion about some very challenging issues. Several changes were made to the wording in the budget recommendation document as a result of the committee discussion, and the committee reached consensus in their support of the recommendations.

WIA 2005 Budget. Members received an updated draft of the staff recommendation for WIA Budget Allocations dated May 25, 2005, as well as a copy if the Bay Area WIA Local Plan 2005-2007. The latter document had been put together on a tight deadline to meet submission requirements. The first two pages of the budget recommendations supplemented the Local Plan with greater detail. The two documents will be merged in a later document.

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The Local Plan is based on the NEW Economic Opportunity Study and the 5 regional strategies it recommends, moving toward increasing the skill levels of the area workforce and focusing on high wage jobs. The Local Plan also describes the Bay Area One-Stop system and the operation of the Bay Area WDB.

The "Strategic Plan" section of the budget recommendation document further specified four goals of the Bay Area WDB:

1. Developing regional job centers that are truly customer-driven, understand quality improvement process, are especially focused on the needs of employers that pay family-supporting wages and benefits, and are able to respond and adapt quickly to customer needs;
2. Leading efforts to increase efficiency and productivity in the operation and management of job centers;
3. Enhancing the linkages with economic development and training agencies for the benefit of all workers and employers;
4. Implementing successful strategies that link targeted populations to family-supporting jobs in the regional economy.

7 Action Steps followed to implement the board's goals. These included providing resources and strategies to move toward regional delivery of employment and training services as well as to expand business services to employers. These also included a proposal to withdraw WIA funding from some of the job centers in 2006.

Mr. Linzmeyer spoke about Action Step 7 which is designed to address regional employer needs beginning with projects to recruit and train welders and health care workers. \$120,000 has been included in the WIA budget to contract with an entity to administer these projects.

There was much debate about the "Action Steps" in the budget recommendation document and the potential impact on both smaller communities such as Oconto and Kewaunee, as well as on disadvantaged individuals within those communities. The recommendations about regional job centers were based on county commuting data, and some members asked whether other data might provide a different point of view for deploying WIA resources in the region. Mr. Harkness noted that even though there are significant WIA resources available this year, those resources are likely to decline in the years to come, just as TANF and Wagner-Peyser resources are already declining. This plan provides an opportunity to take time this program year preparing for leaner times. Mr. Golembeski pointed out the inclusion of service to targeted populations in the WDB's goals but, in concert with the Wagner-Peyser Plan, services to businesses paying low wages will be increasingly automated to focus resources on family-supporting jobs and growing industry sectors.

Motion to adopt the Bay Area 2005 Local Plan and the "Strategic Plan" section of the budget recommendation was made by Mr. Turbiville, second by Mr. McAdams. Motion passed on a unanimous voice vote.

Members then went through the budget recommendations for the WIA programs. Motion to adopt the following budget for WIA Adult funds was made by Ms. Hoppe, second by Mr. Ryder:

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Job Centers @ 103% 2004	\$ 387,340	
Tuition and Support	\$ 500,000	
Corrections Project	\$ 50,000	
Employer Services Project	\$ 40,000	
Staff Program Activities	\$ 20,000	
TOTAL		\$ 997,340
Unobligated		\$ 294,513.

Motion passed on a roll call vote (Yes: 18, No: 0, Abstain: 6).

Motion to adopt the following budget for the WIA Dislocated Worker funds was made by Mr. Phillips, second by Mr. Harkness:

Job Centers @ 103% 2004	\$ 613,377	
Tuition and Support	\$ 585,000	
NEG Services	\$ 50,000	
Employer Services Project	\$ 40,000	
Staff Program Activities	\$ 20,000	
TOTAL		\$ 1,308,377
Unobligated		\$ 425,802.

Motion passed on a roll call vote (Yes: 18, No: 0, Abstain: 6).

Motion to adopt the following budget for WIA Older Youth was made by Ms. Shellman, second by Ms. Besiada-Hansen:

Job Centers @ 103% of 2004	\$ 276,635	
Expelled Youth Project	\$ 63,390	
Older Youth Special Projects	\$ 120,000	
Support	\$ 15,000	
Employer Services Project	\$ 40,000	
Staff Program Activities	\$ 10,000	
TOTAL OLDER YOUTH	\$ 525,025.	

Motion passed on a roll call vote (Yes: 18, No: 0, Abstain: 6).

Mr. Rohlmeier reported for the committee that reviewed the WIA Younger Youth competitive proposals. Part of the CESA #7 proposal and the proposals for Door and Sheboygan Counties were judged not to be adequate by the committee, so committee recommendation is to send out another Request for Proposals for these projects. The original proposers are invited to resubmit proposals in this second round.

Motion to adopt the following budget for the WIA Younger Youth program was made by Mr. Ryder, second by Ms. Du Bois:

Competitive Contracts Recommended	\$ 406,759	
Expelled Youth Project	\$ 126,779	
Second Round RFP	\$ 200,000	
Support	\$ 25,000	
Staff Program Activities	\$ 10,000	
TOTAL	\$ 768,538	

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Motion passed on a roll call vote (Yes: 22, No: 0, Abstain: 2).

Motion to adopt the proposed corporate budget of \$ 502,079 as detailed on a separate handout was made by Mr. Bloor, second by Mr. Perlman. Motion passed on a unanimous roll call vote with no abstentions.

Motion to earmark \$600,000 for regional job center development projects and \$100,000 for incentive awards, both based on the Program Performance Committee's Baldrige-based criteria was made by Mr. Marcelle, second by Mr. Harkness. Motion passed on a unanimous roll call vote with no abstentions.

Motion to extend the contracts with Great Lakes Training and Development Corporation and the AFL-CIO for services to dislocated workers in the National Emergency Grant was made by Mr. Bloor, second by Mr. Haugh. Motion passed on a unanimous roll call vote with no abstentions.

Motion to extend current Young Youth contracts for the projects that are going out on the second round RFP for an additional month, to insure continuity of service during the RFP process, was made by Mr. Bredael, second by Dr. Ptacek. Motion passed on a roll call vote (Yes: 22, No: 0, Abstain: 2). Funds will come out of unbudgeted dollars or out of the money allocated for the new contracts.

Project Updates. Mr. Golembeski spoke briefly about on-going projects that the board is involved with. The Taskforce engaged with study of the W-2 program in partnership with the Wisconsin Council on Children and Families has been meeting monthly and having lively discussions about aspects of that important program. The WCCF staff is very pleased with the quality of the input they are receiving. A report should be finalized early in the fall.

NEW CORE continues to meet monthly. The CEO Group, a member of NEW CORE, has worked with a marketing firm to develop a branding campaign for Northeast Wisconsin that will be rolled out nationally in the fall. NEW CORE members got an advance look at the effort, but have been sworn to secrecy. The Northwoods Economic Forum, which will apply the Economic Study to the northern subregion, is scheduled for October 4 and a steering committee continues to plan that event.

A group has been meeting about the shortage of welders in NE Wisconsin and it will soon be expanded to include other partners. The intent is to form a coalition of businesses to create a multi-company career ladder for welders. A feeder system of entry-level welders will be created as well, and training will be coordinated throughout the area.

There is yet another group that met to discuss an opportunity to work with Northwest CEP on a project for health care employers. NWCEP received a grant of \$700,000 to expand services to other areas of the state. Services include the use of JobFit and Internet-based certificate training. There are funds in the WDB budget to contract with an organization to manage these and other employer services projects.

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Other Business. Christine Jensema has agreed to become the Chair of the Program Performance Committee. Motion to appoint her to that position was made by Mr. Bredael, second by Mr. Van Dyke. Motion passed on a unanimous voice vote. Ms. Jensema will serve on the Executive Committee by virtue of this appointment.

Mr. Golembeski expressed thanks to departing WDB members, especially to Dave Turbiville who has been the Program Performance Committee Chair and drove the development of the Baldrige-based Job Center Performance Criteria. He also announced the resignation of former WDB Chair Rick Gerroll, brought greetings from Rodney Cotillier who has now relocated to San Antonio, and thanked Nancy Armbrust, who has also resigned, for her many years on the WDB.

The next WDB meeting is scheduled for Thursday, September 15, 2005.

The meeting adjourned at 3:30 PM.