



Bay Area Workforce Development Board

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LOCAL ELECTED OFFICIALS of the Bay Workforce Development Area

MEETING MINUTES September 1, 2004

Present: Bruce Osterberg (Chair), Elmer Ragen, Jim Gilligan, Don Markwardt, Cheryl Wruk, Biz Virlee

Absent: Dan Haefs, Jim Barlow, Arlyn Tober, Randy Reiter

Mr. Osterberg called the meeting to order at 1:00 PM. A quorum was present. Minutes of the April 29, 2004 meeting were approved as submitted on a motion by Mr. Gilligan, second by Mr. Virlee. The Agenda was amended to put the presentation of the Economic Study update first.

Economic Opportunity Study. Mr. Golembeski gave a PowerPoint presentation with witty commentary on the 17-county Economic Opportunity Study. The presentation indicated the declining situation in NE Wisconsin as evidenced by declining *per capita* income compared to the US and the neighboring states, relatively low percentage of high tech jobs, lack of access to venture capital, the “brain drain,” and other indicators. The study is not finalized yet, but it will clearly indicate the need to change many things in NE Wisconsin in order to bring economic success in the 21st century. Its recommendations will be built around six strategies that include focusing on the things that drive the 21st century economy such as brain power, research and development, technology, venture capital, and quality of life. In addition, it will be vital to develop a regional approach to economic development. Members discussed the gravity of the economic situation and the need for fundamental change throughout the area.

Members also received information about the implementation phase of the Economic Study recommendations. An “Oversight Committee” is being formed whose primary task will be the creation of a Regional Economic Development Authority. This committee is made up of representatives from 11 stakeholder groups. LEO members expressed concern that some of the counties did not have representatives on the Oversight Committee. Mr. Golembeski explained that the stakeholder groups had some say in appointing their representatives, and those representatives were expected to communicate information to the rest of the members of their organizations, but that he would raise this concern with the Oversight Committee when it meets. Stakeholders are adamant that the Economic Study not be shelved and forgotten. Comparisons are being made between the study and other recent efforts such as the Kettl Commission Report. The study should be ready for release in mid-October and a region-wide conference is being planned to move it into an implementation phase.

The vision of the Bay Area Workforce Development Board is that job skills and educational levels are increased, quality of life for all individuals is enhanced, while employers’ needs are met.

Bay Area WDB Appointments. Nominations for seats on the Bay Area WDB had been received for three individuals, one to fill an Education rep seat, and two private sector nominations. Motion was made by Mr. Gilligan, second by Mrs. Wruk, to appoint Michael Ptacek as an education representative, Christine Jensema and Mike Troyer as private sector representatives to initial 3-year terms on the Bay Area WDB. Motion was adopted unanimously. Dr. Ptacek is the Director of Curriculum for School to Work with the Green Bay School District, Ms. Jensema is the Human Resources Director at St. Nicholas Hospital in Sheboygan, and Dr. Troyer is the President of Strategic Management Associates, a business consulting firm.

Project Updates. Mr. Golembeski shared some information about Bay Area WIA programs that indicated the local focus on education and training, especially as compared to some of the other areas of the state. In Program Year 2003 (July 1, 2003-June 30, 2004) Bay Area enrolled a total of 715 WIA Adults, 1,318 Dislocated Workers, 157 Older Youth, and 632 Younger Youth. We have been very successful at using training to improve the earnings of program participants. On average, WA Adult participants gain \$10,000 in annual income after training, and Dislocated Worker enrollees return to work at 98% of their pre-layoff wage. The area has struggled with meeting Older Youth performance standards, and Mr. Golembeski explained that staff has responded by bringing in a consultant to review our situation and provide additional training for the case managers. It is still a struggle to get program performance data that can be broken out by contract so that staff can focus remedial efforts on those specific contractors who are failing to meet performance.

The Baldrige Assessment project continues at the board and job center levels. Recently, a roundtable on core services in the job centers was conducted as part of this project. The communication between the WDB and the job center leaders is active and positive at this time, and the WDB has been working on improving that communication for two years now. There are also efforts at the level of the state Council on Workforce Investment to address structural issues and improve the quality of job center services in the state.

Mr. Golembeski reported that JobFIT is funded through September 30, but there are serious questions about continuing it after that time. Employer interest has not been up to anticipated levels, and it is an expensive project.

Other Issues. Members viewed the “Policy Governance” video featuring the theories of Dr. John Carver on the responsibilities and activities of boards of directors. There has been relatively little work done to distinguish board governance from management, and many boards fail to achieve a proper focus on the real work they need to do: building a vision for their community and expressing corporate values in terms of prudence and ethics. Mr. Golembeski made connections between Carver’s Policy Governance model and the Bay Area WDB’s involvement with the Economic Opportunity Study.

The meeting adjourned at 3:00 PM. The LEO Board will meet next on Wednesday, December 8, 2004 at 1:00 PM.