



# Bay Area Workforce Development Board

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## MINUTES

### BAY AREA WORKFORCE DEVELOPMENT BOARD

Thursday, January 16, 2020

**Present:** Michael Troyer (Chair), Aaron Augustian, Brian Schauf, Colleen Koski, Will Robinson, Chris Matheny, Meridith Jaeger, Cheri Galecke, Chuck Dallas, Ed Kelley, Kim Holmes, Loretta Shellman, Matt Rentmeester, Marcia Christiansen, Mike Ruminski, Shelly Ghere, Ron Kadlubowski, Tony Marcelle, Robert Pontius, Heather Martin, Myrna Warrington, Tara Carr, Ron Christensen, Tim Beno, Brian Pelon, Wendy Dzurick

**Absent:** Cheryl Detrick, Ann Schermetzler, Claudia Krepsky, Jennifer Bscherer, Brad Nye, Guy Meyerhofer, Jim Schuessler, Mercedes Schuchardt, Paul Carlsen, Penny Helmle, Shirley Aviles, Kris Chosa, Deb Buckley

#### **Call to Order/Roll Call/Minutes**

Dr. Troyer called the meeting to order at the NWTC Great Lakes Energy Education Center at 1 PM. Roll call showed a quorum present. The Minutes of the November 21, 2019 Bay Area WDB meeting were adopted as submitted on a motion by Mr. Kelley and a second from Dr. Matheny.

#### **Standing Committee Reports**

Mr. Rentmeester reported for the Strategic Leadership Committee. In addition to area job center updates, the members received a staff update on the MOU/RSA situation that Bay Area was one of the only areas in the state with no issues in reaching an agreement with partner agencies. The reconciliation process should move ahead and Bay Area can anticipate some funding reimbursement in that process. Members also continued their discussion about job center services and models for the future.

Ms. Ghere reported for the Program Performance Committee. The members reviewed the survey results from the DWD monitoring in which information was gathered from subcontractors and participants. That data was very positive overall. The committee continues to look at gathering additional data to better evaluate program performance. The committee also had lively discussion about better aligning strategy and resources, and stressed the urgency of defining and implementing that alignment. The committee strongly suggested that the Executive Committee schedule a meeting in March, with all board members encouraged to attend, to move the strategic planning process along to be prepared for the procurement process in April and May.

#### **Board Business**

Staff presented the board with several policy and procedure updates based on items in the DWD monitoring report. These included:

- Updating equipment purchasing process in Financial Procedures Manual, Section 600;
- Updating Financial Procedures Manual to remove outdated references to federal documents;
- Updating Financial Procedures definitions of supplies and equipment;
- Updating Procurement Manual to include debarment check of proposers;
- Updating Personnel Manual with cell phone and electronic equipment requirements.

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Oconto, Outagamie, Shawano and Sheboygan counties.

- Updating job descriptions for Executive Director and Program Operations Manager to clarify duties in Equal Opportunity monitoring and enforcement.

Motion was made by Mr. Beno with a second from Ms. Koski to recognize that the board had been informed of these procedural updates and supported their adoption. The motion passed unanimously.

Members considered two contract extensions. First, Labor Education Training Center (LETC) had been awarded a contract for WIOA services in the Menasha Job Center in June 2019 and that contract ran until January 31, 2020 because of budget concerns. Staff recommended extending the LETC contract through June 30, 2020. Secondly, additional funding has been received for the WAGE\$ grant to promote registered apprenticeships and staff recommended an extension of the contract with Lakeshore Technical College for the WAGE\$ grant through September 30, 2020. Motion to approve both contract extensions was made by Ms. Ghere with a second from Mr. Schauf. Motion was adopted unanimously.

Members considered updates to the PY 2019 Corporate Budget. Staff noted moving costs from Wages to Accounting lines because of a current staff vacancy that would need to be filled at some point, probably with a staffing agency. Several adjustments were made based on actual costs including additional IT costs. The major change was a request for an additional \$20,000 to replace the company server that began failing during the summer months and was operating on Windows 7. Overall, the Corporate Budget increased by \$19,088. Motion to approve the changes was made by Mr. Dallas with a second from Ms. Martin. Motion was unanimously adopted.

Two appointments were considered. Laurel McKee, Great Lakes Training and Development career specialist was nominated to a seat on the Youth Standing Committee to replace Stacy Sabish. Also, Claudia Krepsky was nominated to serve on the Bay Area WDB Strategic Leadership Committee replacing Greg Middlesworth. Motion to approve the two appointments was made by Mr. Augustian with a second from Mr. Kadlubowski. Motion was unanimously adopted.

Unfortunately, technical difficulties prevented the presentation from DWD staff on the PY 2019 Coordinated Monitoring. Mr. Golembeski indicated to the members that the report was posted on the Bay Area WDB website for review and that staff was working through the 34 Findings and other Areas of Concern. A response is due to DWD by February 17, 2020.

### **Industry Sector Updates**

While attempting to work out the technology bugs with DWD, Ms. Franz provided a review of the NEW Manufacturing Alliance 2020 Vitality Survey results, noting this was the tenth anniversary of the NEWMA survey. As in past years, the survey showed significant financial health in area manufacturing companies along with positive projections for business growth, plant expansion, and plant modernization. Skills shortages continue and companies indicated employee referrals and external job sites such as Indeed as their most effective recruiting tools. Hiring remains robust and employability (“soft”) skills are as important as technical skills.

### **Construction Industry Panel Discussion**

The construction industry is one of the largest economic sectors in NEW North. The discussion panel was composed of:

Cheri Galecke, Human Resources Director, DeLeers  
Michelle Rueckl, Human Resources manager, Consolidated Construction  
Joseph Giganti, Executive Director, NEW Construction Alliance  
Tony Marcelle, President, Laborers’ International Union  
Ryan Long, DWD Regional Labor Economist

Mr. Long began the discussion with a presentation of economic data showing:

- The construction sector is made up a wide variety of occupations, the four largest of which are carpenters, laborers, electricians, and plumbers/pipefitters/steamfitters;

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- The construction industry has recovered from the Great Recession in terms of overall employment in Wisconsin and job openings;
- There is considerable “churn” in the construction sector due to retirements and occupational transfers;
- Construction is projected to be one of the strongest sectors for employment growth 2016-2026;
- Construction employment is heavily male and has not engaged the Latino/Hispanic population;
- Wages are high among the various construction sector occupations.

Panelists discussed the challenges and best practices in drawing talent into the construction industry. All agreed that there are openings in all the various occupations in the sector. The larger companies have initiatives with the K-12 schools as a recruitment strategy, but there was agreement that careers in construction are perceived negatively or are not known by young people and their parents. Mr. Giganti recently put together an asset map for the NEW Construction Alliance that provides information about construction and trades related K-12 initiatives. Mr. Marcelle indicated the success with hands-on experiences for young people at career fairs. Traditional career fairs do not seem to be effective in the panelists’ experience. NEW North does have adequate training capacity that includes both the technical colleges and union initiatives. Apprenticeships are increasing. All agreed that the industry could expand significantly if a larger skilled workforce was available. The industry remains reliant on physical labor, and while new technological tools are being used, AI is not integrated to the extent that it is in the manufacturing sector.

**Strategic Planning**

Dr. Troyer continued the board’s strategic planning process based on the four potential future states that had been previously identified:

STATUS QUO (current technology, current workforce)

RE-TOOL to REMAIN RELEVANT (current technology, emerging workforce)

NARROW SPECIALTIES (current workforce, new technologies)

LEAD DISRUPTION (new technologies, emerging workforce)

Members were provided with a list of 63 strategies that fell into one or another of the four options and were asked to identify six choices of strategies each felt was “most central to what we, as a Board, should be strategically focused on.” Responses were collected and will be collated for the next step in the planning process.

Dr. Troyer ended the meeting by sharing a letter he had written to DWD Secretary-designee, Caleb Frostman, about the meeting he attended with state staff to review the DWD Coordinated Monitoring Report. In the letter, he expressed his displeasure with several aspects of that meeting, particularly with the fact that the Bay Area WDB staff, Chief LEO, and he were not provided with a copy of the monitoring report in advance,

The meeting adjourned at 3:10 PM.

**Bay Area WDB will meet next on Thursday, February 20, 2020 at the UW-Green Bay STEM Center on the university campus.**

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Additional information, and auxiliary aids and services for individuals with disabilities, is available by contacting James M. Golembeski, EO Officer at [jgolembeski@bayareawdb.org](mailto:jgolembeski@bayareawdb.org) | (920) 431-4100 | TDD/TTY Dial 7-1-1 Toll-free