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BAY AREA WORKFORCE DEVELOPMENT BOARD OF DIRECTORS

Thursday, April 21, 2022

1:00 P.M. - 3:00 P.M.

**Plumbers & Steamfitters UA Local 400
2700 Northridge Drive | Kaukauna, WI 54130**

MEETING MINUTES

**A networking luncheon meeting will be held between 12:00pm – 12:45pm
Twenty-minute tours of the facility are available before and after the meeting.**

- Present:** Chuck Dallas (Chair), Tim Beno, Tara Carr, Dustin Delsman, Cheri Galecke, Meridith Jaeger, Claudia Krepsky, Guy Meyerhofer, Mercedes Olson, Matt Rentmeester, Will Robinson, Mike Ruminski, Brian Schauf, Michael Troyer, Myrna Warrington, Bethany Wilde (in person); Shirley Aviles, Jennifer Bscherer, Paul Carlsen, Amber Collegnon, Marcia Christiansen, Steve Heller, Ed Kelley, Brian Pelon, Bruce Russell, Ann Schermetzler, Jennifer Short (virtual); Jonathan Gutierrez, Mistine Habeck, Sarah Klapper, Nan Macy, Cheryl Neuens, Kate Owens, Vickie Patterson, Matt Valiquette (staff)
- Absent:** Kris Chosa, Roberta Davis, Cheryl Detrick, Andy Ford, Dan Keyzers, Heather Martin, Chris Matheny, Gerald Schomaker, Norman Shawanokasic
- Guests:** Ann Franz, Linda Hornick (for Roberta Davis), Michelle Schuler, Jolene Wilkins, Mike Snowberry, Mike Kunesh, Ken (guest of Will Robinson)

I. CALL TO ORDER / ROLL CALL – Chuck Dallas, Chair, called the meeting to order at 1:00 P.M. A quorum was present. The Board thanked Board Secretary, Dustin Delsman, for hosting the meeting at the Plumbers & Steamfitters UA Local 400 in Kaukauna and for putting together tours for Board members. New staff member, Jonathan Gutierrez, Program Assistant, was introduced.

II. WELCOMING REMARKS: *How is the Bay Area WDB Responding to The Great Resignation, The Great Re-Shuffle, The Great Sansdemie, The Great Reset & Other Not-so-Great News*

Matt Valiquette provided a graphic titled, USA Working Population Decline 2011-2021, which correlated to the retirement of the workforce born between 1946-1964 (the “Baby Boomers”), the current workforce (the “Gen Xs”), and the newest sector of the workforce born between 1981-1996 (the “Millennials”).

To address workforce gaps, Bay Area WDB offers a strategic plan which 1) encompasses our core values, defined success, operational initiatives and financial planning; 2) leverages the talent of our contracted service providers, employers and training providers, and community resources; 3) employs outreach to recruit beyond traditional demographics, develop a “Human Centered Designed” holistic workforce development solutions that are community based; and 4) invest in programs to reskill and realign the existing workforce and engage this “Hidden Talent”.

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- A. One-Stop-Operator and the American Job Center – Job Center traffic is down, especially in Brown County. It has long been agreed that a more creative approach to outreach is needed as Job Centers are no longer attracting walk-in clients as in the past. Wisconsin currently has a record low of 2.8% unemployment. This number is based on the “working age” population vs the number of people collecting unemployment insurance. This does not account for those that are not working, no-longer receiving unemployment benefits, or are discouraged and have given up on the workforce. This is where we can find “Hidden Talent.”
- B. Diversifying Our Workforce Development Program Portfolio
1. Worker Advancement Initiative
 - i. Digital Literacy Upskilling – On 3/16/22, the Executive Committee approved the recommendation to award gener8tor Management, LLC \$400K to provide digital literacy skills preparation and training to a minimum of 120 people. The proposal committee was comprised of Board Members Brian Schauf and Mike Ruminski, and staff member, Kate Owens. Gener8tor was one of five proposals received.
 - ii. Hidden Talent - Currently, proposals are being reviewed for an award of up to \$600K for the WAI Hidden Talent grant initiative. The grant is earmarked for outreach to underserved populations and to connect them to programming, services, training, and other BAWDB and community resources.
 - iii. Multi-Media Campaign - Planning underway to launch campaigns to target audiences based on demographics and browsing interests. Custom, multi-lingual messages will be provided with faces and voices most representative of the audiences we are looking to engage.
 2. Returning Citizens Re-Entry Program Expansion and Enhancement
 - i. Windows to Work (W2W) – Goals for current program year have been met. Next year we will be fully staffed with three coaches; Approximately 50 clients needing assistance and thirty transfers that will need assistance have been identified.
 - ii. Job Lab (KMCI & TCI) – This is a new pilot program as part of W2W. Discussions and planning have begun for the job lab programs at Kettle Moraine Correctional and Taycheedah Correctional institutes.
 - iii. Lakeshore Project – The project in partnership with Lakeshore Technical College (LTC) has set a goal to serve twenty individuals by 12//31. Six individuals have completed; three are enrolled at LTC, and one has entered the workforce.

III. OPERATIONAL OVERVIEW (Patterson/Klapper)

- A. WIOA Case Management Procurement
1. WIOA Adult and Dislocated Worker – Four proposals were received and will be reviewed by the committee on May 12th with a recommendation brought to the Board on May 19th.
 2. WIOA Youth and Young Adult – Four proposals were received and will be reviewed by the committee on May 10th with a recommendation brought to the Board on May 19th.

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- B. H1B - Wisconsin Rural (COW) Grant – Overall goal is sixty participants enrolled by December 2023 with certification and graduation by July 2024. (Grant ends January 2025.) Currently at 33.3% to goal with 50% expected by mid-year. Referrals are increasing. NWTC sent 801 students in our area a notice of the program and received a response from 5%-- with more inquiries every day. Note was given that NWTC has served as a great partner in the H1B efforts.
- C. Virtual Reality for Career Exploration and Training – Uses and ideas for implementation include use in the resource room with WIOA CSS's, in the corrections job labs and to enhance basic life skills training for youth.

IV. COMMITTEE UPDATES

- A. Strategic Leadership Committee – Matt Rentmeester has been elected Chair of the committee. Working on meeting schedule, committee mandate and formulating current focus into an actionable strategic plan
- B. Finance & Human Resources Committee – Committee had their initial get-together to talk about direction, mandate, responsibilities. The committee questioned whether Finance should be separate from H.R. Awaiting further discussion and an election of a Chair to drive the committee toward a meeting schedule and initial focus.

V. BOARD BUSINESS (Dallas/Valiquette)

- A. CONSENT AGENDA (ACTION) – The following Consent Agenda items were unanimously approved and accepted with a motion from Mike Ruminski and a second by Brian Schauf.
 - 1. Board Meeting Minutes from February 17, 2022
 - 2. Independent Financial Audit Report – Wegner CPAs
 - 3. 2020-2021 DWD Coordinated Monitoring Report – Close Out Letter
- B. PY22 Awards – 2nd Year Award Extension Recommendations (ACTION) – The following contract extensions were unanimously approved with a motion from Matt Rentmeester and a second by Ed Kelley.
 - 1. Bay West WIOA Youth and Young Adult (Shawano and Menominee) Forward Service Corporation (estimated \$97,347 - \$100,128)
 - 2. Bay Central WIOA Youth and Young Adult (Brown) Family Services of Northeast Wisconsin (estimated \$148,609 - \$152,855)
 - 3. College of Menominee Nation – Menominee Specialty Center (estimated \$73,654 - \$75,759)
 - 4. Stockbridge-Munsee Community – Tribal Information Center (estimated \$20,008 - \$20,579)

VI. BOARD OF DIRECTORS NEWS AND UPDATES -

- A. April elections at the county level will bring some new representation on the Local Elected Official's Board (LEOs). The LEOs next meet on Thursday, May 5th at the Board office. Board of Director term expirations, renewals, and appointments are on the agenda.

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- B. The Board’s 2022-2023 meeting schedule and calendar notices will be going out soon. Meeting take place at 1:00 P.M. on the third Thursday in the months of September-November, January-February, and April-May. Seven (7) meeting per program year.
- C. Board of Director’s Officer Elections will take place at the next meeting on May 19th.
- D. Next meeting will take place on Thursday, May 19, 2022.
- E. Members News

VII. ADJOURNMENT – The meeting was adjourned at 2:37 P.M. with a motion from Michael Troyer and a second from Dustin Delsman.

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