

# Yavapai County Workforce Development Board January 9, 2018 Meeting Minutes

Attendees:	Present/Absent	Number of Absences in 2018
Anita Payne, Chairman	Present	0
Gary Hassen, Vice-Chairman	Present	0
Steve Silvernale	Absent	1
Mark Timm	Absent	1
Tracie Schimikowsky	Present	0
Tim Tucker	Present	0
Pam Blackburn	Present	0
Elaine Bremner	Present	0
Wendy Bridges	Present	0
Rick Duff	Present	0
Scott Farnsworth	Present	0
Tony Gauthier	Present	0
Kurt Greves	Present	0
Ralph Harris	Present	0
Mel Ingwaldson	Present	0
Ginger Johnson	Present	0
Mark Kendall	Absent	0
Craig Lefever	Present	0
Robyn Prud'homme-Bauer	Absent	1
Phil Tovrea	Present	0

**Guests:** Jennifer Moreno, RSA (sitting in for Mark Kendall)  
Richard Hernandez RESD Yavapai College  
Randy Garrison, Yavapai County Supervisor District 2

**Staff:** Teri Drew, Regional Director  
Leah Cickavage, Operations Manager  
Julia Sawyer, Executive Assistant  
John Little, Business Services

**I. Call to Order/Welcome/Introductions**

Chairman Payne called the meeting to order at 10:02 AM. There was a quorum present. Chairman Payne asked for introductions around the table. All introduced themselves. Chairman Payne then welcomed new member Kurt Greves, Regional Director for Cable One, and read his bio.

Chairman Payne asked Tracie Schimikowsky to introduce herself over the phone. Chairman Payne then noted that public comment cards are available for public use regarding comments pertinent to the agenda.

## II. Reading of the WDB Mission Statement

Chairman Payne read the Mission Statement of the WDB:

“To build economic success through workforce development partnerships.”

## III. Approval of the November 14, 2017 Minutes

Chairman Payne asked for questions and comments regarding the November 14, 2017 minutes, there were none. She called for a motion to approve the minutes as presented, **so moved by Scott Farnsworth, seconded by Wendy Bridges. The motion carried unanimously.**

## IV. Chair’s Report

### ▪ Executive Committee Update

Chairman Payne read the resignation letter from Scott Farnsworth, announcing that today will be his last meeting with the WDB. She presented a certificate of appreciation to Mr. Farnsworth. Ms. Drew also expressed appreciation to Mr. Farnsworth for his service to the WDB.

Chairman Payne passed around a survey of the days of the week preferred for meeting dates. The goal is to determine if Wednesday will be a better day of the week to meet, due to member conflicts with the Tuesday schedule.

Chairman Payne then asked for email correspondence to herself to be copied to NACOG staff, Teri Drew and Julia Sawyer, to ensure timely action. With that, she concluded her report, and turned the meeting over to Teri Drew for her Director’s Report.

## V. Director’s Report

### ▪ Program Update

Ms. Drew reported that the One Stop Assessments were completed in the Fall by Ginger Johnson and Robyn Bauer, however, the assessment for the Cottonwood One Stop was incomplete. Ms. Drew noted that the Executive Committee recommended today that the assessment of the Cottonwood office be done again to identify a complete report. Chairman Payne mentioned that, after discussion on the Executive Committee regarding what the state has received and accepted, she has appointed Pam Blackburn to do the 2<sup>nd</sup> assessment – noting Ms. Blackburn’s experience in conducting numerous assessments in her role with APS. Ms. Drew commented on the importance of certification of the One Stops, and the intention for having the 2<sup>nd</sup> assessment is to ensure a complete report that will assist Cottonwood to be certified, and if there are disparities, they can be addressed and resolved. Ms. Drew asked for questions or comments, there were none.

Ms. Drew also reported that the Local Area will receive a fiscal review next month, to include review of the Request for Proposals (RFP) for the One Stop Operator (OSO) Agreement that was done in 2015 and recently renewed to 2020. Ms. Drew noted that since the WDB went out for the RFP and subsequently appointed NACOG as the operator, the Workforce Arizona Council (WAC) has imposed new policies which require that the OSO procurement to include funding. No specific amount of funding is required, but funds must be assigned. Ms. Drew stated the RFP done previously may have to be re-done to include monies from the Partners. She reported that the Executive Committee discussed and voted to require partner contributions to the OSO agreement. The recommended amount to add to the RFP will be \$20,000, or \$5,000 per partner, which will include the cost share of a consultant to develop and implement the RFP process. A question was asked regarding whom the consultant would be, to which Ms. Drew responded Gabe Loyola of Loyola Associates, the consultant who oversaw the last RFP. Ms. Drew noted that the \$20,000 would take the OSO through the end of the fiscal year in June, and a new process would start going forward. Ms. Drew remarked that most of the work for OSO has already been done, such as the Workforce Development Plan, the Partners Memorandum of Understanding and the Infrastructure Funding Agreement. Also completed are Policies and the cross-training. Therefore, the

recommendation is for the OSO to be considered for billable hours only. She paused for comments and suggestions, there were none. The process of identifying partner contributions will be started with the One Stop Committee. It is a state mandate under new state policies, and a federal mandate that all expenses be a fair-share contribution by all partners.

▪ **Bylaws Update**

Ms. Drew then reported that there are new state policies that keep our Board from being certified due to some language requirements from the State. The Bylaws are a local document that has been developed and reviewed and approved by the County, but without these state changes the Local Workforce Board will not be certified by the Governor. She then gave detail regarding the specific sections of the Bylaws being amended. Ms. Drew recommended approval of the amendments as presented. She noted that Chairman Payne recommends that this draft be brought to the Yavapai County Board of Supervisors for review and approval as well. Following, Ms. Drew asked for questions or comments, there were none. Chairman Payne called for a motion to approve the Bylaws revisions. **Mel Ingwaldson made the motion to approve, seconded by Gary Hassen. The motion passed unanimously.**

Ms. Drew then commented on the resignation of Scott Farnsworth, who represented post-secondary education on the Board. She noted that, while this is not a required seat of the WDB but a suggested seat, other institutions of higher education have expressed interest in being on the board as well, so when their applications are received, they will be reviewed at the next Executive Committee meeting in March. She paused for questions, comments or recommendations, there were none.

Ms. Drew then recapped the discussion held at the last meeting in November to include sector strategies as an agenda item for today's meeting. She welcomed John Little, who will be the staff expert focused on Sector Strategies. Mr. Little will highlight what Sector Strategies are, our role, goals and how we are proceeding. Ms. Drew noted that we have been working with a local manufacturer for the last 14 months now, partly to develop and implement a 2<sup>nd</sup> shift to meet their local supply and demand. NACOG has also assisted the employer through a USDA Grant for \$30,000 to help them re-develop their software programs to improve operational design and management. Ms. Drew noted that Mr. Little was the lead with the employer.

Ms. Drew reported that the commercial spot that we have been working on with Cable One has been completed for Arizona@Work. The commercial is designed to draw labor to Yavapai County. She then turned the meeting over to John Little, Business Services Coordinator, to share the commercial with the Board. A round of applause followed the preview.

**VI. Sector Strategies Update**

Mr. Little then began to share his Sector Strategies presentation, telling about the beginning of the efforts of Sector Strategies, particularly in the area of manufacturing in Yavapai County, initially beginning in 2013 in the State and 2014 in Yavapai County.

Sector Strategies are a proven mechanism for meeting specific private industry needs, including the needs of workers for good jobs and the needs of employers for skilled workers. They are state policies (implemented locally) that promote regional partnerships of employers, educators, workforce developers and other stakeholders that:

- Address the skills (or other critical) needs of industries in a region
- Are led by a strategic partner who coordinates dialogue and action
- Result in customized solutions.

Mr. Little reiterated the statement from the WDB Plan that supports Sector Strategies:

*“NACOG’s Economic Development District recognizes the strong ties between workforce needs and economic development...The industry sectors must be aligned with the State’s Sector Strategies. Regional pursuits of workforce Sector Strategies are imperative to meet the needs of targeted industries.”*

#### Sector Strategy Attributes

- Driven from a state level
- Public-private partnerships
- Key partners include
  - Private industry
  - Educators
  - Economic development
  - Workforce development
  - State, county and local governments
  - All vested stakeholders

Mr. Little then shared the process map for sector strategies:

1. Establish geographical areas
2. Select target industries
3. Identify “Champions”
4. Identify goals
5. Develop strategies
6. Implement
7. Measure results
8. Refine results

He noted statewide areas implementing Sector Strategies, stating that our Sector Strategy began with manufacturing. Other identified Sectors are healthcare, viticulture, and tourism. Manufacturing was the most accessible to start with. Mr. Little then reviewed how we began with preparing for Manufacturing Sector Strategies in Yavapai County, which began with identifying existing manufacturers and surveying them to see what issues were most common in recruiting a workforce. He shared a few sample results from the survey, which was completed by 16 of the 52 manufacturers polled. As a summary, the positives from the survey were that Yavapai County is an excellent location for rural lifestyle and weather, with potential for growth of training resources, and some locations are very business friendly. The challenges noted are a shortage of skilled and non-skilled workforce; inadequate available and affordable housing; shortage of training customized for specific industries; impact of worker shortage on business growth; attitudes of local leadership regarding type of businesses wanted in the county; and lack of facilities impacting growth potential for some companies.

Mr. Little then reported on the Manufacturing Sector Strategy Forum that was held October 27, 2015 at Embry-Riddle Aeronautical University, recapping the event. He noted about 60 people in attendance, with John Hansen of Laren Industries in Kingman as the keynote speaker. Mr. Little noted a great model for Sector Strategies in the Kingman and Mojave Manufacturing Association (KAMMA). He noted a mission of KAMMA as a definition of sector strategies; *“As a non-profit employer association, we are dedicated to serving the business and manufacturing services industry by providing a forum where problems, ideas, needs and solutions can be explored, shared and amplified”*. Mr. Little shared some of the successes of this organization.

Mr. Little then recapped the Economic Development Roundtable event hosted by NACOG in February 2016 to share resources available in Yavapai County to bring in new manufacturers and to retain existing manufacturers. Mr. Little commented that few economic development organizations or municipalities represented there offer any substantive incentives for manufacturers, with the exception of NACOG and the programs funded under WIOA for:

- Recruitment
- Development
- Business Assistance Center
- Retention
- Expansion
- Product to Market
- Customized training

Mr. Little then outlined the plan for the Kick-Off in 2018:

- Choose 5 companies and leaders (Feb 5).
- Send out a new survey
- Assessments – identify needs and goals
- Meetings with Champions
- Eventually turn the execution over to the organization

Mr. Little asked for suggestions from those board members from the Verde Valley of manufacturers for him to choose from. He then shared the steps on a checklist and summarized his presentation –

- Manufacturing Sector Strategy – it all boils down to this:
  - What are our Challenges?
  - What do we need?
  - Collaborate with Partners
  - Find and secure resources
  - Repeat the process

Mr. Little concluded, asking for questions. A question was asked about Northern Arizona Manufacturing Association (NAMA) in the Verde Valley, Mr. Little commented that they still exist but are non-operational. He noted that he would like to do another survey, more analytical than the last one, to get more data and input on the needs of manufacturers. He asked the Board for any ideas regarding the survey questions, there were none. Ms. Drew commented that next steps would include data from the new survey. Mr. Little commented that he would like to survey the board as well. He shared his email address for the Board to be able to send him suggestions for the survey questions.

Chairman Payne thanked Mr. Little for his presentation and turned the meeting over to Mel Ingwaldson for the Youth Council report.

## **VII. Youth Council Update**

Mr. Ingwaldson noted that the first meeting of 2018 will be held tomorrow, and he shared statistics of Yavapai County Youth currently enrolled in the Youth program:

41 In-School Youth  
 77 Out-of-school Youth  
 118 Total Youth enrolled

Mr. Ingwaldson noted that the Youth Council meeting tomorrow will include a presentation from Launch Pad, a program run by teens for teens to offer after school activities. He reported that the Youth Council is soliciting for more members, perhaps parents of eligible youth and youth representation as well. He shared some data from current outreach to area youth programs as well as upcoming outreach plans. He then concluded his report. Ms. Drew made comments about the new state requirements for in-school and out-of-school – current focus being on out-of-school youth up to the age of 24.

### **VIII. One Stop Report**

Chairman Payne turned over the meeting to Leah Cickavage, who gave the statistics for the One Stop 2<sup>nd</sup> quarter report, which included reporting from Title I (NACOG), Title III (DES Employment Administration) and Title IV (Vocational Rehabilitation). Ms. Cickavage noted that Title II (Adult Education) experienced issues with reporting this quarter. She summarized the numbers, demonstrating a total of 9,106 customers served. The top 3 trends for employment were medical healthcare, CDL drivers and manufacturing. She asked for questions. A question was asked about training availability for CDL certification. Ms. Cickavage noted that training is available through the One Stop.

Chairman Payne then asked Ms. Cickavage to report on ETPL updates.

### **IX. Eligible Training Provider List (ETPL) Update**

Ms. Cickavage reported a new class at Yavapai College and RESA for 3D production technicians, a 15 week program for \$1,890 and \$800 for books, and other scholarships may be available as well. There were also several courses pending renewal approval. She asked for questions and comments. Comments and discussion followed regarding training opportunities and the availability of qualified people to train for the workforce. Ms. Drew remarked on some research done by Ms. Cickavage showing that 35,000 people from Yavapai County are working outside of the county. She noted that we need to advertise and market industry to attract millennials who are not necessarily interested in construction jobs – to market in a new way to make it attractive. More discussion followed regarding this topic.

Chairman Payne asked Ms. Cickavage to clarify what will be voted on for ETPL, to which Ms. Cickavage replied a new program at Yavapai College in cooperation with RESA, and several certification programs that must be renewed to remain on the list. Chairman Payne then called for a motion to approve the ETPL as presented, **so moved by Scott Farnsworth, seconded by Mel Ingwaldson. The motion carried unanimously.** Chairman Payne thanked Ms. Cickavage for her report and all for the good discussion.

### **X. Member Comments**

Chairman Payne called for member comments. There were none.

### **XI. Public Comments**

Chairman Payne called for comments from the public, there were none.

### **XII. Adjournment**

Chairman Payne called for a motion to adjourn, **so moved by Craig Lefever and seconded by Pam Blackburn. The meeting adjourned at 11:30 AM.**