

# Yavapai County Workforce Development Board Executive Committee July 13, 2017 Meeting Minutes

Attendees:	Present/Absent	Number of Absences
Anita Payne, Chairman	Present	0
Gary Hassen, Vice-Chairman	Present	2
Tracie Schimikowsky	Present	0
Steve Silvernale	Absent	1
Mark Timm	Absent	2
Tim Tucker	Present	0

**Guests:** Kurt Greves, Cable One Arizona Regional Manager  
 Vikki Heddens, Cable One Advertising Sales Coordinator Arizona Region  
 Craig Lefever, Adult Basic Education Director  
 Marlyn Summers, Assistant to Supervisor Tom Thurman  
 Ginger Johnson, Customized Training Solutions  
 Randy Garrison, Yavapai County District 3 Supervisor

**Staff:** Julia Sawyer, Executive Assistant

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

Chairman Anita Payne called the meeting to order at 9:05 AM. A quorum was present. Chairman Payne asked for introductions around the table. She noted that public comment cards were available for those members of the public wishing to make comments regarding the meeting. Chairman Payne asked Marlyn Summers, Assistant to Yavapai County District 2 Supervisor Tom Thurman, to give an update on District 2. Ms. Summers reported on recent activity due to the Goodwin Fire which overtook a large part of the District 2 area of Mayer and Poland Junction, as well as the monsoons that followed. She also mentioned the Brooklyn Fire, all of which has kept Supervisor Thurman and Yavapai County First Responders very busy. She commented on how impressive it was to see everyone working together along with the many agencies that stepped up to assist during these time and resource-intensive events. She noted that the press releases that went out related to fire evacuations and containments were issued by the Forest Service. Following the fires there were monsoon-generated flooding events. The catch-phrase for these flood events that was circulated was “Turn Around – Don’t Drown”. Ms. Summers shared some of the initiatives that have been put into place during and following the fire, such as community efforts to assist in cleaning out culverts in the neighborhood to make preparations for the monsoons and flooding. She then concluded her report on behalf of District 2. Regional Director Teri Drew, on behalf of the Executive Committee, asked Ms. Summers to extend their gratitude to Supervisor Chairman Thurman for his leadership during this difficult time. Ms. Summers noted that Chairman Supervisor’s family was under evacuation orders as well during this time that he was leading in the response to the Goodwin fire. Ms. Drew commented that she spoke to Chairman Thurman shortly after

the fire evacuations began, letting him know that people who were dislocated from their jobs due to fire evacuations could seek assistance at the One Stop through Rapid Response funding. Chairman Payne thanked Ms. Summers for briefing the Executive Committee.

**II. Approval of the May 11, 2017 Minutes**

Chairman Payne asked for questions and comments on the minutes from the May 11, 2017 meeting of the WDB Executive Committee. Hearing none, she called for a motion to approve, **so moved by Gary Hassen and seconded by Tracie Schimikowsky. The motion carried unanimously.**

**III. Chair's Report**

Chairman Payne began by reporting a recap of the last meeting of the Executive Committee including membership considerations. She welcomed Tracie Schimikowsky to her first meeting as a member of the Executive Committee.

Agenda item V – Cable One Marketing Presentation, was moved up to allow guest presenters Kurt Greves and Vikki Heddens to make their presentation prior to the remainder of business of the Committee.

**IV. Cable One Marketing Presentation**

Chairman Payne welcomed and introduced Kurt Greves, Arizona Regional Manager for Cable One, and Vikki Heddens, Arizona Region Advertising Sales Coordinator for Cable One. Ms. Drew reminded the committee that she had announced a marketing and advertising venture with Cable One, at the last meeting. Chairman Payne turned the meeting over to Mr. Greves.

Mr. Greves outlined the marketing strategy of Cable One, describing the media opportunities available for business today, such as Facebook, YouTube and a new program called You Now. He noted that Cable One is focused on video delivery – increasing broadband capacity. Mr. Greaves shared some of the examples of what Cable One has done for local service and industry, such as the video short done for the Yavapai County Sheriff Office, aimed at recruitment of new hires, and the advertising video for Superior Industries. He spoke of tracking capabilities through social media that add value to marketing strategy. Ms. Drew commented that the vision for the Cable One/NACOG-EWD partnership in marketing includes the production of a promotional video to improve labor supply and attract business to Yavapai County, and will include commercial spots on television, and even feature video signatures for office staff, which are brief snippets that can highlight services and increase visibility. Ms. Heddens shared some examples of video signatures. Mr. Greves and Ms. Heddens concluded their presentation and asked for questions. Yavapai County District 3 Supervisor Randy Garrison commented on the potential difficulty with signature videos, and asked if spam filters would be an issue. Mr. Greves described how the videos are housed in the “cloud” and spam filters are not typically an issue.

Chairman Payne thanked Mr. Greves and Ms. Heddens for their presentation. Positive comments followed, looking forward to seeing the progress of the marketing endeavor. Mr. Greves and Ms. Heddens excused themselves from the meeting.

Chairman Payne turned the meeting over to Regional Director Teri Drew for her Director's Report.

**V. Director's Report**

▪ **Program Update**

Ms. Drew commented that the reason for moving more toward video marketing based on the most recent Wanted Analytics report that shows what the market demand for employment is through social media. She noted that Wanted Analytics is a real-time database that collects information about

individuals who sign on to major websites to look for employment. Ms. Drew highlighted the example of a local employer that had difficulties staying in Prescott with their staff capacity and infrastructure. Ms. Drew and the NACOG staff were able to meet with them and offer options and solutions in expanding their workforce. Through this partnership, the company realized the need to increase wages and training opportunities, which eventually created the need for a second shift. Ms. Drew remarked that this video opportunity will help us recruit business and labor, “sell” Yavapai County, and offer solutions to relocation.

Ms. Drew continued her report, announcing that the Yavapai County Workforce Development Plan has received full and final approval from the Workforce Arizona Council (WAC). She noted that there had been an 11<sup>th</sup> hour change to what had originally been approved, which had to do with language in the section outlining Eligible Training Provider List procedure and protocol – primarily that we do not contract with training providers. Title I pays \$4,000 for tuition assistance, we enter into agreements with providers and clients, contracts are entered into between the provider and client. Ms. Drew commented that she and Leah Cickavage, along with the DES team, helped to resolve the issue to everyone’s satisfaction. The Plan is our operational tool and policy guideline for implementing the Workforce Innovation and Opportunities Act (WIOA) in Yavapai County, and we will be monitored based on our ability to execute the Plan and conformance with the program descriptions in the Plan. The Plan expires June 30, 2020. Ms. Drew passed out a copy to each member of the Executive Committee. She thanked Executive Assistant Julia Sawyer for all of her work on the document.

Ms. Drew also noted changes to executive committee and board in order to comply with state policies for board membership. These changes included clarifying and certifying that all members of the WDB are optimum policy makers, CEO’s and/or have hiring capacity. Also, with changes to the Yavapai County Board of Supervisors came a change to the District 3 Representative. Supervisor Garrison appointed Tracie Schimikowsky to the Executive Committee in the place of Elaine Bremner. Ms. Drew also reported that she and Leah Cickavage are no longer Board members, but will continue to serve as the Director for the Local Area and One Stop Operator Lead, respectively.

Ms. Drew also reported that the Memorandum of Understanding (MOU) between Partners is now complete and has also been approved by the WAC subcommittee, and is expected to receive full approval at the August 24, 2017 meeting of the WAC. The MOU is required by the federal government, and Ms. Drew expressed thanks to Chairman Payne for her role in negotiating the final agreement with partners. Ms. Drew reported that the 2<sup>nd</sup> part of MOU, the Infrastructure Funding Agreement (IFA), is the next step in the process. The State has offered to come and provide training to the One Stop Partners on the development process. Yavapai County will start with training of One Stop Committee on the intent of the IFA, followed by a subsequent facilitated meeting with partners to formulate an agreement. The purpose is to identify and value infrastructure and common space, and to negotiate between the partners to share costs of the WDB and the 2 comprehensive One Stops in Yavapai County.

Ms. Drew then briefly alluded to One Stop Certification, noting that we are currently certified. However, a new process for certification has been initiated by the WAC last Friday, changing the way One Stop Certification is accomplished. It appears that the State will now be developing One Stop policies. Ms. Drew noted that, in her opinion, local policy should be locally designed. However, an “Assessment Tool” was recently sent out to the local areas and is required to be filled out by local boards. Ms. Drew reported that many local areas do not agree with this policy, since the Workforce Board members are not typically involved at this level, and this process would encumber our workforce board. Department of Economic Security Deputy Administrator Tim Tucker commented that decisions made at the local level are better for clients.

In addition, Ms. Drew passed out a new organizational flow chart required for certification , deigned to better address operations in Yavapai County with respect to how she, as the Director, reports to the Yavapai County Board of Supervisors and local oversight. Title I reports directly to the Board of Supervisors along with the Local Workforce Board, and Titles II, III and IV report to the WDB. Ms. Drew asked for comments and a vote of approval. Chairman Payne asked for a motion to approve the revised flow chart, **so moved by Gary Hassen and seconded by Tracie Schimikowsky. The motion carried unanimously.**

Ms. Drew then briefly highlighted Proposition 206, a new state law regarding mandatory sick leave for employees who have been on the job 90 days or more. Ms. Drew reported that this new law, which went into effect July 1, 2017, has a direct impact on our Workforce Innovation and Opportunity Act (WIOA) operations, specifically with the Work Experience (WEX) program. NACOG administers the WEX program, which pays 100% of wages to clients who have little or no experience in a particular field. With the new law, these employees are entitled to sick leave after 12 weeks on the job, which is good for the employee – however, the Department of Labor does not allow the use of WIOA funding for sick leave, but will pay for training time only. NACOG is the employer of record, and pays a \$10 per hour wage, and can't take on the burden to pay for sick leave. As a result of the new law, WEX will not extend past 12 weeks, but will turn it into an opportunity to give a WEX for 3 months and transition into On-the-Job Training (OJT). By doing so, the host employer is now the employer of record, and it could result in a longer term position over short term position. Ms. Drew also noted another significant recent change is the \$10 per hour minimum wage, which this Board has recognized since early last year.

Ms. Drew reported the Youth Council update, noting that the last 2 meetings were cancelled due to lack of quorum. She has recommended to the Youth Council that they diversify a bit, now that they are not attached to the law. Youth Council is experiencing some turnover on the council because of retirement. Lt. Gill has resigned, but has stated that Lieutenant Small will take his place on the Council. The Council is also considering going to quarterly meetings rather than bi-monthly to improve attendance.

Ms. Drew reported that Courtney Osterfeld of Launch Pad has expressed interest in Youth Council. Launch Pad hosted 26 kids of challenged backgrounds for summer camps, and NACOG sponsored 20 youth camps. Youth Council Chairman Mel Ingwaldson would like to bring a youth onto the youth council, possibly from the youth center in Verde Valley. Yavapai College is also encouraged to participate. More to come from Chairman Ingwaldson at the August meeting.

Ms. Drew then reported preliminary numbers for Title I and III performance - 1,272 direct placements this past year with a retention rate of 98%. 1,503 jobs total for our county, with a 90% retention rate. Ms. Drew noted that case management is key in all that we do. Leah Cickavage will have a full report in August. With that, Ms. Drew concluded her program update.

▪ **Appointment of Executive Committee Public Voice**

Chairman Payne continued by noting that, as a part of the annual process a Public Voice appointment to the Executive Committee shall be done. She welcomed Tim Tucker, Deputy DES Workforce Administrator to the meeting as the candidate for Program Year 2017-2018. Ms. Drew recommended Mr. Tucker for the rotation to replace herself to act as the Public Voice on the Executive Committee. Chairman Payne called for a **motion to approve Mr. Tucker's appointment as Public Voice to the Executive Committee. The motion was made and seconded, and carried unanimously.** Positive comments followed about Tim Tucker.

▪ **Title I Budget Update**

Ms. Drew continued her report by noting that the law no longer requires budget approval, but she will continue to provide budget updates for Title I. She passed around a handout of the Title I budget summary sheet, which demonstrated how we fared in Title I. Ms. Drew noted that with the change in demographics, unemployment and poverty rates, Title I saw a reduction in funding totaling \$15,507. She explained that Rapid Response is designated for sudden dislocation of workers for various reasons – business /jobs/marriage – any reason for dislocation from income, such as the potential loss of jobs due to the wildfires. She also noted that we can request additional funds if needed.

▪ **Bylaws update**

Ms. Drew then requested of Chairman Payne to defer t Bylaws change consideration for another agenda due to pending changes in state policies. Chairman Payne deferred this agenda item.

▪ **Approve Annual Award Nominees**

Ms. Drew moved on to recommendations for the annual Title I awards. She noted that she did not receive responses from other partners when asked about participating in the annual awards. Ms. Drew reviewed her recommendations from the names submitted for awards this year:

- Large employer of the year recommendation is Quality Plastic
- Small Employer – SC Audit and Accounting Solutions
- Adult of the Year – Jon Ramicone
- Youth of the Year – Alexander Yowytewa
- Dislocated Worker – Nancy Baldini
- Trainee of the Year – Anita Marcus

Gary Hassen commented on the Trainee of the Year recommendation, noting that Ms. Marcus had been a student of the Hair, Nail and Skin Institute and was an exemplary student. Chairman Payne asked for a motion to approve the Title I recommendations for awards. **Gary Hassen moved to approve the recommended nominees for Title I Awards, seconded by Tracie Schimikowsky. The motion carried unanimously.**

▪ **Membership Consideration – Craig Lefever**

Ms. Drew remarked about the membership recommendations from last meeting. She then noted that the Executive Committee had withheld the membership renewal application for Craig Lefever as Yavapai College Adult Basic Education had not yet received the appointment from the Department of Education (DOE) as the contractor for Title II. Also in question was whether or not he was optimum policy maker for the Title II program, as all policy decisions appeared to have been made at the state level. Ms. Drew noted that there had been some communication about cooperation with required reporting as well. Following a meeting with DOE representative Sheryl Hart ,Mr. Lefever, Board members and staff, there was an agreed recommendation that Mr. Lefever received re-appointment to the WDB. Chairman Payne asked for questions or comments, and hearing none, called for a motion. **The motion was made and seconded to recommend Craig Lefever’s re-appointment to the WDB, and the motion carried unanimously.** Ms. Drew expressed appreciation to Sheryl Hart for amending Mr. Lefever’s letter of recommendation to demonstrate his optimum policy making authority.

**VI. ETPL Update**

Ms. Drew moved to the next agenda item – the Eligible Training Providers List update. She explained that training institutions must be on this approved list to be eligible for WIOA funding. These training institutions are also responsible to keep the information about the classes updated. Ms. Drew noted that there were several updates on this list, as well as 3 new trainers/programs to be considered for

adding to the list. She noted that these are all in-demand occupations, and that there are no increases in tuition from what was previously approved, but that demand has increased. It was noted that books are often more expensive than the actual tuition. Chairman Payne asked for questions or comments, then called for a motion to approve. **Tracie Schimikowsky made the motion to approve the ETPL list as presented, seconded by Tim Tucker. The motion carried unanimously.**

**VII. Member Comments**

Chairman Payne asked for Member comments. Tracie Schimikowsky reported that Amphenol Griffith Enterprises, a Verde Valley manufacturer of electrical and cable harnesses and assemblies, is moving to from the Verde Valley to Mesa. Ms. Drew said that Title I reached out to work with them for Rapid Response and dislocated worker funding, and placement services. However, they were not willing to let staff on site to speak with the employees at this time.

**VIII. Public Comments**

Chairman Payne then asked for Public comments. Supervisor Randy Garrison reported a huge need for Verde Valley to get efforts off the ground for Yavapai College hospitality training, and asked for help from this group. Ms. Drew noted they are not on ETPL for these classes. She emphasized that they must be on this list to be eligible for assistance, and that NACOG is willing to meet with them to see what opportunities may be available. Comments followed regarding myths about the industry, and hopes that the new video may help to attract business partnerships to help. Other brief comments regarding lack of affordable housing were made as well.

**IX. Adjournment**

Chairman Payne called for a motion to adjourn the meeting, **so moved by Tracie Schimikowsky and seconded by Tim Tucker. The meeting adjourned at 10:50 AM.**