

**Yavapai County Workforce Development Board  
 General Committee Minutes  
 April 12, 2016, 10:00 AM  
 Yavapai County Annex Cottonwood  
 10 South 6<sup>th</sup> St., Cottonwood, Arizona 86326**

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<u>Members:</u>	[Absences YTD]:		[Absences YTD]:	
Elaine Bremner	Present	1	Leah Cickavage	Present 0
Teri Drew	Present	0	Rick Duff	Present 0
Scott Farnsworth	Absent	1	Andrew Furrer	Absent 2
Tony Gauthier	Present	0	Ralph Harris	Absent 1
Gary Hassen	Absent	1	Mel Ingwaldson	Present 0
Ginger Johnson	Present	0	Mark Kendall	Present 0
Ken Lain	Absent	2	Craig LeFever	Present 0
Anita Payne	Present	0	Robyn Prud'homme- Bauer	Present 0
Steve Silvernale	Present	1	Linda Thein	Present 0
Lana Tolleson	Present	1	Phil Tovrea	Absent 0

\* = excused absence

Staff: Teri Drew, Regional Director, Julia Sawyer, Executive Assistant

Guest: Mark Jackson, RES Care

Debbie Estevez, Program Specialist NACOG

Richard Heath, Greater Prescott Regional Economic Partnership (GPREP)

A quorum was not present.

1. **Call to Order: Chairman Anita Payne called the meeting to order at 10:05 am.**  
 Chairman Anita Payne read the Workforce Development Board Mission Statement. Introductions were made around the table. She also asked those who were guests to introduce themselves. She then noted that there were public comment cards on the tables for the public and members of the public were welcomed to submit comments for hearing.
  
2. **Approval of the January 12, 2016 minutes**  
 Chairman Payne noted that a quorum was not present, therefore the minutes could not be voted on for approval.
  
3. **Chair's Report**  
 Chairman Payne reported that the Arizona @ Work Launch was very successful on both the west side, held at the West County One Stop in Prescott, and the east side, held at the East County One Stop in Cottonwood, and both events were well received. She reported approximately 25 – 30 people in attendance at each of the events, including Mayor Harry Oberg of Prescott and Mayor Diane Joens of Cottonwood. She noted that there were refreshments served at the events, with a meet and greet time. Photos taken at the events were passed around for all to see. Teri Drew publicly thanked Lana Tolleson of the Cottonwood Chamber of Commerce and David Mauer of the Prescott Chamber of Commerce for hosting the ribbon cuttings.

Chairman Payne also reported on the Eligible Training Providers List. She noted that at the last WDB Executive Meeting, Arizona Technical College was represented in a presentation by the college President, Dennis Willis. Arizona Technical College is in the start-up stages in the Verde Valley and was recommended for placement on the ETPL by the Executive Committee at the March 8 2016 meeting. Chairman Payne passed around a handout detailing the programs and tuitions offered at ATC: Information Technology, Medical, Business, Manufacturing, Refrigeration and Heating, and Hospitality. The classes are designed for students to work while they take classes. Chairman Payne highlighted the following programs offered by ATC: Microsoft, Information Technology, Professional Bookkeeping, Hospitality Management, Medical Office Administration, Medical Billing and Coding, Patient Care Technician, Phlebotomy Technician, Residential and Light Heating and Air Conditioning (HVAC), and Computer Numerical Controlled Machining. The classes are accredited through both the school and through industrial credentials. Chairman Payne noted that the school was opened March 21, 2016, and that the school had been approved by Yavapai Higher Education. There was discussion following regarding tuition, books, credentials earned, grants and scholarships that are available. Teri drew noted that President Willis had conducted community surveys to help him determine the class curriculum to focus on for their launch. He had previously operated in the Phoenix Metropolitan Area and reported 98% placement rate there. Ms. Drew said that President Willis pointed out at the last meeting that placement services and apprenticeships were a part of his program. ATC is also approved as a state GED Test Center, and can qualify individuals for over 5,000 certificates of training. He also noted that, because placement services are part of the program, they only accept students that are “marketable” to employers. Ms. Drew noted that it is difficult to identifying basic-skills tutors, and that ATC offers that service. Positive discussion followed regarding the programs and the potential for the Verde Valley. It was also noted that President Willis had already been placed on the ETPL while in Phoenix Metro area, but because of the move to Verde Valley, he is required to seek Yavapai County approval as well. Chairman Payne shared the website [www.aztechcollege.com](http://www.aztechcollege.com) for more information. Some discussion followed regarding the lack of higher education facilities and the goals of the college to grow into a university over the long term. Ms. Drew noted that there was an Open House held at the College in the beginning of April.

#### **4. Director's Report**

Chairman Payne turned the meeting over to Teri Drew for the Director’s Report. Ms. Drew began by updating the Workforce Innovation and Opportunities Act (WIOA) Regional Planning requirement. Ms. Drew reminded the WDB of a visit from Paul Shannon, of the state office of Labor Market Information, who spoke to the WDB about “like” and “similar” demographics. The data offered at that meeting was intended to be the guideline for configuring the Planning District. She noted that for the last several years all local workforce areas have been represented by the four-county Northern Arizona Region’s Economic Development Council, and are included in the Comprehensive Economic Development Strategy (CEDS). The effort was to use the CEDS locally, as it has the same and like sector strategies, motivation and goals, as well as the economic development planning element for the Yavapai County Regional Planning District Designation. However, recently the Workforce Arizona Council (WAC) has met (a workforce development council appointed by the governor), and recommended a proposal to make each of the 12 local workforce investment areas, including Yavapai County, their own planning districts, requiring us to prepare our own Workforce Development Plan.

Accordingly, the Executive Committee met last month and recommended designating Yavapai County as its own Planning District, and the Board of Supervisors approved this measure at the April 6, 2016 meeting. Phil Bourdon, the County Administrator, has forwarded a letter to Governor Ducey requesting consideration of the same. The final decision will come from the Governor’s office. Ms. Drew said that, in the formal request submitted by the Board of Supervisors Office, it was noted that Yavapai County would like to partner with the Economic Development District in the future, in order to facilitate a more cohesive planning process. Ms. Drew asked for questions, and some brief discussion followed regarding

representation of Northern Arizona on the WAC. Ms. Drew commented that, at this time, Northern Arizona does not have a designated spokesperson at the state level. She has spoken to the Board of Supervisors, letting them know that the WDB would like to have representation on the state board. It is speculated that a State Representative would probably be the voice for Northern Arizona. Ms. Drew said that currently there are applications from Northern Arizona for membership on the Workforce Arizona Council. More discussion followed regarding having other economic development organizations participate in the planning process. Ms. Drew stated that Yavapai County is likely the first planning area to make a formal request to the Governor's office to be designated as its own Planning District, and she thanked the Executive Committee and the Board of Supervisors for their active role in moving forward.

Ms. Drew then moved on to Memorandums of Understanding (MOU). She stated that Yavapai County has made a pro-active effort to keep the ball rolling with WIOA implementation. So far we are the first Designated Local Area, the first certified Board, and the first Planning Area. Ms. Drew commended Leah Cickavage and staff for drafting the MOU and sending it out to all of the One Stop Partners. However, representation from Title II (Adult Education) has not committed to participation because the Department of Labor (DOL) has not finalized the regulations for the MOU. Ms. Drew read a letter from Title II which stated that they were not prepared to move forward until the final DOL regulations are released. Ms. Drew noted that the other partners are willing to move forward without the final regulations. The sentiment of the WDB Executive Committee was also to move forward with the MOU. The partners included are the Veterans Program, the Employment Administration, Title II, Title I (NACOG), and Rehabilitation Services Administration (RSA). Ms. Drew stated that the discussions with the partners centered on a previous meeting with Tom Colombo of the Department of Economic Security (DES), at which he made the statement "The local plan prevails, and the local board prevails". Ms. Drew welcomed partner comments on the process. The WIOA states that entities will work under their current plan until the new regulations come out, and our current plan involves having an MOU. The Northern Arizona Council of Governments is the administrator of the local area. Therefore, the new MOU is being developed. The new regulations are scheduled to come out in June 2016, and must be implemented July 1, 2016. Ms. Drew encouraged all partners to begin drafting their plans now so that the goal may be met.

A question was raised regarding the change of signatory on the agreement from Sheryl Hart, who is in charge of Adult Education Program Administrator for the State of Arizona, to Craig Lefever, the Title II Director at Yavapai College and member of the Workforce Development Board. Mr. Lefever explained that, if Ms. Hart remains the signatory for Yavapai County, she would have to take the MOU to the State for procurement. Ms. Drew felt it was a good decision that Mr. Lefever be the signatory as a member of the board and as the highest level of authority locally. She expressed appreciation for the clarification regarding the delay by Title II. When asked about the deadline, Ms. Drew said that a current MOU must be written as soon as possible, to be effective immediately, because the old MOU is outdated.

Ms. Drew then moved on to further comments regarding WIOA changes, and commented that the new regulations will be coming out in June, and she encouraged the Board to read them. It is the WDB's duty to implement the regulations by July 1, 2016. She also commented on this being an election year and everything is affected by policy making. There is a lot of lobbying going on regarding the future of many of the programs. The plan outline has been released and there will be regular partner meetings scheduled for input on designing the plan.

Ms. Drew then commented on the quarterly One Stop Report that was emailed out to each of the Board members. Over the quarter from January 1, 2016 through March 31, 2016, there were 737 people served through the One Stop Partners, with very positive satisfaction reports. There were comments regarding the desire to show the exact number of people serviced by the One Stop rather than individuals being counted more than once for participation in different services. Ms. Drew noted that

the goal of the report is to reflect services utilized and activity at the One Stop, rather than numbering the people, because there are other programs such as DES and Veterans Services, we may not be able to extract the total amount unless the other programs would report those statistics to us, therefore we can only report the information on the folks that are utilizing NACOG One Stop services. Discussion followed about being able to actually track individuals in a database that would not duplicate the count. Ms. Drew commented that it would be beneficial to get all of the data from all partners to make a more comprehensive report. Ideas were discussed on making that more feasible. It was also noted that there are confidentiality issues involved in accessing outside databases and that the One Stop Committee should have this discussion and offer a solution.

There was a brief visit by Supervisor Chip Davis, County Administrator Phil Bourdon, and DeShannan Young. Supervisor Davis thanked the Workforce Development Board members for their service to the County and introduced his staff, extending a welcome to the Board. The members thanked Supervisor Davis for making the meeting space available in Cottonwood.

Ms. Drew returned to her report by thanking Leah Cickavage for her work in putting the One Stop Report together. More discussion followed regarding the databases capturing the folks utilizing all partners in workforce development.

Ms. Drew moved on to Membership Considerations. She noted that there is not a quorum for voting on the membership. Vice Chairman Silvernale noted that, in the absence of a quorum, the bylaws allow for the Executive Committee to vote on the items for consideration. Ms. Drew commented that, according to the Open Meeting Law, the public must be notified of any session of the Executive Committee; therefore, while Vice Chairman Silvernale is correct, a special meeting must be scheduled and noticed to the public, per the open meeting law.

Ms. Drew then read the candidates up for renewal and asked for a recommendation to be brought to the Executive Committee. The members up for renewal are Leah Cickavage, a required One Stop Partner; Steve Silvernale, Vice Chairman of the Executive Board and from the private sector; Ginger Johnson, an Executive Committee member and a One Stop Partner from the Stepping Stones Agency under Community Based Organizations; **Elaine Bremner made a motion to recommend the renewals be approved by the Executive Committee. Linda Thein seconded. Chairman Payne called for a vote, and the motion passed unanimously.**

Ms. Drew then named candidates who have been recruited to fill the vacancy on District 5, Chairman Smith's District. Mark Timm, the Human Resources Executive Director at Yavapai Regional Medical Center, has been nominated to replace Laura Hamblin who resigned from the Board due to family medical issues, and received approval from Supervisor Smith to be on the Executive Committee. Ms. Drew also listed Mary Mallory, who works in retail in District 5, a major industry; Pamela Blackburn, Supervisor of the Prescott Planning Department of APS; and Patti Ezel, General Marketing Manager of Flagstaff Radio and long-time resident of Prescott, as candidates to sit on the Workforce Board. The Executive Committee evaluated each candidate with a point system and rated the first choice candidate for the Executive Committee to be Mark Timm, and the first choice for the General Board to be Pamela Blackburn. **Teri Drew made the recommendation to the Executive Committee to approve Mark Timm as a candidate for both Executive Committee and General Board, and Pamela Blackburn to replace the General Board seat vacated by Laura Hamblin. Mel Ingwaldson seconded.** Discussion followed regarding who may have been a better choice. Ms. Drew replied that the law states the criteria of membership being the highest level of decision making in the labor market, and that Mr. Timm and Ms. Blackburn were more qualified based on that criteria. Chairman Payne called for a vote, **and the recommendation passed unanimously.** Ms. Drew reiterated that, following the Executive Committee recommendation, the Board of Supervisors will make the final appointments.

Ms. Drew then asked Mel Ingwaldson, chairman of the Youth Council, to share information on John Steward, an applicant for Youth Council. He shared a brief history of Mr. Steward's experience in the field of education and youth counselling. **Teri Drew made a recommendation to appoint John Steward to Youth Council, Robyn Prudhomme-Bauer seconded.** Chairman Payne called for a vote; **the recommendation passed unanimously.** Ms. Drew reminded the Board that, per the Bylaws, Youth Council appointments do not go to the Board of Supervisors, but are appointed by the WDB.

Ms. Drew then reported on the third quarter performance at the One Stop. She noted that the One Stop collects performance data to align with federal requirements. Ms. Drew commented that, in the second quarter performance report, there were areas that fell below the requirements, but Ms. Drew gave credit to Judy Gonzales, Information Specialist for NACOG, as well as the Youth Council, who put forth the extra effort needed to improve the literacy and numeracy data, and made great improvements on the performance report, which went from 0% to 66.67% on the benchmark for literacy and numeracy, exceeding our standards. With that, Teri Drew concluded her report. Chairman Payne asked if there were any questions about the report. There was a question regarding the scope of the literacy and numeracy report, and Ms. Drew stated that it includes educational attainment, such as completing a level in school, as well as GED and basic education.

Chairman Payne turned the meeting over to Richard Heath, Executive Director of the Greater Prescott Regional Economic Partnership (GPREP). Mr. Heath thanked the WDB for the opportunity to present, and spoke briefly about his background and qualifications in Economic Development, a period that spans about 17 years, and what brought him to Prescott, Arizona about a year ago. He then shared a power point presentation on the mission of GPREP and how it was created. The mission is "to create a regional brand to assist local companies expand, attract new quality businesses, and foster capital investment in the Greater Prescott Region". This amounts to marketing Prescott, Prescott Valley, Dewey-Humboldt, Chino Valley and Yavapai County to make sure the existing business community is strong, and to attract investment, jobs and new business to the area. He recognized the challenge to match up potential employees with the needs of existing employers, and to not overlook them in efforts to attract new businesses.

Mr. Heath shared the action plan focus areas of marketing, recruitment, retention and expansion, research and capacity building and investor relations. GPREP also has a Business Action Team (BAT), made up of economic development professionals from the area. The BAT meets monthly to make sure they are reaching their goals of promoting the focus areas. He shared the various field base jobs that are being promoted, such as flight training, aerospace defense, metal fabrication, medical devices, packaging and firearms. Another is cyber security, a hot-button industry sector.

Mr. Heath shared progress to date, which is available on the GPREP website. Also on the website are links and tools to pull profiles of the region and communities, and buildings and sites available. He showed some of the different businesses they are currently assisting, including a new company relocating from California to Prescott, Vinyl Visions. Vinyl Visions recently had a groundbreaking in Prescott, an effort that was 6 years in the making. Also included are Makstride, Superior and Frontier. One of the biggest challenges facing the region is the lack of building space for new industries to move into. Site selection is one of the greatest needs in promoting the area.

Mr. Heath shared their marketing initiatives, featuring GPREP's new tagline "The Right Place, Space and Pace", and videos that promote GPREP. Mr. Heath travels extensively nationally to market GPREP services and business opportunities in the region. One current initiative GPREP has is reaching out to companies to foster connectivity to the Prescott Region. He then showed one of the promo videos that featured WDB Chairman Anita Payne and the NACOG One Stop. Mr. Heath acknowledged Linda Thein

and the folks at Cable One for their assistance with the videos. Teri Drew thanked Mr. Heath for his presentation. Comments followed about the work of GPREP in West Yavapai County, as well as the similar work being done by the Verde Valley Regional Economic Organization (VVREO). There was encouragement for VVREO also to do a presentation at a future WDB meeting. Staff will follow up with an invitation to VVREO.

Moving to the next agenda item, Chairman Payne commented on the scheduled presentation on Vocational Rehabilitation with Mark Kendall, who offered to change to a later date due to time constraints. All agreed, and Chairman Payne thanked Mr. Kendall for his flexibility.

Teri Drew noted that the Elections agenda item was inadvertently passed over, and needed to be addressed as a recommendation to the Executive Committee, as there was not a quorum to pass a vote. Ms. Drew then turned the meeting over to Elaine Bremner, Chairman of the Elections Committee. Ms. Bremner reported that the Election Committee, consisting of herself, Ginger Johnson and Teri Drew, had a meeting on March 31, 2016. The Committee recommended Anita Payne be retained as Chairman, and that Steve Silvernale also continue as Vice Chairman. She then asked for comments. Ms. Drew commented that the Executive Committee meets 3 times more than the General Board, and that Officers must be Private Sector members of the WDB to be considered. There were no comments. Therefore, the recommendation will move forward to the Executive Committee to be ratified prior to sending the recommendation to the Board of Supervisors for formal appointment.

#### **8. Member Comments**

Chairman Payne asked for member comments. Lana Tolleson commented on a job fair held in the Verde Valley, which hosted 54 vendors offering approximately 174 jobs, and around 100 people attending the job fair. Some discussion followed about the variety of job availability offered in healthcare, caregivers and hospitality. It was also noted that there was a Prescott Chamber job fair recently with over 100 employers, and close to 500 jobs available, and approximately 425 attendees.

#### **9. Public Comments**

Chairman Payne called for public comments. Mark Jackson of Res Care thanked the Board for their welcome and briefed the Board on what Res Care is; a 45,000+ employee company nationwide, in 47 states and two countries. Res Care, a human services organization, has a large presence in the state of Arizona, with a main office in Tucson and several branches around the state, including Cottonwood and Prescott. Mr. Brown stated that Res Care Arizona recently won the Workforce Innovation and Opportunity Act Genesis Grant for work experience in Maricopa County.

#### **10. Adjournment**

Chairman Payne called for a motion to adjourn the meeting. **Elaine Bremner recommended adjournment, Leah Cickavage seconded. The meeting adjourned at 11:50 AM.**