

Ramsey County Workforce Investment Board  
**Communication, Advocacy and Oversight Committee**

September 9, 2005  
**Minutes**

**WIB Members Present**

Patricia Brady  
Gary Christensen  
Tom Klas  
Jackie Mlynarczyk  
Paul Nelson  
Willie Nesbit  
Bob de la Vega

**Members Absent**

Greg Lambert EA  
Tom Macy EA  
Deborah Montgomery  
Phil Saari EA

**Staff/Guests Present**

Mary Jo Gardner, WIB CEO  
Kate Bates, WIB Staff

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**Call to Order**

Gary Christensen, Vice-chair, called the meeting to order at 11:35 p.m.

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**Approve Minutes**

**Motion** made by Willie Nesbit with second by Gary Christensen to approve the minutes of July 8 as written.

**Motion passed**

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**Update on Recruitment**

There are currently seven openings on the board- one labor, one CBO, and five business. The group reviewed a recruitment chart outlining how our WIB compares to Ramsey County in terms of geography, industry, minority and company size. This chart indicated recruitment efforts should target wholesale/retail trade, accommodation and food service, and admin support and waste services. There is also an interest to add representation from our priority industries of health care, manufacturing and construction. Also needed are business members representing small companies (0-20 employees) and medium sized companies (50-250 employees). If anyone is aware of someone who may be interested in joining the board, please let staff know. The group suggested that we advertise board vacancies in the Saint Paul Chamber's weekly newsletter- staff will follow up with the Chamber.

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**Update on Metro WIB Marketing Effort**

DEED has distributed a total of \$180,000 statewide to the various WIBs to use for marketing the services they have for small businesses. The Ramsey County WIB is receiving \$17,869 of the distribution. The Metro WIB is in process of creating a website ([www.mnbiz.com](http://www.mnbiz.com)) that will be a one stop for small business owners to get information on recruitment, hiring, retention, training, employment law and labor market data. The site will also be used to connect the small business owners to the various WIBs, WFCs, MnSCU and the U. The far-reaching goal is to have the site become a statewide tool.

The Metro WIB has created a Marketing Committee whose charge is to get the word out on the new website. The initial marketing effort will be at the Minnesota Development Conference, October 5 and 6th. The Metro WIB has asked that each of the WIBs donate at least 50% of the funds to promote the new website. Our WIB will have \$8,900 left to do our own marketing effort to expose employers to the public system. Whatever we decide to do with the funds, DEED needs to approve it. Ideas for using the money were billboards, Chamber advertising, Business Journals, Open House with the new center, or sponsoring a fair for business owners and HR professionals. The Chamber of Commerce could be a good partner in this project. The Marketing & Advocacy committee will discuss this, and Workforce Solutions will be contacted to get their ideas.

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**Update on Workforce Center Consolidation**

An ad hoc has met three times to discuss the WFC consolidation and the issues surrounding it. The state has agreed to hold the lease for the center, which solves many of the problems we were facing. The location will most likely be around University Ave and Rice Street, ideally on one level, but if not a storefront set-up on the first floor would be the resource room and public space for customers. Most likely the center will be existing space, based on our timeline- the state will use a competitive RFP process to find the location for the new center.

Our portion of defining space requirements will be done by 9/16/05 and the state will put the RFP out by 11/14. Responses will due by 12/14. After the state evaluates proposals, they will have a recommendation by 1/6/06, which will go to the WIB for approval 2/2/06, and to the County Board on 2/22. The planned move-in date for the center is 11/1/06, with operations beginning 1/1/07. Possible partners are being contacted currently to share the space, and some CBOs and educational organizations have expressed interest. The group discussed the possibility of the Friends of the WIB holding the lease for the building, as it would allow for more flexibility concerning structure. All agreed it made the most sense for the state to hold the lease for the space.

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**Report on the DOL Auditor's Visit**

Patricia Brady presented the outcomes of the DOL Auditor's visit. Every few years the Dept. of Labor sends an auditor to monitor the programs run by public dollars, with a focus on spending, WIB/Youth Council function and customers' case notes. The auditor meets with the director at the beginning and end of the visit, and the outcome of the visit was very good. Ramsey County has a best practice of keeping one counselor with a client from the time they enter the program through the end. Patricia will provide the report to the WIB. Patricia and her staff deserve recognition for their excellent program administration.

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**Open Forum**

None

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**Adjourn**

The meeting adjourned upon completion of the agenda at 12:35 p.m.

**Next Meeting-** WEDNESDAY, November 9, Midway WorkForce Center