

Ramsey County Workforce Investment Board
Communication, Advocacy and Oversight Committee

September 12, 2008
Minutes

WIB Members Present

Patricia Brady
Kathy Engesser
Trixie Golberg
Barb Mednick
Jim Schultz
Bob de la Vega

Members Absent

Lee Helgen

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Kate Raleigh, WIB Staff
Carli Stark, WIB VISTA

Call to Order

Bob de la Vega, Chair, called the meeting to order at 11:41am.

Approve Minutes

Motion made by Barb Mednick with second by Jim Schultz to approve the July minutes as presented.

Motion carried.

Nomination for Chair

The Committee is in need of a new Chair. Bob de la Vega will be stepping down from this position to Chair the Fund Development ad hoc. Interested members may contact Mary Jo or Bob to further discuss the opportunity.

Update on Library Services

Patricia Brady gave an update on Workforce Solutions' connection with the Saint Paul Public Libraries. Two library staff came to the Workforce Solutions all-staff meeting, which had 60-70 staff present. The library representatives gave a presentation on the services available at the library and on their website, highlighting many resources helpful for frontline counselors. A committee has been formed of library staff, individuals working with the Cash Assistance Program and frontline staff from Workforce Solutions to define further ways to collaborate information coming from the library system to the WorkForce Centers and from the WorkForce Centers to the library system. Workforce Solutions will also find a time to present their resources to the libraries. Patricia will let the committee know when action is needed.

Update on WIB Fund Development Plan

The Fund Development ad hoc met Michael Henley, the WIB's fund development consultant, on September 9th. The committee went through a general discussion of fundraising opportunities and the role of the WIB in this process. There will be further discussion on the latter at the next meeting, September 23rd. Michael will most likely have the plan developed by the end of October, with the plan coming through this committee for approval in November. There was discussion on the role of Friends of the WIB in this process and members felt that attempts to attract funds may be better coming from the Friends rather than the WIB itself. Other avenues to explore include marketing the WIB and raising awareness of what it is, speaking with Chambers and other local businesses, and to develop the WIB's case statement for requesting funding.

Communications Update

Barb Mednick gave an update on the WIB's communication efforts. The Marketing ad hoc continues to work on the WIB's new website, and is also developing a new logo for the board. Due to time constraints, the WIB will send the logos out to this committee electronically for comments/approval.

Update on Membership

Reappointments have been completed from the County and City, and the City has appointed their Economic Development representative. There are currently six business openings. If anyone is aware of a business person

who would be an asset to the WIB, let Mary Jo know. Mary Jo will connect with the Chamber of Commerce and Port Authority about these openings.

Draft 2009 WIB Legislative Agenda

The committee reviewed the legislative agenda from 2008 and felt many issues were the same this year as last year, which was based on the MN Workforce Council Association's (MWCA) state and federal agendas. Major items for support are Building Lives funding, maintaining local control of workforce programs and funding and finding ways to support the universal customer. The agenda additionally defines supporting workforce strategies for WIB priority industries- healthcare, advanced manufacturing and construction. Construction was removed from the list, as it is no longer defined as a WIB priority industry.

There was discussion on bringing the 2008 agenda forward and a suggestion was made that it may be helpful to indicate the outcomes from the 2008 priorities on the agenda for 2009. There was also discussion on the format of the agenda, and questions on whether or not items should be listed in priority order. This document is intending to be an internal document and defines the issues on which the WIB will advocate. Members discussed linking the legislative agenda with the strategic plan, and ensuring the agenda is demand-driven. Further discussion is needed on the larger question of the WIB's advocacy role, and the expectations of the staff and board. The ad hoc that works on this agenda needs more members, particularly representing business. The group agreed that this document will be accepted, with a few updates, and that the ad hoc should create a work plan from these priorities. The Executive Committee will review the document at their next meeting.

Motion made by Kathy Engesser with second by Patricia Brady to accept the proposed 2009 Legislative Agenda, amending the first sentence to support the MWCA's 2009 agendas and remove construction from the list of WIB priority industries.

Motion carried.

Other

Staff from US Bank Human Resources will be coming to talk to Workforce Solutions staff at an upcoming all-staff meeting. They will focus on how to get hired for a financial firm, which Workforce Solutions will relay to their clients.

Adjourn

Upon completion of the agenda, the meeting adjourned at 1:03 p.m.

Next Meeting- November 14, 2008