

Ramsey County Workforce Investment Board
Executive Committee

June 15, 2007
Minutes

Members Present

Bob de la Vega, Chair
Patricia Brady
Kathleen Engesser
Doug Hubbard
Vinod Kumar
Tom Macy

Members Absent

Craig Anderson EA
Kirk Hayes EA
Bill Lowe EA
Paul Nelson EA

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Kate Raleigh, WIB Staff

Call to order

The meeting was called to order at 9:38 a.m.

Approve Minutes

Motion made by Vinod Kumar and seconded by Tom Macy to approve the minutes of the May 18 meeting as presented.

Motion carried.

Kathy Korf was thanked for her work while Kate was gone in May.

Accept May Financial Report

Vinod Kumar reviewed the May financial report. Friends of the WIB has a net worth of \$78k, which is close to a six month reserve, though the income is well below the expected for the year to date. This is mostly due to less community and foundation contributions than were expected. The expenses for the month, and the year to date, are less than the budget.

There was further discussion on the shortage of income. Recent foundation requests have been denied, though the WIB will receive some funding for convening partners for the Governor's Workforce Development Council sector grant. It is felt that creating a fund development plan will address the budget shortfalls. Members also discussed the possibility of again requesting contributions from board members to make our case stronger when requesting foundation and corporate grants.

The category of "Demand Driven Expense" was defined as any money spent on business issues, e.g. the collaboration meetings held with Business Services, MnSCU and ABE.

Motion made by Tom Macy with second by Doug Hubbard to accept the May financial report as presented.

Motion carried.

Kate Raleigh reviewed the options the board has with investing the reserve funds in the Friends of the WIB's (FWIB) checking account at U.S. Bank. Both Kathy Engesser and Bob de la Vega expressed the complication involved in switching accounts from one bank to another, and in light of this, Kate reviewed options available at U.S. Bank. There is a money market account the FWIB could take advantage of, currently yielding over 5% monthly, and allowing liquidity through electronic transfer of funds to the FWIB checking account, with transferred funds available within two business days. Vinod Kumar, the WIB's Treasurer has approved this change, and staff is ready to move forward.

WIB leadership and staff thank Vinod Kumar for his service to the WIB, acting as Treasurer for three years. Vinod has chosen to not seek another term, and the WIB is looking for a member to act as Treasurer beginning August 1.

Nominate Chair and Treasurer

A call was made for Chair-Elect and Treasurer nominations at the WIB meeting. None were made and staff will recruit candidates.

Ratify Committee Appointments

Members received a list outlining the current membership of each committee. The Executive Committee needs to periodically review and ratify committee membership, and the Executive Committee plans to review this information annually. It was clarified that all members of the Youth Council, whether or not WIB members, need to be approved by the County Board. WIB staff will submit WIB Youth Council members to the County for appointment.

There was discussion on the recruitment of new members, particularly in light of JPA and Workforce Service Area (WSA) re-designation discussion. The committee further discussed the possibilities in re-designating the WSAs. Staff will encourage members to attend the listening sessions on this issue, and keep up to date on information. The committee also discussed what the meetings may address and how the WIB would react. It was determined that the WIB will remain neutral on the issue and members may express their personal feelings at the listening sessions. Other committee meetings in the future will address the WSA issue.

Motion made by Tom Macy with second by Kathy Engesser to ratify committee appointments.

Motion carried.

Update on Financial Planning

Paul Nelson set-up a financial planning meeting with a consultant he has worked with in the past. Paul, Bob, Mary Jo and Kate met with the consultant, Tony Helmer, on June 6th. The consultant felt it was important for the FWIB to develop relationships with a few corporate funders and obtain multi-year grants from each for operating support. Tony also recommended contracting with an individual to do the grant writing part of the WIB's fund development.

There was discussion on the pieces needed to begin this process, and it was determined that a very clear "elevator speech" on what the WIB does and why funding is needed is key to receiving support. The committee also discussed the purpose for becoming a 501(c)(3) organization, and the funding history of the organization. Volunteers will be requested to help develop the financial planning aspect of the board.

Update on JPA

No update.

Workforce Service Area Re-designation

Discussed under "Ratify Committee Appointments."

Mid-year WIB Priority Review

WIB staff updated the committee on progress on the WIB goals established for 2007. Copied below are the goals and the resulting efforts, written in italic.

Further Develop Collaboration Between Various Stakeholders Serving Businesses

- **Goal I:** Continue collaboration between various state and local business services staff in effort to better serve the business customer in Ramsey County
The last collaboration was held on March 29th and it was another successful session. Resulting from that session was the GWDC Sector Grant, and the partners will continue to work together on this effort to help individuals enter the manufacturing industry. There will also be a diversity session on June 26th to address cultural barriers found in our modern workplace.
- **Goal II:** Develop and obtain funding for ELL training project for target industries- healthcare and manufacturing

Funding requested from Dollar General Literacy Foundation was not granted. Other venues are being explored with Workforce Solutions.

- Goal III: Develop an educational media effort to the general public highlighting high demand and high growth careers within WIB priority industries.
There hasn't been any solid work on this, though it is on the radar of staff.

2. Explore Incremental Funding Options to Support Ramsey County WIB Priority Initiatives

- **Utilize 501(c)(3) status to better serve our community with incremental funding**
 - Goal I: Explore funding for youth programs including the Building Lives program
The legislative effort was unsuccessful but the individuals who worked on this are going to pursue other options.
 - Goal II: Develop ELL training programs with community providers
See above, Goal II.

3. Internal Goal- Increase Efficiency of WIB Processes/Administration

- Goal I: Develop new high-impact strategies within WIB committee structure to continue to affect issues facing the workforce in Ramsey County.
The Youth Council has reorganized their meeting structure to accomplish more projects addressing the needs of youth in Ramsey County. The Workforce Committee is reviewing their priorities and determining what to focus on next.
- Goal II: Bring WIB Board membership up to full complement with all members active in committees
Staff is in the process of recruiting new members.
- Goal III: Further develop WIB website for maximum efficiency and effectiveness
Staff is in the process of acquiring control of the website.
- Goal IV: Plan and implement fund development for WIB operations
This was addressed under "Update on Financial Planning."
- Goal V: Grow image of the WIB in the community, making it more visible and understandable
Staff is attending more business events and is active on the Saint Paul Area Chamber of Commerce's Partners in Education committee.

Other

Willie Nesbit's retirement celebration is on Wednesday, June 27th.

Sheldon Jensen has applied to be a member of the Youth Council. His appointment will go to the Youth Council and then be sent to this committee for an electronic vote.

Adjourn

The meeting was adjourned at 11:07.

Next meeting: Friday, July 20th