

Ramsey County Workforce Investment Board
Executive Committee

November 21, 2008
Minutes

WIB Members Present

Craig Anderson
Patricia Brady
Kirk Hayes
Doug Hubbard
Bob Morse
Paul Nelson
Mary Russell

Members Absent

Amy Brenengen EA
Robert de la Vega EA

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Kate Raleigh, WIB Staff

Call to Order

The Executive Committee meeting was called to order at 9:36 a.m.

Approve Consent Agenda

Approve Minutes from September Meeting

Accept October Financial Report

Ratify Support Letter for GAP

Accept October Financial Report

Motion was made by Craig Anderson with second by Kirk Hayes to approve the consent agenda as presented.

Motion carried.

Approve WIB Strategic Plan Proposal

The St. Thomas PhD candidates who have offered to facilitate the WIB's strategic planning process have submitted a proposal outlining the services and deliverables they will provide. The team will meet with the Workforce Committee in January to gather information. The work of the planning team will be completed by April 30th of 2009. There was discussion on the value of this in-kind donation; members agreed that a value of \$150/hour is a safe estimate.

Motion made by Kirk Hayes with second by Paul Nelson to approve the WIB Strategic Plan Proposal as presented.

Motion carried.

Accept WIB 2008 Accomplishments

Mary Jo went through the 2008 WIB accomplishments, based on the goals defined for the year. Changes suggested were:

- Emphasize the scope of the healthcare project- meeting with healthcare systems affects a great breadth of services and populations these meetings are covering. The language in this description will be adjusted.
- Change phrasing to reflect accomplishments rather than anticipated goals.
- Make accomplishments stand out visually amongst goals and tactics.

Motion made by Craig Anderson with second by Doug Hubbard to accept the WIB's 2008 Accomplishments.

Motion carried.

Review Grants and Donations Requested in 2008

The committee reviewed funding requests and grants made this year, in addition to donations received and money earned through fiscal agent services. Funding streams are differentiated by funding requested, funding received and by funding going to WIB operations and funding going to the community.

Approve 2009 WIB Priorities

Mary Jo presented the proposed 2009 WIB Priorities. These were developed by reviewing the work done in 2008 and defining what needs to move forward to 2009. The priorities may change after the WIB's strategic planning process is completed this spring. The priorities include developing the WIB's strategic plan, continuing to fundraise through the Friends of the WIB, and position the WIB as a leader and resource for workforce development in Ramsey County.

Discussion included adding performance measures or timelines for each priority. Staff will work on adding this information. Bob requested that lobbying regulations be discussed by this committee, particularly with the possibility of Building Lives going before the legislature in 2009.

Motion made by Patricia Brady and Kirk Hayes to approve the WIB's 2009 Priorities as amended at the meeting.
Motion carried.

Approve Fund Development Plan

Mary Jo presented the 2009 work plan that the WIB's fund development consultant, Michael Henley, created upon request of the Communication, Advocacy and Oversight Committee (CAO). The CAO committee went through the plan in detail and made comments and questions for Michael. Their general comments were that this was a good general plan but that a more specific, achievable work plan was necessary. This is what was developed by Michael and distributed to the Executive Committee.

Discussion on the plan, and WIB fund raising efforts in general, focused on:

- The WIB needs to develop a process for receiving money.
- Adding a "click and pledge" feature to the website is important- this will make it very easy for people to contribute.
- The WIB/FWIB needs to focus on building relationships with possible funders and marketing the organization in the community.
- Members indicated the WIB will most likely not be able to raise funds through operating grants.
- There was discussion on changing the FWIB's name to make it more relatable to the community at large.
- 100% member contributions are very important when seeking outside funds.
- Members indicated 8% charge for handling and processing money for others is a standard charge.

Members felt the plan should be accepted rather than approved.

Motion made by Kirk Hayes with second by Doug Hubbard to accept the WIB Development and Marketing Plan developed by Michael Henley.

Friendly amendment made by Mary Russell to add dates to the plan.

Amendment accepted by Kirk Hayes and Doug Hubbard

Motion carried.

Motion made by Kirk Hayes with second by Craig Anderson to recommend that the steps identified in the 2008 development priorities be developed into a work plan for 2009 by identifying the steps, relative priorities, steps and completion dates.

Motion carried.

Craig will work with Mary Jo to create this work plan. Michael Henley was hired to develop the plan, not to solicit funds for the WIB. Additionally, this is the responsibility of the WIB, not the Friends of the WIB.

Approve 2009 Operating Budget

Mary Jo presented the WIB's estimated 2008 year end budget and the proposed budget for 2009. Taking into account income received and estimated expenses for the year, the WIB will end 2008 with about a \$20,000 loss. The actual year end financials will be presented at the January Executive Committee meeting.

The 2009 proposed budget includes decreased expenses where possible, with increases necessary for spending related to marketing and fund development. With the current funding levels and expenses, the organization can survive through 2009 with reserve funds, though would not be able to operate through 2010.

There was discussion on the 2009 income proposed- the budget was established to have \$41,500 in income coming through Community Contributions and \$10,000 coming from foundation grants. It is presumed that the WIB cannot rely on foundations supporting its operation and the \$10,000 in foundation grants should be moved to Community Contributions, making that income level go to \$51,500 for 2009.

Motion made by Craig Anderson with second by Kirk Hayes to approve 2009 budget as changed.

Motion carried.

Approve Attendance Tracking and Reporting Process

The Communication, Advocacy and Oversight Committee asked that the Executive Committee empower WIB staff to periodically review and enforce the WIB's attendance policy. It was suggested that review would take place quarterly and those in violation of the attendance policy would be sent a letter signed by the Chair alerting them of their attendance and requesting their recommitment to regularly attend meetings.

Motion made by Craig Anderson with second by Doug Hubbard to approve attendance tracking and reporting process as stated.

Motion carried.

Review WIB Website

Mary Jo gave an overview of the progress made on the new WIB website. As the volunteer web designer had not remained in contact with staff, they took on the task of designing the site and incorporating content developed by the Marketing committee. A link will be sent to members for their review in early December prior to its official launch on December 31st.

Determine December Meeting Date

The regularly scheduled meeting, December 19th, works for members. It was requested that the committee meet earlier and, beginning at the December meeting, the committee will meet from 9:00-10:30a.m. instead of 9:30-11:00a.m.

Adjourn

Motion made by Paul Nelson with second by Kirk Hayes to adjourn the meeting at 11:35am.

Motion carried.

Next meeting: December 19th, 2008