

Ramsey County Workforce Investment Board

December 4, 2008

Minutes

WIB Members Present

Amy Brenengen
Joe Crowe
Robert de la Vega
Kathy Engesser
Trixie Golberg
Kirk Hayes
Lee Helgen
Bernie Hesse
Butch Howard
Doug Hubbard
David MacKenzie
Bob Morse
Paul Nelson
Mary Russell
Jane Sanem
Jim Schultz

Members Absent

Craig Anderson
Patricia Brady
Mike Chanaka EA
Bev Fritz EA
Dennis Johnson
Jim McDonough
Rob McKenzie EA
Barbara Mednick EA
Lori Stone

Staff/Guests Present

Mary Jo Gardner, WIB CEO
Kate Raleigh, WIB Staff
Carli Stark, WIB VISTA
Terry Zurn, Workforce Solutions

Call to Order

The WIB meeting was called to order at 2:39 p.m.

Approve Consent Agenda

- **Approve Agenda**
- **Approve Minutes from October Meeting**
- **Ratify Youth Incentive Plan**
- **Ratify Support Letter for GAP**

Motion made by Kirk Hayes with second by Joe Crowe to approve the consent agenda as presented.

Motion carried.

Recognition and Announcements

- See Attachment 1.

Update on Building Lives

There was a Building Lives meeting on October 20th at Boys Totem Town (see attached Recognition and Announcements for list of attendees). The meeting gave an understanding of the program history, current activities, funding shortfalls and long term funding strategies. Three Building Lives participants were present and shared their stories of how Building Lives has benefitted them. One legislator and two legislators' representatives attended and the ad hoc is hoping to plan another meeting for additional legislators to attend. Additionally, Ramsey County has identified Building Lives as a legislative priority.

WIB Website Preview

Kathy Engesser presented the re-designed www.rcwib.org website to the WIB. The website is set up to directly address key customers, including business, funders, job seekers and WIB members. Kathy Engesser, Barb Mednick and staff were thanked for their work on the new site. It will be launched by December 31st.

Accept Fund Development Plan

Bob de la Vega presented the WIB's Fund Development Plan, as created by the Fund Development Consultant. In accordance with the plan, Bob shared that it is a regular expectation of nonprofit organizations that their leadership make a contribution to the board. Members were reminded that United Way contributions can be

directed towards the Friends of the WIB. Donations from board members are needed to show 100% board support.

Bob briefly detailed the fund development plan and the process used to create the plan. He explained that affirmation from the board is sought to continue working through the document. There are two tracks to the WIB's fundraising- one to bring operating money in to support the WIB and the other to support the work of programs in Ramsey County and the metro area. In these two goals, it is important to be aware of the staff time that is available. There is concern from the Executive Committee of how the CEO's time is spent, particularly regarding fundraising. It is Bob's assertion that the fundraising ad hoc will work with staff on the plan and report back to the full board at a later date.

There was discussion on the scope of the document, many citing it was overly general and not directed towards the capabilities of this board or identifying the greatest impact this board can have. Members asked what other services the consultant could perform for the remaining grant funds- a total of \$9k granted with approximately \$6k spent out. The consultant did narrow the larger plan document into a one page "to do" list for the staff to work through. Many of the activities listed in the plan are categorized as "no cost" activities, though many of these activities are very time consuming. Putting a nonmonetary cost or value on these items would help as would including a timeline for completion of tasks. The ad hoc will work on these requests.

Motion made by Bob de la Vega with second by Kirk Hayes to accept the fund development plan as received from the fund development consultant.

Motion carried.

Accept 2008 Accomplishments

Mary Jo reviewed the WIB's 2008 Accomplishments which include strategic planning, labor market information update, membership, community outreach, fund raising for internal operations and community programs, finding sustainable funding for Building Lives, and engaging local workforce interests in larger community projects.

In 2009, the WIB will participate in the FIRST grant project ensuring connection and collaboration across the different manufacturing initiatives in the region.

Motion made by Dave MacKenzie with second by Kathy Engesser to accept the WIB's 2008 Accomplishments.

Motion carried.

Approve 2009 Strategic Priorities

Mary Jo reviewed the WIB's 2009 strategic priorities, as reviewed and approved by the CAO and Executive Committees. Items for focus in 2009 include strategic planning, marketing the WIB, implementing fund development tactics, developing an initiative for the healthcare industry, working further with the manufacturing sector initiative, and engaging in local and regional workforce opportunities to coordinate economic development efforts.

Motion made by Paul Nelson with second by Doug Hubbard to approve the WIB's 2009 Strategic Priorities.

Motion carried.

Accept 2009 Budget

The 2009 WIB operating budget was presented along with an estimate of how the WIB will end 2008. It is anticipated that the income will come in about \$20,000 below expenses this year and that the board will need to find \$51,500 in 2009 to balance the budget. There was a question on the funding of other WIBs and if they are in similar situations to the Ramsey County WIB. Generally other WIBs with board staff are set up such that WIA funds cover their operating costs. The Ramsey County WIB currently receives one-third of the ten percent administrative funding of WIA dollars for Ramsey County.

Motion made by Amy Brenengen with second by Kirk Hayes to accept the WIB's 2009 Budget.

Motion carried.

Other

Workforce Solutions will go to the legislature to request a variance to work with businesses. Under WIA, Workforce Solutions is supposed to work with the business sector, though the current data privacy act does not allow them to work with businesses for a fee and keep the information private. For example, if they conducted exit interviews for an employer the current law would require that all of the information they gathered would be public information. When the time comes for Workforce Solutions to go to the legislature to request a change to this law, they may need business representatives to advocate for this change.

Adjourn

The meeting was adjourned at 3:57 p.m.

Next meeting: Thursday, February 5, 2009

Attachment 1: Recognition and Announcements**Recognition:**

- Thank you to the following WIB members for their new leadership roles- Butch Howard, CAO Chair, Barb Mednick, CAO Vice-Chair and Dave MacKenzie, Youth Council Chair Elect.
- Thank you to the Fund Development ad hoc for their continued work on the Fund Development Plan, which has been completed and submitted for the board's acceptance. Ad hoc members include Bob de la Vega, Trixie Golberg, Rob McKenzie and Jane Sanem.
- Thank you to Marketing Committee members Kathy Engesser and Barb Mednick for their continued work on updating the WIB's website.
- Thank you to Luke Weisberg, Greater Metropolitan Workforce Council and Jim Zentner and Karyn Berg, Workforce Solutions for their work with HealthEast Care System to identify workforce needs in the healthcare field. These efforts are building on the work on the WIB's healthcare initiative.
- Thank you to the following WIB and Youth Council members who helped make the October 20th Building Lives Meeting at Boys Totem Town a success: Patricia Brady, Kirk Hayes, Doug Hubbard, Pete Jessen-Howard, Jim McDonough and Bob Morse. Legislators and elected officials represented at this meeting include Representative Sheldon Johnson, Ramsey County Commissioner Carter, and representatives from Representative Paymar's office, Representative McCollum's office and Commissioner Reinhardt's office.

Announcements:

- The WIB and Friends of the WIB received a \$30,000 grant from the Otto Bremer Foundation to support the Building Lives program. This money will leverage the \$200,000 in WIA funding that has been dedicated to strengthening the current program and will help bridge the program until sustainable support is realized through the legislature.
- The Greater Metropolitan Workforce Council (GMWC) received a FIRST grant from the MN Department of Employment and Economic Development to move forward with an effort to strengthen the metal forming segment of our region's manufacturing sector and to bring together a wide range of business and education partners to support work in this sector and others.
- The WIB's Workforce Committee will hold its next meeting on Wednesday, January 8th, 2009 from 1:00-3:30 at the Ramsey County WorkForce Center- Saint Paul. The agenda will focus on the WIB's Strategic Planning process and the facilitators from the University of St. Thomas will be in attendance. All members are welcome to attend this meeting- please RSVP to Kate if you plan to attend.
- The Minnesota Workforce Council Association's Annual Winter Meeting will be held on Thursday, December 11th from 10:00 am to 3:00 at the Monticello WorkForce Center, 406 7th Street East, Monticello, MN . Speakers include: MN State Economist Dr. Tom Stinson and Association of MN Counties Director Jim Mulder, with Commissioner McElroy and Jim Hegman invited. WIB members are invited to network with Chairs, LEOs and Directors from other Service Areas. Let Mary Jo Gardner know if you would like to attend.
- The WIB's 2009 Meeting Calendar has been created and distributed. Please include these meetings in your calendar for next year.
- The next WIB meeting is February 5, 2:30-4:30.