

Ramsey County Workforce Investment Board

October 2, 2008

Minutes

WIB Members Present

Craig Anderson
Amy Brenengen
Mike Chanaka
Kathy Engesser
Trixie Golberg
Lee Helgen
Doug Hubbard
Dennis Johnson
David MacKenzie
Paul Nelson
Mary Russell
Jim Schultz

Members Absent

Patricia Brady EA
Joe Crowe
Robert de la Vega EA
Bev Fritz EA
Kirk Hayes
Bernie Hesse
Butch Howard
Jim McDonough
Rob McKenzie
Barbara Mednick EA
Bob Morse EA
Jane Sanem EA
Lori Stone

Staff/Guests Present

Jennifer Amador
Chris Crutchfield, Ramsey County
Corrections
Mary Jo Gardner, WIB CEO
Peter Jessen-Howard, Youth Council
Member
Jim Loye, Ramsey County Corrections
Dan McElroy, DEED Commissioner
Kate Raleigh, WIB Staff
Carli Stark, WIB VISTA
Carol Vick
Terry Zurn, Workforce Solutions

Call to Order

The WIB meeting was called to order at 2:39 p.m. A quorum was not reached and votes will be taken electronically on items requiring action.

Approve Consent Agenda

Approve Agenda

Approve Minutes from August Meeting

Accept 2009 WIB Legislative Agenda

Motion made by Kathy Engesser with second by Doug Hubbard to approve the consent agenda as presented.

Motion approved by all members in attendance; motion carried electronically on 10/17/08.

Recognition and Announcements

- See Attachment 1.

Fund Development Update

The Fund Development ad hoc has been working on many aspects of fund raising for the board, including looking at an “in-kind wish list”, gifting procedures and a timeline for the completion of the plan development. The Communication, Advocacy and Oversight Committee (CAO) will review the plan at their November 14th meeting prior to sending it on to the Executive Committee and full WIB for approval.

Business members expressed the importance of member contributions to the board when seeking outside grant funds. Many funders ask for the percentage of members who have contributed to the board, with a desired response of 100%. The United Way allows one to designate donated funds to 501(c)(3) organizations; Kate will send out the board’s EIN number to members in an email.

Vern Vick Award

The Youth Council and WIB presented Peter Jessen-Howard with the Vern Vick Award to recognize Peter’s work with local youth. The award was created to honor late WIB and Youth Council leader Vern Vick who was dedicated to serving youth and ensuring they were provided with opportunities necessary for success. Carol Vick, Vern’s widow, was present and congratulated Peter on his receipt of this honor.

MN Department of Employment and Economic Development

Commissioner Dan McElroy, MN Department of Employment and Economic Development (DEED), was present to discuss DEED, the economic situation in the east metro, and the role of WIBs in all of this.

Commissioner McElroy discussed the role of WIBs- to connect business to the nonprofit and government community, and he expressed the challenge in this task. Unemployment rates have risen and are above 6%, with Ramsey County experiencing the highest unemployment in the metro area. To assist with the poor economy, there is currently an opportunity that allows a 13-week extension for individuals who have exhausted their unemployment benefits since May of 2007. In light of these issues, there are industries that are growing in this area, including financial services, medical devices, and manufacturing. For job seekers, MNworks.net has a new software that allows for matching posted resumes with posted job orders; people working with job seekers are encouraged to urge clients to post their resume on the site. There are also efforts being made to assist entrepreneurs in starting new businesses.

WIB members were able to ask the commissioner questions, and the following issues were discussed:

- There is a negative perception towards manufacturing careers- it seems as if there is a marketing opportunity that should be taken advantage of. It will be important to bring new workers into this field.
- There is a need to address disparity issues in access to employment and support, particularly in high need neighborhoods.
- The education system needs to become globally competitive, from early childhood education through college opportunities. This global competitiveness will attract companies to MN.
- It is not clear where budget cuts will need to be made at this point, but the workforce fund dollars will increase because wages paid continue to increase.
- There are certain funding/grant opportunities with the state that are being underutilized; the WIB can be an applicant for low income worker grants.
- There was a question on the funding of MN Youth Program dollars in the upcoming budget. The future of these funds will depend on the general fund dollars available and the balance of dislocated worker dollars needed from the workforce development fund.

Committee Reports

Market-Driven Workforce System Committee (Workforce Committee)

The Metropolitan Manufacturing Sector Initiative is operating another round of Phase 1 training through a new class at Anoka Technical College, with a new Saint Paul College class beginning in late January. The Single Point of Contact (SPOC) position was not funded through the MN Job Skills Partnership Board grant that is operating the current program, and other funding was needed. Through efforts initiated by the WIB, DEED dedicated \$30,000 to support the SPOCs, whose support is key to the success of this program. A total of \$45,000 per year is needed to fully support this role and additional funding is being sought through the Friends of the WIB.

Mary Russell arranged for Jim Zentner, Workforce Solutions, to attend a meeting with HealthPartners Human Resource professionals to identify their workforce needs. There are plans to repeat this process with the other major healthcare systems to understand the needs of the industry and create an initiative that will address the challenges faced.

WIB leadership met with the St. Thomas PhD candidates who offered to facilitate the WIB's strategic planning process. This meeting allowed the candidates to explain what they could provide, and to answer questions from the WIB. Most likely, the December WIB meeting will be extended to allow for a large portion of time for strategic planning.

CAO Committee

As a follow-up to the meeting with the CAO Committee, Saint Paul Public Libraries started meeting with Workforce Solutions to share information and ensure they are working together to serve local businesses and job seekers. This collaboration will continue.

The committee reviewed the WIB's 2009 legislative agenda, which was the same as the agenda from 2008 with word/date updates. The committee is requesting that the agenda be accepted and endorsed by the WIB. The CAO

committee also asks that the board think about the organization's role in advocacy and what action will result from this role.

The Marketing subcommittee is continuing work on the WIB's website, redesigning it to be geared towards the WIB's target audiences of funders, businesses, WIB members and job seekers. Barb Mednick has offered to create the copy for the website; her work and expertise is greatly appreciated in this capacity. Additionally, the Marketing subcommittee created a new logo that reflects the professionalism of the board, and highlights the WIB's major role in connecting organizations in the east metro community.

Youth Council

The Building Lives ad hoc has been meeting to develop the "ask" for sustainable funding of the legislature. On October 20th the group will be meeting with Senators, Representatives, Commissioners, and other local officials to tour Boys Totem Town, a juvenile correctional facility served by Building Lives. In the meantime, grants are being sought from the Bremer and Minneapolis Foundations to provide a bridge grant to support the program until sustainable funding is dedicated.

Education Committee

None.

Greater Metropolitan Workforce Council Update

The Greater Metropolitan Workforce Council applied for two FIRST grants in an additional round of granting from the state. One grant focuses on the collaboration and collective learning of manufacturing sector programs throughout the region. The other focuses on the healthcare sector and coordination of workforce services for this industry. The awardees of the FIRST grants should be known by the end of October.

Adjourn

The meeting was adjourned at 4:06 p.m.

Next meeting: Thursday, December 4, 2008

Attachment 1: Recognition and Announcements

Recognition:

- Welcome new WIB members Dennis Johnson, MN Dept of Employment and Economic Development, and Cecile Bedor, City of Saint Paul, Planning and Economic Development.
- Welcome to Carli Stark, the WIB's Volunteer in Service to America (VISTA). Carli's service will continue through July 2009.
- Kate Raleigh has completed her 5th year at the WIB. We thank Kate for her quality work and contributions to the WIB.
- Thank you to the following WIB members for their participation in the WIB Business Members Strategic Development meeting- Mike Chanaka, Joe Crowe, Bob de la Vega, Bev Fritz, Butch Howard, Doug Hubbard, Bob Morse, Paul Nelson and Jane Sanem.
- Thank you to Mary Russell, Luke Weisberg, Greater Metropolitan Workforce Council, and Jim Zentner, Workforce Solutions for their work with HealthPartners to identify workforce needs in the healthcare field. These efforts will lay the groundwork for the WIB's healthcare initiative.
- Thank you to Kathy Engesser and Barb Mednick for their work on updating the WIB's logo.
- Thank you to Trixie Golberg for her work on the WIB's legislative agenda.
- Thank you to the following members for their work on the Fund Development ad hoc: Bob de la Vega, Trixie Golberg, Rob McKenzie and Jane Sanem.
- Thank you to the following individuals for working with the WIB's Fund Development consultant during his research process: Bob de la Vega, Kathy Engesser, Kirk Hayes, Commissioner Jim McDonough, Bob Morse and Paul Nelson.
- Thank you to Paul Nelson for his continued work with the TriWIB initiative.

- Mary Jo Gardner represented the WIB at DEED's Annual Development Conference to present the Metropolitan Manufacturing Sector Initiative.

Announcements:

- Workforce Solutions and DEED are sponsoring an Unemployment Seminar for Employers on October 29th from 8:30-12:00 at the Ramsey County WorkForce Center- North Saint Paul. This free seminar will detail the obligations of a Minnesota employer. RSVP to Mark Zappa at mark.zappa@state.mn.us.
- Saint Paul College is hosting a Ribbon Cutting Celebration on Thursday, October 9th, from 3:30 to 5:00p.m. to mark the completion of Phase 1 of their Construction Trades Renovation. RSVP to Pam Allen at 651.846.1374.
- The Neighborhood House will be hosting a session on October 28th from 9:00-4:00 about the importance of immigrants to Minnesota's economic future. The session, "Our Common Future: A Business Case for Immigration in Minnesota," costs \$85- more information can be found at <http://www.neighb.org/>.
- Leadership opportunities: the position of Chair-Elect is open on the Youth Council, Workforce Committee and CAO Chair. If you are interested in these positions, please contact Mary Jo.
- The next WIB meeting, December 4, 2:30-4:30, will take place at the Ramsey County WorkForce Center- Saint Paul.