

NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD, INC. MEETING
Thursday, December 14, 2017 – 10:00 a.m.
Lakewood’s Resort – Cable, WI
Meeting Minutes

Present

Chuck Gottschall
LeRoy Forslund
Mike BeBeau
Sue Andreo
Andy Donahue
Richard Nystrom
Kelly Klein
Bambi Pattermann
Jack Wichita
Judy Aspling
Brian Nelson
Shannon Stade
Brad Gast
Ashley Moore
PC Rasmussen, Jr.
Jim Kehoe, Jr.
Mary McPhetridge
Dale Kelm
Dawn Henk

Excused

Ruthe Batulis
Cindy Rouzer
Tom Draghi
Mic Isham
Jeff Muse
Jennifer Shearer

Others Present

Mari Kay-Nabozny
Mary Lois Bolka
Melissa Rabska
Aaron Sarbacker
Mary Ann Pebbler
Dennis Lemke
Mike Miller
Linda Hand
Joey Johnson

Call Meeting to Order

LeRoy Forslund called the meeting to order. Roll call was taken. Members present constituted a quorum. Melissa reported that the public meeting notice was published in two class A newspapers and aired on area radio stations in the WDA. Guests included Aaron Sarbacker, Mary Ann Pebbler, Dennis Lemke, Mike Miller, Linda Hand, and Joey Johnson.

Approval of the 9/21/17, Meeting Minutes

The September 21, 2017 meeting minutes were reviewed.

James Kehoe, Jr. made a motion to approve the 9/21/17, meeting minutes as presented. Seconded by Mike BeBeau. Vote taken, carried unanimously

Frame the Meeting “What NWWIB Accomplishment are you most proud of in 2017”?

Mari asked the board members to reflect on the NWWIB’s accomplishments in 2017 to help direct staff on what type of initiatives they should pursue in 2018.

WIOA Title II Presentations

Mary Ann Pebbler presented on Wisconsin Indianhead Technical College's (WITC's) WIOA Title II plans. Mary Ann explained that they reached out to partners in literacy, including LCO Community College and two adult literacy councils, and built the plan based on partner needs. Mary Ann explained that adult literacy councils will be serving rural areas. There will also be a direct focus on careers and more contextualized learning in construction, manufacturing, and healthcare to align with the workforce development board's strategic plan. Mary Ann provided an overview of some of their programming:

Special Focus Grants: This particular grant will be used for rural poverty transition to careers focused on very rural constituent needs. Technology will be used to eliminate duplication of services.

Corrections to Careers will provide two semester long embedded credentials, one in construction and either shield/metal welding or arch welding. The credentials will have a math foundations component along with embedded ABE support. These programs will also include OSHA 10 and a job readiness workshop. The Department of Corrections will provide transportation and tuition and fees. WITC will work with the workforce development board on other supports for eligible participants.

Brad Gast presented an overview of Northcentral Technical College's plans for WIOA Title II funds. Brad explained that NTC is working on strengthening its instruction through their district. In Price and Taylor Counties, they are working on establishing relationships with workforce boards, adult literacy councils, and community based organizations. Their focus in this is on career readiness to address this significant challenge that businesses are facing.

One of their focuses will be on ESL to assist the area's workforce in becoming more employable. Brad mentioned there are many Hispanic families along the Highway 13 corridor in need of assistance. Some examples of the programming they are planning include:

Project Employability for English Language Learners will provide instruction based on the level the participant is at and will include "career readiness 101", Work Keys, and employability skills will be provided to those at appropriate levels on learning. Other training that would be covered would be workforce retention skills as well as hard skills training. Some focus areas included fork lift training and culinary arts.

NTC also has developed programming to help develop the employability for incarcerated individuals. This programming would include training in welding, machine tool, and office level 1. The program would work with HUBER inmates on workforce readiness training. There would also be additional work done on the employer side to help develop employer recognized credentials for training provided within the jails. Credit for prior learning will also be more developed.

Consent Agenda (NWWIB, Inc. Sub-Committee Reports)

NWWIB & CEP Executive Committee Report

LeRoy Forslund and Mari Kay-Nabozny discussed the relevant topics from the last Executive Committee meeting. Notable items included that the committee passed a flexible work policy, which provides CEP employees flexible leave pending supervisor approval; meetings allowance changes for board members of the CEP and NWWIB Boards; and CEP will be offering fiscal services to non-profits, including basic payroll to management of community based organization's funds offered as a service for an administrative fee.

NWWIB Strategic Directions & Development Committee Report

Judy Aspling reported that the biggest topic of discussion at the last meeting was the selection of the Business of the Year award recipients.

NWWIB One Stop Operator Committee Meeting Report

Jack Wichita explained that at the last committee meeting the EEO DWD Monitoring Report was discussed at length. A three year plan is currently being developed to address these issues.

NWWIB Youth Committee Report

Mary McPhetridge stated that at the committee's last meeting in September, they discussed the Crex Meadows Youth Conservation Camp program, retail/hospitality trainings, and construction programs that are underway.

Richard Nystrom made a motion to approve the consent agenda. Seconded by Mike BeBeau. Vote taken, carried unanimously.

Administrative Reports

Job Center Customer Impact Report

Mari explained the job center visits were ran by location, quarter, and calendar year. These numbers show the low trends in the number of visits at all locations reflecting a low unemployment rate. A handout of this report was included in the packet.

On-the-Job Training Reports

Mari stated that a total of 22 On-the-Job Training (OJT) contracts have been written so far with the goal being 56 contracts by June 30, meaning that CEP is on target for two quarters. It was also noted that many of the CEP business services staff are also Affordable Care Act (ACA) Navigators so energy has been focused on ACA enrollments during the enrollment period. The focus will return to OJTs after the ACA enrollment period closes. Additionally, it was noted that OJT wages are up substantially compared to years past. A handout of the report was included in the packet.

Regional Employment Report

Mari reviewed the report, which was included in the meeting packet. It was noted that unemployment numbers like this have not been seen since 2000.

Dislocated Worker Report

Mari reported that in terms of dislocations, the region is experiencing higher numbers than in the past; however, the region is still experiencing far less than other areas. Some of the dislocations discussed included Bosch Manufacturing in Shell Lake with 19 attending a rapid response meeting, Gordy's with 18-20 stores closing throughout the state, and Book World closing nationwide and impacting Ashland and Hayward.

Meeting Allowance Update

This was discussed under the consent agenda.

NWWIB Strategic Plan Dashboard

Mari handed out the latest Strategic Plan Dashboard. Mari explained progress on several different initiatives and also gave an overview and explanation on those measures that are in yellow, or in progress. Some of these “yellow” measures include the WAGES Grant. It was noted that the project has been a difficult one because of our rural region and that we are working to come up with creative solutions for our rural region. Some of the other measures included the goal of increasing Out-of-School youth enrollments, which is currently being worked on by CEP, hosting four regional industry meetings, which is behind because of staff transitions, and hosting three unique subregional meetings with economic development, business, to reconnect everyone.

Grants & Revenue Generation Update

Mari reported that the proposed childcare center, EverGrow Learning Center, would serve 100 kids with 16 infant spots reserved for infants. The \$75K grant has been submitted. The NWWIB has also taken on fundraising efforts with \$35,000 committed from businesses to make this happen. There have been other smaller grants submitted to feed into the startup funds as well. The goal of is to open the center in September 2018. Shannon Stade expressed interest for something like this to occur in Price County. She noted there have been issues with people not being able to find providers who take subsidies. Douglas County has also expressed interest in the past.

Mari explained that the USDA Community Foods Project Grant is a “pilot” grant partnering with Northland College and others to get more fresh foods in senior meals and available to low-income individuals. Efforts would be focused on trying to increase the volume of food going into Meals on Wheels and utilizing Northland College’s new commercial kitchen space.

Mari noted that the Wisconsin Workforce Development Association (WWDA) submitted a response to a \$1.9 million RFP to serve individuals coming out of corrections. If this was received, the NWWIB would receive just over \$30,000.

Industry Events Update

Hospitality Summit

Mari and Mary Lois Bolka reported on the Hospitality Summit that was hosted at Lakewoods Resort on November 15th. For this event, hospitality representatives from all over the region were invited with 20 participants attending. The conversation focused on workforce needs and what the NWWIB can do for this industry since it is vital to keeping Northwest Wisconsin’s economy going. Through a brief survey conducted at the end of the event, the biggest barrier is they don’t have applicants applying for positions and there is a desire for this partnership to continue to share needs and share about the workforce barriers they have. The group will again be convening on March 29, 2018.

County Jail Workforce Initiative

Mary Lois provided an update on the collaboration taking place with the Ashland County jail to provide a hospitality training to some of the inmates. The training will be presented using the America Hotel and Lodging Education Institute’s (AHLEI’s) curriculum. There are tentative plans currently to hopefully begin this training in January. The training would be focused on Kitchen Cook training, a recommendation from the Hospitality Summit. Currently, Mary Lois is exploring potential commercial kitchen spaces where the training could take place. Part of the training includes ServSafe, an industry recognized credential.

Inspire

Mari and Melissa Rabska provided an update on Inspire Northward. This project is in collaboration with Visions Northwest and is part of a larger statewide initiative being undertaken by the Regional Economic Development groups to support the Wisconsin Department of Public Instruction's Academic and Career Planning. Inspire is a platform that interfaces with the career planning software being used by the K-12 school systems to assist them in facilitating Academic and Career Planning. With Inspire, students are able to be connected directly to business and industry. Currently, Visions Northwest and the NWWIB are waiting to receive word if their grant application submitted to WEDC has been approved. This 2 year grant would support the NWWIB to implement the Inspire platform in Northwest Wisconsin.

Superior Talent

Mary Lois gave an overview of the Superior Talent scheduled for March 15-17, 2018. Superior Talent is a career exploration event targeting individuals entering into healthcare occupations. Outreach has been performed to schools in Wisconsin and Minnesota to graduate level students. Mary Lois explained that there is the ability to replicate this in other areas and industries. Currently, sponsors of the event include NorthLakes Community Clinic, Northern Lights Services, Inc., and Memorial Medical Center. The event will include facility tours. Currently, numbers are on track for meeting the goal of students to attend, 11 have signed up to date with 15 being the goal number. Many are bringing their significant others, who the NWWIB will be connecting them with employment opportunities within the region.

Construction Foundations Update

Mary Lois stated the Construction Foundations course is has been running for three weeks with 8 students. This group is a younger cohort than the previous session. The training is running November through February. Students who complete it will earn a technical certification in construction. The training also includes OSHA and CPR training as well. The same course will be offered in Ladysmith in March 2018.

Action Item: Review & Approve PY16 Final Budget vs Spent Report

Maryann Ledin presented an overview of the financials included in the meeting packet. Through budget changes that were made, there was more funding available to be able to serve more participants.

Mike Bebeau made a motion to approve the budget as presented. Seconded by Jack Wichita. Vote taken, carried unanimously.

Action Item: Review & Approve PY17 Final Budgets

Maryann Ledin provided an overview of the financials included in the meeting packet. She explained that she is waiting to see about how much of a cut the CHIP/ACA grant is going to take. Because of this, there are more costs and more staff working in WIOA. She provided the example of Sue Stephens, who is now putting more time into WIOA and to help bring up Out-of-School Youth (OSY) numbers. Mary reviewed all of the individual budgets included in the meeting packet. She provide an overview of the PY 17 WIOA allocations that had been received and the other grants are broken down including revenues. Carryover is at a rate of 14%.

Richard Nystrom made a motion to approve the budget as presented. Seconded by Judy Aspling. Vote taken, carried unanimously.

WIOA DWD Program, Fiscal, EEO Monitoring Results

Mari explained the results from DWD’s Program, Fiscal, and EEO monitoring. She noted that DWD monitors us every year and that NWWIB is responsible for all partners. There were 7 positive practices recognized in the monitoring report. The electronic sign up in the job centers was listed as a good practice. There were some areas of concern as well. Some of them included: the fiscal issue of meeting allowances, accessibility issues, and needing to have a brail vendor. Overall the monitoring report of very good. There was five staff this year instead of one with Department of Labor coming to review Wisconsin this year. Mari stressed that the monitoring report gives the board the opportunity to improve. She also stated that compared to boards, the NWWIB had the second lowest numbers in terms of issues. She also reported that a monitoring response is currently being worked on.

Aaron Sarbacker added that the monitoring that was conducted was a thorough deep dive and it was impressive that the board and provider only had two program related findings. The review he conducted in the NWWIB’s region went far better than the others that he’s reviewed and it provided excellent services and practices.

NWWIB, Inc. Business of the Year Award

LeRoy and Mari presented the Business of the Year awards this year’s recipients. BW Papersystems received the Business of the Year: Large Business Award with Dennis Lemke accepting the award. Owner, Mike Miller, from Cutting Edge Metals, Inc. of Superior, WI, accepted the Business of the Year: Small Business Award. The Senior Resource Center received the Community Impact Award with the award being accepted by Linda Hand and Joey Johnson.

NWWIB Public Relations Update – Melissa Burris

Melissa gave an overview of the Public Relations handout included in the meeting packet. Some of the notable items included the Business Services Team webinars and the Tech Ed Inservice Day, which took place in October. Melissa also highlighted that the NWWIB had been receiving a lot of publicity from the EverGrow Learning Center project with Ashland Area Development Corporation.

Action Item: Bylaws Change

Mari explained that changes were made to Section 5.7 Compensation of the NWWIB Bylaws based off of the Wisconsin Department of Workforce Development’s monitoring report.

Mary McPhetridge made a motion to approve the changes as presented made to Section 5.7 Compensation of the NWWIB Bylaws. Seconded by James Kehoe, Jr. Vote taken, carried unanimously.
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Other Business

Mari explained she had received a request from APEX. Apex currently has an RFP out and are looking to raise \$150,000 to do a workforce study regarding economic development tool for retention and attraction activities, investment, career pathway programs. The project is going forward with or without the support from the NWWIB. APEX is requesting \$5,000 from the board. Discussion was had regarding the request. It was stated that the study does not encompass the entire 10 county region. Additionally, it was expressed that there is some value in exploring the impact of the Duluth labor shed on the NWWIB’s region. Mari explained that there is some money available from the Business Conference fund to support this study in some capacity.

James Kehoe made a motion to pledge \$500 to the APEX request. Seconded by Judy Aspling. Vote taken, carried unanimously.

Next Meeting Date & Location

The next meeting of the NWWIB, Inc. will take place on Thursday, March 22, 2018, at 10:00 a.m. or at the call of the Chair. A location has yet to be determined.

Adjournment & Lunch

A motion was made by Richard Nystrom to adjourn at 12:10 p.m. Seconded by Jack Wichita. Vote taken, carried unanimously.