

**NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD, INC. MEETING**

**Thursday, March 22, 2018 – 10:00 a.m.**

**Northland College – Ashland, WI**

**Meeting Minutes**

**Present**

Chuck Gottschall  
LeRoy Forslund  
Jeff Muse  
Sue Andreo  
Andy Donahue  
Kelly Klein  
Bambi Pattermann  
Jack Wichita  
Judy Aspling  
Mic Isham  
Shannon Stade  
PC Rasmussen, Jr.  
Dale Kelm  
Dawn Henk  
Jennifer Shearer

**Excused**

Ruthe Batulis  
Brad Gast  
Ashley Moore  
Mike BeBeau  
Richard Nystrom  
Jim Kehoe, Jr.  
Brian Nelson  
Cindy Rouzer  
Tom Draghi  
Mary McPhetridge

**Others Present**

Mari Kay-Nabozny  
Jenny Decker  
Melissa Rabska  
Nathan Gordon  
Jim Pete

**Call Meeting to Order**

LeRoy Forslund called the meeting to order. Roll call was taken. Members present constituted a quorum. Jenny reported that the public meeting notice was published in two class A newspapers and aired on area radio stations in the WDA. Jim Pete and Nathan Gordon from the Red Cliff Tribal Council were introduced.

**Approval of the 12/14/17, Meeting Minutes**

The December 14, 2017 meeting minutes were reviewed.

Jack Wichita made a motion to approve the 12/14/17, meeting minutes as presented. Seconded by Kelly Klein. Vote taken, carried unanimously.

**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. Mari noted the Committee met on 2/12 and most items will be talked about later on the agenda. She noted that CEP instituted their flexible schedule and it's going well. She discussed the dislocated worker report and the updated dislocations. Mari encouraged members to let her know of any dislocations they may hear of in their area.

### **NWWIB Strategic Directions & Development (SDD) Committee Report**

Judy Aspling, SDD Chairperson reported that the Committee met on 3/20. Judy reported that the WIB staff have made progress on the strategic plan dashboard and this is a living document that can be changed. Judy discussed real concerns about federal budgets and solutions on how to deal with potential cuts. Mari discussed the federal Omnibus bill. If passed, WIOA increases by \$80 million and she broke down the allocations.

### **NWWIB One Stop Operator Committee (OSO) Meeting Report**

Jack Wichita, OSO Committee Chairman explained the OSO MOU reconciliation among the Job Center partners. He said that most information is in place and we'll see what DWD says about it. They've been reviewing the EO accessibility report on the physical locations that need to be fixed to meet ADA requirements. The Committee will work on the budget issues to fix the items in the EO report. He discussed the Job Center report that tracks how many people use area job centers, noting there were over 11,000 visits in 2017. Jack noted that WITC is looking at removing some assessment barriers that are preventing people from getting into certain programs. Jack discussed a number of initiatives that CEP is working on programmatically and partnership opportunities with ICAA in assisting with domestic abuse shelters in their area to provide job training, housing and childcare. Jack noted that Mari reported there is a \$22 million Department of Labor grant for state workforce agencies and Tribal agencies to fight the opioid epidemic.

### **NWWIB Youth Committee Report**

Mari Kay-Nabozny reported that the CEP Youth Services Manager/Crex Director is getting the Crex Youth Camp ready for this summer. There are four, two week sessions where youth are paid to do work at the camp and gain high school credit for science. Jeff Muse, CEP Executive Director discussed the status of the Crex Camp Kitchen project.

**Mic Isham made a motion to approve the consent agenda. Seconded by Dawn Henk. Vote taken, carried unanimously.**

### **Administrative Reports**

#### **Job Center Customer Impact Report**

Mari explained the Job Center report for January and February of 2018. She reported that there were over 2,000 visits across the region with an increase in Park Falls due to lay-offs at the Flambeau River Papers. Shannon Stade commended the Park Falls staff for assisting those workers and helping them find employment with Phillips Ward United. Mari reported that there's a new question on the Job Center sign in about what the customer's language preference is; either English or Spanish, due to the EO monitoring requirement.

#### **On-the-Job Training Reports**

Mari stated that a total of 36 CEP On-the-Job Training (OJT) contracts have been written so far, since July 1 until March. She discussed the reverse referral process. It was noted that the average wage has decreased due to the more hard to serve being placed. It was noted that Tribes are eligible, however, it was pointed out that if a Tribe has a single EIN then anyone working for the Tribe is already considered employed. But if they have separate EINs, then it would work for an OJT placement.

### **CEP Quarterly Youth Update**

Mari reported that the only funds the WIB is required to procure for are the WIOA Out of School (OSY) dollars. She discussed the Youth Quarterly report and discussed ways to serve more OSY as they are a harder to serve population.

### **Regional Employment Report**

Mari explained the February Regional Employment report, which was included in the meeting packet and the March report which was distributed. She noted that this is for informational purposes and it's not seasonally adjusted. She noted we're down from last year due to seasonal worker numbers decreasing. Discussion took place about including Tribal unemployment figures. It was noted that DWD is unable to track those numbers.

### **Dislocated Worker Report**

Mari discussed the Dislocated Worker report included in the packet and explained some of the recent closures and the status of them.

### **NWWIB Strategic Plan Dashboard**

Mari discussed the NWWIB Strategic Plan Dashboard that was included in the meeting packet. She reported that we're making progress in 2018 and she explained what the WIB is working on. Mari discussed projects that can be replicated in other areas.

### **Grants & Revenue Generation Update**

Mari reported that the NWWIB received a \$44,000 grant to provide a machine tool program to inmates in the jails.

Mari discussed that the EverGrow Learning Childcare project, noting it is requiring a lot of grants to get this going. This is a 100 space childcare program. There are 65 people on the waiting list in Washburn for childcare. She said they put out another survey which showed 83 children needing childcare. A suggestion was made to have the NWWIB write a support letter for this project.

**Mic Isham made a motion to propose that the NWWIB Board write a support letter for the EverGrow Learning Childcare project. Seconded by Shannon Stade. Vote taken, carried unanimously.**

### **USDA Community Foods Project Grant**

The USDA Community Foods Project grant focuses on produce that can be purchased by TANF and provided to communities. This would allow smaller farmers to scale so they know they can sell through this initiative.

### **Industry Events Update**

#### **Hospitality Summit**

Mari noted that the second Hospitality Summit will take place on March 29<sup>th</sup>.

### **County Jail Culinary Initiative**

Mari reported that in meetings with hospitality employers, they indicated there's a need for training individuals to work in restaurant kitchens cooking. NWWIB staff have located an instructor who will provide the training for free.

### **Inspire Rollout**

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 (ACP) funded by WEDC. Inspire is an online platform that integrates 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. The grant is for two years and would support the NWWIB to implement the Inspire platform in northwest Wisconsin. She discussed a handout in the packet that provided the grant metric. Melissa will be the project administrator. She noted that career coaches are being recruited for internships and job shadowing. She also noted there will be training on the Career Cruising assessment.

### **Superior Talent**

Mari reported that the Superior Talent event took place on March 15-17, 2018, where 11 people participated. Superior Talent is a career exploration event targeting individuals entering healthcare occupations. Outreach has been performed to schools in Wisconsin and Minnesota to graduate level students. Mari 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 and Memorial Medical Center. The event will include facility tours. Mari noted there will be follow up with the students who attended and the employers who participated. Mari noted that Mary Lois Bolka gave presentations to colleges to promote this initiative and to recruit interested individuals. Shannon noted she would commit support for this project.

### **Construction Foundations Update**

Mari reported that the Construction Foundations course is currently running in Ladysmith. There were seven participants in the Ashland cohort that took place in November. This group is a younger cohort than the previous session. Students who complete it will earn a technical certification in construction. The training also includes OSHA and CPR training as well. The students build two sheds that are donated to non-profits. The course can hold up to 15 students. Mari noted that CEP does all the WIOA enrollments. Some are CEP clients, DVR and incumbent workers.

### **Scaling Initiatives**

Mari noted that this agenda item is an opportunity to hear from Board members on ideas for their communities where the NWWIB can assist or partner with other agencies. Jack noted that the childcare model would be replicated in other communities because there is a great need. Andy noted that UWS is also looking further into this. Another suggestion was creating career pathways for educating employees. Jim Pete suggested having a presence at different events such as career fairs, meetings or any community event to promote programs and ideas. Another suggestion was doing a Superior Talent type event for older workers since there are many who want to work longer, need the money or want something to do.

### **NWWIB Public Relations Update – Melissa Burris**

Melissa gave an overview of the Public Relations handout included in the meeting packet. Melissa noted that Mari already covered most of the items in this report. Melissa thanked Mari and Mary Lois for promoting the NWWIB and the projects they're doing. Melissa highlighted an article in the Wausau Daily Herald on the work our area is doing to attract talent. Melissa noted that the NWWIB and CEP were highlighted in the Positively Superior publication. Melissa noted the Superior Talent initiative has gained national recognition, along with the Construction Foundations program. She highlighted the RISE

breakfast series that is a collaborative event with the NWWIB, Northwerd and Visions Northwest, focusing on developing attractive communities in northwest Wisconsin. She said the events cost \$12 which includes a breakfast. The dates for the sessions were noted in the PR report. Melissa can assist if anyone has issues with online registration. She noted they're working on expanding the NWWIB's brand.

**Comments & Announcements**

None

**Next Meeting Date & Location**

The next meeting of the NWWIB, Inc. will take place on Thursday, June 28, 2018, at 10:00 a.m. at the call of the Chair.

**Adjournment & Lunch**

A motion was made by Mic Isham to adjourn at 12:00 p.m. Seconded by Chuck Gottschall. Vote taken, carried unanimously.