



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

**Thursday, June 28, 2018 – 10:00 a.m.**  
**Flat Creek Inn & Suites – Hayward, WI**  
**Meeting Minutes**

**Present**

Chuck Gottschall  
LeRoy Forslund  
Jeff Muse  
Mary Sills  
Mike BeBeau  
Richard Nystrom  
Kelly Klein  
Jim Kehoe, Jr.  
Bambi Pattermann  
Brad Gast  
Cindy Rouzer  
Judy Aspling  
Mic Isham  
Shannon Stade  
PC Rasmussen, Jr.  
Dale Kelm  
Dawn Henk  
Jennifer Shearer  
Ruthe Batulis  
Ashley Moore

**Excused**

Jack Wichita  
Andy Donahue  
Mary McPhetridge  
Brian Nelson  
Tom Draghi

**Others Present**

Mari Kay-Nabozny  
Jenny Decker  
Melissa Rabska  
Mary Lois Bolka  
Jeffrey Fahl

**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. Mary (MJ) Sills was introduced as the new WIB member representing unemployment insurance. She replaced Sue Andreo who retired. Jeffrey Fahl was introduced by Shannon Stade. He's running for state assembly for the 74<sup>th</sup> district. He was the former Mayor of Phillips for six years. Thomas Michels and Aaron Saarbacker of DWD were introduced and everyone introduced themselves.

**Approval of the 3/22/18, Meeting Minutes**

The March 22, 2018, meeting minutes were reviewed.

James Kehoe, Jr. made a motion to approve the 3/22/18, meeting minutes as presented.  
Seconded by Richard Nystrom. 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 6/11 and most items will be talked about later on the agenda. LeRoy explained that this Executive Committee meeting was the annual organizational review of agency and Board related documents that were reviewed for any changes and approved. Three ITAs were approved for WITC. Mari also reported on the CEP staff alternative flex work schedule. Mari has the comments from staff and indicated that overall it has been going well.

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

Judy Aspling, SDD Chairperson reported that the Committee met on 5/15. Judy noted that the Job Centers are tracking participants by age, particularly to assist with engaging older workers in the workforce. She discussed the customer satisfaction surveys. Judy talked about the WIB's Workforce Waves podcasts which have been successful. Judy mentioned the America's Job honor award that participates in Wisconsin, Minnesota, Illinois and Iowa that recognizes individuals with work barriers and honor those who have overcome them. She nominated one of her employees in Duluth and she won that honor. She suggested we should consider sending nominees for this award from our area.

**NWWIB One Stop Operator Committee (OSO) Meeting Report information.**

Chuck Gottschall, OSO Committee Vice Chairman explained that OSO met on 5/15. There was discussion on the customer satisfaction survey and the Job Center OSO procurement. The Committee talked about the development of a three-year plan for changes to the Job Center locations in regards to EO requirements. It was noted until allocations were received and it was confirmed that sites would remain for the coming year, the group was hesitant to move too far forward with landlord discussions. There are changes to the OSO procurement, which includes a minimum of a \$3,500 required budget.

**NWWIB Youth Committee Report**

Mari Kay-Nabozny reported that the Youth Committee met on 5/22 and 6/14. She said the main topic was the renewal of the sub award for the Out of School (OSY) contract to CEP, which will be addressed later on in the agenda.

**Joint Conference Committee Report**

LeRoy noted that the WIB/CEP Joint Conference Committee met to review the performance of the CEP Executive Director and WIB CEO. He noted that the Joint Conference Committee also resolves any other conflicts. The Committee met with Mari Kay-Nabozny and Jeff Muse individually to talk about their accomplishments and future goals. The consensus of the Committee was that both employees are doing an exceptional job. There was no pay increase due to the budget uncertainties.

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

**Administrative Reports**

**Job Center Customer Impact Report**

Mari explained the Job Center report for May that was included in the packet. She noted that they're calculating the age groups coming in. At the last Executive Committee meeting, they requested prior years and months to review the trends and increase and decreases in visits. Mari distributed a handout that provided data from previous years. Overall, the unemployment rates are at the lowest they've been since 1999.

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

Mari stated that a total of 37 CEP On-the-Job Training (OJT) contracts have been written so far, from July 1<sup>st</sup> through June of 2018. The overall PY17 goal was 60. The report provides a break down by county and wage. The balance between direct and reverse referrals is in line with the PY17 Strategic Plan goal.

### **Regional Employment Report**

Mari explained the DWD Regional Employment report for the month of June, which was included in the meeting packet. She noted that this is for informational purposes and it is not seasonally adjusted. Thomas Michels noted that the main numbers just came in from every county since last May. He indicated that counties have more employed than last year. Discussion took place on the difficulties in hiring immigrants on the H1B program now. The process is taking longer than usual and there is an intense amount of scrutiny on everything that is being sent in.

### **NWWIB Strategic Plan Dashboard**

Mari discussed the NWWIB Strategic Plan Dashboard that was included in the meeting packet. She noted that we provide this each quarter to show the WIB's progress on strategic initiatives. Mari reported that we will meet all performance measures under WIOA based on projections. She noted the WIB webinars and podcasts have been very successful. There will be a special webinar this month on the number of state workforce programs and their cost. Mari encouraged members to watch this. She also noted that the Tax Payer Alliance has merged with this initiative.

Mari noted that Mary Lois Bolka, WIB Sector and Strategy Coordinator finished her Culinary Academy in the Bayfield County Jail which was very successful. Hospitality employers are more apt to employ the recently incarcerated in kitchen jobs. Also discussed are trainings that prisons provide that are hard to discern on resumes.

On July 9<sup>th</sup> the WIB is partnering with WITC on a machine tool training through a \$40,000 grant that will serve 12 individuals.

The WIB was contacted by the Wisconsin Health Literacy group to do outreach on the opioid crisis and how to deal with the various crisis related to this issue.

NTC is getting a mobile job unit and will be available for the WIBs to use for dislocations and for trainings.

Mari discussed the AARP 50+ plus program to help train older workers with resumes and computer trainings. An MOU with Douglas County UW Extension has been signed for this initiative. Mari explained how they'll roll it out county by county and how to do outreach. This is at no cost to us.

LeRoy suggested that Mary Lois contact the corrections facilities on a consulting basis without it costing money. Mari noted that CEP is operating a WELD Now course with WITC that is serving Out of School Youth (OSY) in Douglas County. Chuck noted that Job Service provided a work readiness workshop to assist with WELD Now.

Discussion took place on the shortage of truck drivers to help with the recent road washouts in northwest Wisconsin. Discussion also took place about the difference between over the road trucking and local driving.

## **Initiatives & Projects Review**

### **Talent Attraction Discussion**

Mari noted that talent attraction and retention is something communities are responding too, especially in rural areas. Mary Lois discussed the report in the packet.

### **Young Professionals Week**

Mari discussed the YP week event where young professionals from out of the area attend events to get acclimated to this area. They developed a new leadership team to have more community investment. There were five events hosted and the attendance was good. Coming out of that, the leadership team is discussing the continuation of events. She discussed some of the events such as financial planning and recreational events such as kayaking. Jim Kehoe does have a contact with the Rotary group and Ruthe suggested getting in contact with the Spooner Chamber. Mary Lois noted that we had interviews from NPR and other press on our progress with the talent initiative.

### **RiSe Events**

Mary Lois discussed the three RiSe events. Mary Lois explained the term “place making” which is about how your community has gathering places to provide a sense of community. Rice Lake, Barron, Cumberland have implemented place making in their areas.

### **Superior Talent**

Mary Lois reported on the Superior Talent handout in the packet and the quotes from the students who were impressed with the event. She said they will hold a couple more events and do employee recruitment for employers. It was noted that we have more jobs than people and that’s why the WIB is getting involved. A suggestion was made to promote this in other areas outside our region in another state.

## **Industry Strategies Discussion**

### **Construction Foundations**

Mary Lois referred to the handout in the packet and noted a successful story from the fall construction class of a young man who enrolled with IW 512 for an apprenticeship.

### **Fall Regional Event**

Mary Lois noted that she and Judy were at a series in northeast Minnesota on job retention in companies. Mary Lois discussed holding a larger regional event in our area with employers on this topic. They retained a speaker and got her secured at a lower cost. This event would be held the same day as the WIB meeting in September. Judy noted that the speaker owns an innovative business and had some out of the box ideas. Mari asked if any members on the board can find a sponsor. This will be in Ashland and Hayward, where we have space.

## **Grants & Revenue Generation Update**

Mari reported that the WIB might pursue a DWD grant with WITC to provide training to high school students in hospitality. It was noted that the WIB is working with NTC on a MySkills grant and they will provide a two day camp with a business tour and experience some hands on training in Phillips for students.

Mari noted that a \$1 million dollar grant was submitted for the Evergrow Childcare Center. Mari reported that there’s an additional half million dollars in grants out there they’re waiting to hear on.

**Action Item: Review/Approve One Stop Operator (OSO) Contract & Procurement**

The state of Wisconsin asked us to re-procure for the OSO contract because there was no money attached and the DOL required us to attach a minimum of \$3,500. WITC, DVR and Job Service responded to the RFP. We need DWD to sign it, in order to move forward with that contract.

**Richard Nystrom made a motion to approve the OSO Contract and Procurement as presented. Seconded by Mic Isham. Vote taken, carried unanimously.**

**Action Item: Review/Approve PY17 Internal Monitoring Report & Budget**

Melissa Rabska conducted and explained the CEP and WIB monitoring report included in the packet.

**Judy Aspling a motion to approve the PY17 Internal Monitoring Report and budget. Seconded by Ruthe Batulis. Vote taken, carried unanimously.**

**Action Item: Review/Approve PY18 Preliminary Budget**

Maryann Ledin, WIB/CEP Finance Director reported that we just received the WIOA budget allocations last night. She distributed the budget and explained page one and how they anticipated a decrease, but received an increase of 2.3%. The change in staffing is due to a retirement and someone else that resigned. There was a \$105,000 decrease. The WIOA specific budget will change, but should be fairly similar by fall. Based on projections, we will decrease by \$12,000. Page three is a breakout of WIOA and indirect costs. Mary noted the grants page always changes due to not knowing if we'll receive grants, etc. There will be a loss in the indirect cost pool due to not having grants to offset that deficit. The Board budgets were discussed and are getting leaner. There was in small increase in Adults and Youth programs. A comparison was made on PY17 and PY18 figures and she noted that our area was one of only three boards that did not take a decrease. Other revenues were discussed on what is guaranteed and what is to be determined. Mary noted that the CEP and WIB have submitted many grants, but haven't received enough to boast other revenues. Mary discussed the carryover page and there's only a 15% carryover but no adult and DW carryover which is a disappointment for sustainability. The current budget and infrastructure is not sustainable over time. Changes must be made. Mary discussed a summary of staffing, operations and direct services. Everything looks ok here. The next page is the pie graph that shows all the data that feeds into this graph. There will be a final budget presented in the fall for approval.

**Mic Isham made a motion to approve the PY18 preliminary budget. Seconded by PC Rasmussen. Vote taken, carried unanimously.**

**Action Item: Approve WIOA PY18 OSY RFP Report & PY18 Plan**

Mari reported on the OSY handout that CEP proposed which was included in the WIB packet. CEP will anticipate 30 new OSY clients and will have 125 carryovers. The WIB Youth Committee did have some feedback for them and CEP will respond to the comments. It was noted that CEP will meet their numbers.

**Mic Isham made a motion to approve the WIOA PY18 OSY RFP Report and PY18 plan. Seconded by Richard Nystrom. Vote taken, carried unanimously.**

**Action Item: Review/Approve EEO Service Delivery and EPL Policies**

Mari explained the new policies included in the packet that described such items as dealing with language barriers, accessibility based on the monitoring request.

**Judy Aspling made a motion approve the EEO policies as presented. Seconded by Jim Kehoe, Jr. Vote taken, carried unanimously.**

**Action Item: Review/Approve Field Level Operating Procedures Manual Policy Changes**

A handout was distributed on some policy changes to CEP’s Field Level Operating Procedures Manual which were explained.

**Jim Kehoe Jr made a motion to approve the Field Level Operating Procedures policy changes as presented. Seconded by Ruthe Batulis. Vote taken, carried unanimously.**

**PY18 WIOA Performance Measures**

Mari noted that the state proposes the performance measure criteria for WIOA and we accepted them. The current measures they proposed are for PY18 and PY19.

**State & Federal Updates**

Mari reported that WWDA held their first meeting on the Talent Development Councils in regards to industry with recognized groups.

Mari reported that DWD has a contract to do a self-sufficiency calculator to determine if a person is eligible for services or not. Our area sent a letter to DWD and area legislators to increase the poverty threshold but we weren’t successful. DWD added a multiplier to the formula. Mari distributed their letter with their explanation. If a client doesn’t make that poverty threshold, we cannot help them.

**NWWIB Public Relations Update – Melissa Burris**

Melissa Rabska, WIB Operations and Communications Manager gave an overview of the WIB Public Relations handout included in the meeting packet. Melissa explained the various projects the WIB staff are working on.

**Inspire Rollout**

Melissa explained that 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 WIB to implement the Inspire platform in northwest Wisconsin. She discussed a handout in the packet that provided the grant metrics. 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 piece.

**Review/Sign WIB Board Conflict of Interest/Code of Standards Form**

Mari explained that every year, Board members are required to sign these forms that the state will review during their monitoring this summer.

**Comments & Announcements**

Mari commended the Board on ideas and suggestions generated by them. Mari thanked the WIB staff for all their all hard work.

**Next Meeting Date & Location**

The next meeting of the NWWIB, Inc. will take place on Thursday, September 27, 2018, at 10:00 a.m. or at the call of the Chair in Ashland.

**Adjournment & Lunch**

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