

NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD, INC. MEETING
Thursday, December 13, 2018 – 10:00 a.m.
Lakewood's Resort – Cable, WI
Meeting Minutes

Present

Mic Isham
LeRoy Forslund
PC Rasmussen, Jr.
Dawn Henk
Mike BeBeau
Richard Nystrom
Kelly Klein
Jim Kehoe, Jr.
Bambi Pattermann
Brian Nelson
Andy Donahue
Mary McPhetridge
Judy Aspling
Dale Kelm
Brad Gast
Cindy Rouzer
Mary Sills
Ashley Moore, via phone conference
Jeff Muse

Excused

Tom Draghi
Shannon Stade
Jack Wichita
Jennifer Shearer
Chuck Gottschall

Others Present

Mari Kay-Nabozny
Jenny Decker
Melissa Rabska
Mary Lois Bolka
Thomas Michels

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.

Approval of the 9/27/18, Meeting Minutes

The September 27, 2018, meeting minutes were reviewed.

James Kehoe, Jr. made a motion to approve the 9/27/18, 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 10/12 and most items will be discussed later on the agenda. She reported that bids will be open for the Evergrow Childcare Center around January. They're hoping to open the doors around September 2019.

NWWIB Strategic Directions & Development (SDD) Committee Report

Judy Aspling, SDD Chairperson reported that the Committee met on 10/17. Judy noted that the National Retail Federation trainings have been a success. Superior Talent is preparing an event in March. Judy said the workforce podcasts have been great.

NWWIB Youth Committee Report

Mary McPhetridge reported that the Youth Committee met on October 23rd. She was not at the meeting but went over some of the highlights from the draft meeting report including the CEP plan for OSY.

NWWIB/CEP Joint Conference Committee Report

LeRoy reported that the WIB/CEP Joint Conference Committee will meet on Monday, January 14th to discuss the performance evaluations of the WIB CEO and the CEP Executive Director.

<p>Mike BeBeau made a motion to approve the consent agenda. Seconded by Kelly Klein. Vote taken, carried unanimously.</p>
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Administrative Reports

Job Center Customer Impact Report

Mari explained the Job Center report that was included in the packet for the month of November. She noted there were 701 visits for that month. Targeted marketing has taken place to focus on serving older workers and other populations.

On-the-Job Training Reports

Mari stated that a total of three CEP On-the-Job Training (OJT) contracts have been written since July 1st to date and two more are in progress. The Strategic Directions and Development Committee have been discussing the OJT emphasis and are placing great importance on making it a comprehensive service component. Discussion took place on increasing the wage, which it was noted, CEP is working on. Direct and reverse referrals were explained and discussed. There was discussion on the 50% reimbursement not adding up.

Regional Employment Report

Thomas Michels, DWD Labor Analyst explained the DWD Regional Employment report for the month of December, which was included in the meeting packet. He indicated that the data shows there are more jobs than there are trained people to fill these jobs. Discussion took place regarding the affects tariffs are having on the economy and affecting many sectors, along with increasing prices that are costing some companies more money.

NWWIB Strategic Plan Dashboard

Mari discussed the NWWIB Strategic Plan Dashboard that was included in the meeting packet. Mari discussed the metrics and the goals. She noted that they will be looking at goals for 2019 at the next WIB Strategic Directions and Development Committee meeting.

Initiatives & Projects Review

Talent Attraction Discussion:

Price County Superior Talent

Discussion took place on talent attraction. It was discussed that we need to recruit the talent, but retaining them is more important. Mary Lois Bolka, WIB Sector and Strategy Coordinator said the Price

County Superior Talent event will take place in March. She has been meeting with employers about positions they're recruiting for. Mary Lois does follow up with those they work with who move to the area or why they don't move to the area. This helps spread the word about the region. Next year, she said they may focus on manufacturing in Ashland.

Minnesota Transportation Update

Mary Lois reported that the WIB and in northeast Minnesota reached out to Mari on how transportation relates to workforce. This came from a brainstorming idea out of Montana regarding a ride sharing program where the companies pay for the van or ride share in more rural areas. There will be more to come on this as discussions continue.

Industry Strategies Discussion:

Construction Foundations

Mary Lois reported that the Construction Foundations course kicked off in Ashland with 12 participants after Thanksgiving. This course teaches students how to frame buildings. She noted the students are receiving tutoring as needed.

Careers Camp Project

Included in the packet was a handout explaining the Careers Camp Project and the funding for this initiative to do outreach with youth on occupational opportunities for students from 6th to 7th grade. These are four day camps. They learn all about careers that would appeal to students. The Tech Colleges really stepped up to leverage what they could to keep costs down. A grant was written for this project.

Dislocated Worker (DW) Retail Grant

Mari reported that DWD wrote a grant through DOL for dislocated retail workers. Solicitations for grant applications are out and Mari noted we will not go after that money as we don't have many people in our area affected by losing a retail job.

Fast Forward Hospitality Update

Mari noted this is being done with the West Central WIB group and was previously discussed.

Mobile Job Center – NTC Manufacturing Summit

NTC is getting a Mobile Job Center lab and the American Job Center (AJC) logo is on the side along with the NWWIB and NCWWDB. It will be rolling on December 21st. This is a 53 foot trailer that can fit up to 20 people. NTC partnered with DWD to make this happen. There are high school visits scheduled in January where they can use the bus to educate students on occupations out there.

PY17 Final Performance

Included in the packet was the PY17 performance report. It was reported that a couple performance measures were not met. The Dislocated Worker and Youth Credential attainment rates failed. Mari spoke to Aaron Sarbacker, DWD Program Liaison about this. He said when you're serving so few because you don't have the sheer scale of people, something goes awry. Bringing up numbers would help. Mari is worried about failing the youth performance in quarter one and recommended we keep a close eye on this. We could renegotiate the measures next year and set the bar lower. There are no sanctions in year one, but next year could be different. If we don't meet the credentials, the state would provide technical assistance.

Monitoring Report

Mari reported that the response to the monitoring report is due to DWD on Wednesday. The ADA compliance will be the biggest issue. The governance issue was addressed as well.

Action Item: Review/Approve Changes to the WIB Bylaws

Included in the packet was an amendment to the WIB bylaws which includes procedure for voting on issues electronically.

Mary McPhetridge made a motion to approve the changes to the WIB Bylaws as presented. Seconded by Judy Aspling. Vote taken, carried unanimously.

PY18 NWWIB Focus Discussion

Mari reported she met with Governor Evers transition teams. There is no indication how DWD is going to shake out yet.

State & Federal Updates

The budget for next year is good at the state level. Mari explained changes to the W2/TANF programs in the state. Mari is noted she is no longer the chair of the WWDA Executive Committee.

NWWIB Annual Report & Public Relations update

Mari discussed the WIB annual report which highlights the successes in the past year. Melissa discussed podcasts downloads, which includes 2,400 downloads. Melissa explained some of the other NWWIB accomplishments this past year. Mary Lois encouraged Board members to send ideas to them for podcasts.

Business of the Year Award

Mari reported that the WIB awarded two regional businesses the WIB Business of the Year Award. The first was to Countryside Fabrication in Grantsburg. They were unable to attend today's meeting. The synopsis was included in the packet. The other award went to IKS Industries located in Park Falls. Don Balczewski, owner of IKS explained how his business first started in his garage and how he grew it.

Comments & Announcements

Judy announced that Curves received an eight page spread in Positively Superior.

Mari noted that the WIB will have a vacancy in the construction industry or in the finance sector. We would prefer someone from Washburn or Burnett County.

Mary Lois announced the YP week coming up in April. She sits on the Business on Stage group that showcases businesses in the area for Ashland and Bayfield counties. They're doing a small business pitch event and they're looking for sponsors.

Next Meeting Date & Location

The next meeting of the NWWIB, Inc. will take place on Thursday, March 28, 2019, at 10:00 a.m. or at the call of the Chair.

Adjournment & Lunch

A motion was made by Jim Kehoe, Jr. to adjourn at 12:00 p.m. Seconded by PC Rasmussen. Vote taken, carried unanimously.

