

**NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD, INC. MEETING**  
**Thursday, March 28, 2019 – 10:00 a.m.**  
**Lakewood’s Resort – Cable, WI**  
**Meeting Minutes**

**Present**

Mic Isham  
LeRoy Forslund  
Jeff Muse  
Ashley Moore  
Shannon Stade  
Bambi Pattermann  
Dale Kelm  
Mary Sills  
Tom Draghi  
Cindy Rouzer  
Kelly Klein  
Andy Donahue, via phone conference

**Excused**

Judy Aspling  
Dawn Henk  
Mike BeBeau  
PC Rasmussen, Jr.  
Chuck Gottschall  
Jack Wichita  
Richard Nystrom  
Jim Kehoe, Jr.  
Brian Nelson  
Brad Gast  
Jennifer Shearer  
Mary McPhetridge

**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 12/13/18, Meeting Minutes**

The December 13, 2018, meeting minutes were reviewed.

Jeff Muse made a motion to approve the 12/13/18, meeting minutes as presented. Seconded by Mic Isham. 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 March 11<sup>th</sup> and most items will be discussed later on the agenda. Mari reported the CEP Human Resources Manager Cory Kempf left CEP to take another position. Mari will discuss the EEO work he did later on in the agenda. The County Municipality articles included in the packet will be talked about later as well.

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

Mari reported that the Committee met on February 19<sup>th</sup> and noted that report will be addressed later on in the agenda.

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

Mari reported that the OSO Committee met on February 19<sup>th</sup>. The main issue the Committee is addressing is measuring Job Center continuous improvement methodology. She noted that we retrieve most survey responses via email from clients. The Job Centers do have a paper copy available for those who would rather fill it out that way. Discussion took place regarding the EEO issues.

### **NWWIB Youth Committee Report**

Mari reported that the Youth Committee met on January 22<sup>nd</sup>. The Committee talked about the OSY procurement. The procurement is valid for three years and reviewed annually. Currently, CEP has the contract. The OSY credential was not met in their performance. Mari noted we could renew or start the procurement over again, but the committee voted to keep it for one more year with a corrective plan of action from CEP.

### **NWWIB/CEP Joint Conference Committee Report**

LeRoy reported that the WIB/CEP Joint Conference Committee met on January 14<sup>th</sup> to discuss the performance evaluations of the WIB CEO and the CEP Executive Director. This is a standing Committee of six people, three from the WIB and three from the CEP Board. Their purpose is resolution solving, along with conducting the evaluations for Mari and Jeff Muse.

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

### **Administrative Reports**

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

Mari explained the Job Center report that was included in the packet for the month of February. The number of people coming in has decreased some. This report is very useful in terms of where are resources and time is going. Jeff met with the DWD Deputy Secretary in Madison regarding this issue of our time and resources being spent on unemployment insurance claims. Mari distributed a handout created by the WIB that tracks percentages of customers using the workforce centers in our ten-county region which goes by zip codes and cross counties.

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

Mari stated that a total of 14 CEP On-the-Job Training (OJT) contracts have been written since July 1<sup>st</sup>. The Joint Executive Committee has set a target of 15 versus 50 due to change in the economy and less of a need from employers for this service.

#### **Dislocated Worker Report**

Mari reported on the Dislocated Worker handout in the packet and discussed the closures on the report. The state has a national emergency grant to assist retail workers being affected by store closures. Our area may apply for those funds with the number of people losing retail jobs in our area creeping up. Our region can apply for around \$60,000.

#### **Regional Employment Report**

Thomas Michels, DWD Labor Analyst explained the DWD Regional Employment report for the month of February, which was included in the meeting packet. He explained the report and noted the numbers have changed a bit for the March report. It was suggested to get the unemployment numbers for the area Tribes.

### **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. Mari noted they took several data sources and pulled them together to show a better Job Center snapshot which she explained.

### **Initiatives & Projects Review**

#### **Talent Attraction Discussion:**

##### **Price County Superior Talent**

The Price County Superior Talent project has been facilitated in Ashland and is in Price County in 2019. Mary Lois, WIB Sector and Strategies Coordinator said they had 22 applicants which had to be narrowed down to 14 participants. The students met with management, HR and the jobs they might like to do. They also did outdoor activities. The participants were surveyed on whether they would consider moving to the region. UW Paper systems was one of the sponsors. Shannon Stade said the event was very successful. She explained how the event helped expose the college students to the area and the jobs they would be interested in.

#### **Industry Strategies Discussion:**

##### **Construction Foundations**

Mari reported that the Construction Foundations course was completed on February 14<sup>th</sup>. They had 12 students who completed out of 15. At least half were females. The Carpenters Union and IW 512 came and talked to the students about apprenticeships. They built two sheds for Habitat for Humanity and it was a success.

##### **Fast Forward Hospitality Update**

Mari noted the first Hospitality session starts at Sawyer County Jail in April in collaboration with WRI who wrote the grant to provide training in the hospitality industry. Mari explained how this all came together with the partners involved. They hope to do one in Price County in May and three more in the fall. It was suggested to get this information out to the Job Center partners as it becomes available.

##### **RiSE Sessions**

Mari noted that the RiSe sessions are planned for May 2<sup>nd</sup> in Hayward and May 22<sup>nd</sup> in Phillips. They will discuss topics such as entrepreneurship and starting a business. It was noted that it's a great networking opportunity.

##### **Opioid Sessions**

Mari noted the WIB has a grant through AHEC to do work with opioid prevention in the workplace. AHEC contracted with the WIB to do two sessions in the workplace. The focus is to assist families dealing with someone in their family with this issue. This will also be provided as a podcast and will take place in May 21<sup>st</sup> and May 22<sup>nd</sup> in Siren.

##### **County & Municipality Articles**

Mari noted these articles are in the meeting packet which she explained. She noted that the WIB is elevating our presence with partners in understanding what roles and responsibilities each entity has.

##### **Price County Re-Entry Training**

Mari reported that we're doing a lot with industry training. The WIB provided a machine tool course with WITC last summer and looking to do one in Price County. They're looking at doing welding or machine tool. There will be eight trainings done in Price County, prior to June.

### **EGLC Update**

Mari reported that construction is taking place with EverGrow Learning Center (EGLC) and funding is secure. They have money secured through WEDC for gap funding, along with a grant through the Shakopee tribe and a grant to the USDA for \$50,000. This is extra funds for additional needs that will come up. The next step is to hire a Center Director for the ELGC who can take over on licensure and other details to get this going. They received accolades during their recent trip in Washington, D.C. at the NAWB conference for their work on this. Mari commended Melissa on her work with this project.

### **EEO & Monitoring Report**

Mari reported that we got our monitoring close out letter on March 25<sup>th</sup>. DWD and DET recommends postponing the leases on a couple locations. They need to negotiate ADA issues presented in the monitoring. CEP's lease is up in June. We are required to have one comprehensive center in the region and that is in Superior. The staff may look at contracting to assist with these issues. Mari asked the Board if they know of anyone. Tom Draghi recommended Robin Jones.

### **Action Item: Review/Approve Individual Training Account Applications (ITAs)**

Mari noted that Christy Roshell at WITC requested approval from the WIB Board for two ITAs for the HVAC Installation Technician Program and Refrigeration Essentials programs at the WITC campus. Once approval takes place by the Board, the ITAs are sent to DWD for final approval to be placed on the WIOA list of eligible training providers. The ITAs were included in the packet.

**Mic Isham made a motion to approve the ITAs as presented. Seconded by Dale Kelm. Vote taken, carried unanimously.**

### **Budget/Expenditure Update**

Mari gave a brief report on the current state of the budget. She explained we have certain requirements on where to spend our money. She reported that we're half way spent in most of our programs but do not know what allocations will be for the next fiscal year, noting the funding is very volatile. Mari noted we will be writing a grant for capacity building to possibly hire another staff person. LeRoy requested that Maryann Ledin, WIB/CEP Finance Director put together a preliminary budget for the next Executive Committee meeting.

### **Family Centered Employment Community of Practice (FCEOP)**

Mari noted our area was one of 12 boards in the nation selected to participate in a national Community of Practice on Family Centered Employment. Three WIB staff participated at the NAWB Conference in Washington D.C. earlier this month. The FCEOP initiative has the focus of looking at the whole family in a situation to address all their needs and provide resources to assist them. Every other Board in this forum have much larger areas demographically. This will also be referred to the WIB SDD Committee. Discussion took place on how other agencies are helping with this family initiative.

**A motion was made by Shannon Stade for the WIB Board to support the FCEOP model as presented. Seconded by Cindy Rouzer. Vote taken, carried unanimously.**

**State & Federal Updates**

Mari reported that she, Melissa Rabska and Mary Lois Bolka attended the NAWB Conference in D.C. last week. She discussed serving older workers. She also noted that WIOA is up for reauthorization next year.

Mari reported there a couple bills in the state legislature that provide tax credits to businesses who hire interns. Another initiative is to get a homeless advocate on the WIB Board.

**Public Relations Report**

Melissa explained the WIB PR report included in the meeting packet. Melissa noted we have the capacity to grow in our marketing and media relations to engage more people. Most items referenced in Melissa’s report were discussed on the agenda. Melissa encouraged members to download the Workforce Wave’s podcast series. She discussed the RiSe sessions and suggested that people watch their emails for dates when they take place.

**NWWIB Future Issues & Priorities**

Jeff Muse discussed the Dislocated Worker report and encouraged members to let CEP know if they hear of any dislocations. He noted that we also want to hear about new businesses in the region and expansions on the horizon.

Shannon Stade reported that the Price Review published a story about Marquip bringing Korean jobs to the U.S. which she explained. They will add 25,000 square foot to their business center.

It was noted that Deltco Plastics in Ashland is expanding their business.

**Comments & Announcements**

It was noted that Marie Steenlage is leaving WEDC.

CEP received the YouthBuild grant in collaboration with Western Dairyland and WRI with the focus of training individuals to build homes on the Tribal Reservations.

The Legacy Leadership training at WITC taking place on April 11<sup>th</sup> was discussed by Bambi.

The WIB is holding events for YP week. They had 18 local entrepreneurs and the finalists will come and present with a questions and answers session which Mary Lois explained. This is on April 25<sup>th</sup> at the Great Lakes Visitor’s Center. Checkyes.com can give people more info on YP week.

**Next Meeting Date & Location**

The next meeting of the NWWIB, Inc. will take place on Thursday, June 27, 2019, at 10:00 a.m. or at the call of the Chair.

**Adjournment & Lunch**

A motion was made by Kelly Klein to adjourn at 12:00 p.m. Seconded by Tom Draghi. Vote taken, carried unanimously.

