

GREATER PENINSULA WORKFORCE DEVELOPMENT BOARD
The premier business centric workforce solutions catalyst.

**EXECUTIVE COMMITTEE
MEETING MINUTES
July 26, 2018**

A meeting of the Greater Peninsula Workforce Development Board Executive Committee was convened at 8:00 a.m. on July 26, 2018, by Chairman, Dr. John Olson. The meeting was held at the Board's Administrative Office in Newport News. A quorum was present with the following attendees:

GPWDB MEMBERS PRESENT

Dr. John Dever	Thomas Nelson Community College
Greg Garrett	Greg Garrett Realty
Honorable James Gray	Hampton City Council
Honorable Herbert Green, Jr.	Poquoson City Council
Honorable James Icenhour	James City County Board of Supervisors
Honorable Ted Maslin	Williamsburg City Council
Dr. Robin Nelhuebel	Riverside College of Health Careers
Dr. John Olson	ECPI University
Dale Stone	Wal-Mart Distribution Center
Honorable Tina Vick	Newport News City Council
Dr. Vince Warren	Newport News Shipbuilding
Honorable Jeff Wassmer	York County Board of Supervisors

GPWDB MEMBERS ABSENT

Honorable Phillip Bazzani	Gloucester County Board of Supervisors
Rhonda Bunn	Canon Virginia, Incorporated
Mark Stefanick	Ferguson Enterprises Incorporated
Vacant	Private Sector
Vacant	Private Sector

ONE-STOP PARTNER AGENCY (Nonvoting)

Casey Roberts	New Horizons Regional Education Center
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LEO STAFF REPRESENTATIVES PRESENT (Nonvoting)

Alan Archer	City of Newport News
Sherri Newcomb	York County
Sherry Spring	Gloucester County
Peter Walentisch	City of Williamsburg
Barbara Watson	James City County
Randall Wheeler	City of Poquoson

LEO STAFF REPRESENTATIVES ABSENT (Nonvoting)

Vacant	City of Hampton
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GUESTS

Pam Croom	Hampton Economic Development
Dr. Susan English	Thomas Nelson Community College

STAFF MEMBERS

Gary Butler	Deputy Director
Cathy Ellis	Executive Support Specialist
Angela Harris	Program Manager
William H. Mann, Jr.	Executive Director
Terri Partain	Accountant
Shannon Trochuck	Program Support Manager

APPROVAL OF MINUTES

A motion was made and seconded to approve the Executive Committee Meeting minutes of the May 24, 2018. The motion was approved.

A motion was made and seconded to approve the June 23, 2018 minutes from the Greater Peninsula Workforce Development Board Meeting. The motion was approved.

FINANCIAL REPORTS

Mr. Dale Stone, Treasurer, reviewed the Cumulative Expenditure Report for the period of 7/1/17 – 5/31/18, commenting that expenses were being incurred as planned through the fourth quarter and that he anticipated all the Council's obligations would be paid by the end of the first quarter of the new program year.

Mr. Stone recognized and thanked Ms. Terri Partain, Staff Accountant, for her efforts in assuming the financial management responsibilities for the Council's Private/Public Partnership Division. He noted that thanks to Ms. Partain's work the Board had a much better understanding of the Council's financial position and that because of the corrective actions taken by the staff leadership it appeared that the Council would end the year with a positive bank balance.

Ms. Partain thanked Mr. Stone and reviewed the PY '18 Per Capita and Private Sector Contribution Update through 6/30/18. She noted that Mr. Mann had worked out a new payment plan with the Board's seven localities for receipt of their annual per capita contributions in support of the Board activities. Beginning with PY '18, the Cities of Williamsburg and Poquoson, and the Counties of Gloucester, James City, and York Counties agreed to make one annual payment in July, and the Cities of Newport News and Hampton agreed to make two bi-annual payments, one each in July and January. Mr. Stone added that this change would go a long way to resolving what had been a cash flow problem for the Council.

Mr. Mann concluded the financial reports with an update on the audit that had been commissioned with the CPA firm of Saunders and Associates for the Council's Private/Public Partnership Division for PYs '16 and '17. He advised that the draft report for PY '16 had been received and copies were available for interested committee members. He did not go into a detailed review of the draft report but did say that it included previously noted financial management problems that had been identified in prior Council audit reports. The auditor will return on August 6th, to begin work on the PY '17 audit.

Dr. Olson noted that, with the staff reorganization that was underway, beginning with PY '18 there would no longer be a need for two separate independent audits of the Board's finances. All funds, regardless of their source, would be included in a single organizational wide audit.

PROGRAM REPORTS

Ms. Angela Harris, WIOA Title I One-Stop Program Manager, recognized and expressed her appreciation to Ms. Cathy Ellis, Executive Support Specialist Administration and Operations, for her assistance in helping Peninsula Worklink prepare for the rollout of the new statewide branding initiative.

Ms. Harris related a success story about a customer who had been laid off after ten years of employment. She described how helpful the customer's Career Planner, Diana Cordero and the Peninsula Worklink staff had been to assist her. The customer, Gina Henry, enrolled in the HVAC program at New Horizons

Regional Education Center and upon graduation accepted a job at Sears Repair as a Refrigeration Technician making \$18.45/hour plus commissions, an increase from her prior salary of \$16.00/hour.

Following Ms. Harris's report, Mr. Butler directed the committee's attention to Attachment C, Program Reports and reviewed the number of customer registrations which totaled 5,936 through the end of the program year. He then reviewed participant activity by each of the seven jurisdictions. Mr. Butler commented that this was a labor-intensive effort because the jurisdictional report had to be prepared manually by the staff since the state's automated system of record did not provide this level of jurisdictional detail.

To provide some degree of context for the participant report, Mr. Butler reviewed another report, the PY '18 WIOA Title I Formula Allocations by Jurisdiction for the Greater Peninsula Region. He noted that this report showed how the demographics of each of the seven localities contributed to the WIOA formula allocations that LWDA #14 received. As would be expected, approximately 75% of total funding received was based upon the demographics of Newport News and Hampton. Mr. Butler went on to point out, however, that the number of customers we served from any given locality was not limited to any fixed number that was derived from the amount of funding received for a specific locality.

Ms. Vick asked if the participant numbers included those individuals that were assisted through the Shared Network Access Points (SNAP Sites). Mr. Butler advised that they were included in the report.

Noting that Ms. Huggins, WIOA Youth Program Manager, New Horizons Regional Education Center (NHREC), could not be present for today's meeting, Mr. Butler went on to review the WIOA Youth Program Report. Following Mr. Butler's report Mr. Walentisch, Director, Williamsburg DSS, ask if there was any youth activity occurring in the Williamsburg/James City County School Division. Mr. Butler replied, describing the services being provided by the NHREC, Youth Workforce Office within that division by their in-school Case Manager, Ms. Tonya Oglesby.

Mr. Butler went on to remind the committee members that, with the transition from WIA to WIOA the emphasis was shifted away from serving in-school youth to serving more out-of-school youth. As per WIOA Law and Regulations, the Board is required to spend not less than 75% of its total youth funding on eligible out-of-school youth which does impact the number of in-school youth we can plan to serve.

Having concluded the WIOA Program Reports, Mr. Mann noted that these reports only included those individuals who were enrolled in one of the three financially supported WIOA Programs. He went on to say that other individuals are also served by programs supported with the Board's non-federal funds (i.e. Youth Career Expo, The Academies of Hampton, Newport News' STEP etc.) and said that in the future we will work to track those numbers to have a better sense of who we are serving, where and how.

COMMITTEE REPORTS

Finance and Strategic Planning Committee: WIOA PY '18 Audit RFP - Mr. Mann reported that the Board's contract with Saunders and Associates had concluded with the submission of the PY '17 Audit Report and that a new audit RFP had been issued through the City of Newport News' Purchasing Department. He expressed his appreciation to our assigned Buyer, Rose Kee and the Purchasing Department Staff for their assistance with this solicitation.

The RFP had resulted in two proposals being received and the committee had met, reviewed, and evaluated each of the proposals and had recommended short listing both for follow-up interviews. Mr. Mann noted that once the interviews were completed the Finance and Strategic Planning Committee would make an award recommendation to the Executive Committee for their consideration and action. Under the terms of the RFP there is an option for five annual renewals following the year of the initial award.

Communications Committee: Chairman Olson stated that the committee met on July 16 to review the new branding strategy and website proposals. He recognized Ms. Cathy Ellis, Executive Support Specialist, for the report.

Referring to Attachment D, Mrs. Ellis stated that the first item to be considered was the adoption of a new name and logo. She reviewed the three name changes to be considered: 1) from the “Peninsula Council for Workforce Development” to the “Greater Peninsula Workforce Development Board;” 2) from “Peninsula Worklink” to “Virginia Career Works – Greater Peninsula Region;” and 3) from the “Comprehensive One-Stop” at Butler Farm Road to “Virginia Career Works – Hampton Center.”

Mrs. Ellis reported that the Communications Committee had voted to recommend to the Executive Committee that all three name changes be approved.

Dr. Olson asked if there were any questions. After a brief discussion, Mrs. Ellis continued her report by noting that the Board’s URL would be changing from “www.pcfwd.org” to “www.vcwpeninsula.com,” as assigned by the Virginia Community College System. As part of the State’s preparations for transitioning under this new branding initiative, IDEAS Media and Experience Design was hired to design and develop the State Workforce Council’s website, consistent with the new branding protocols.

Related to this work, IDEAS also developed a compatible template to support the transition of local websites across the fifteen LWDA’s. IDEAS has offered their design and website template along with the necessary technical support needed to transfer content from the former layout to the new template to local areas at a cost of \$4,999 each, if a minimum of six regions agree to utilize their platform and services. To compare costs, a request was made to Mellen Street Creative for a proposal to update the design of our current website and their proposal was \$5,480.

Mrs. Ellis reported that the Communications Committee recommended that the Executive Committee approve the proposal from IDEAS Media and Experience Design.

Dr. Olson requested comments and or questions. Receiving none, he proceeded to act on the committee’s recommendations.

A motion was made, seconded and approved to adopt the three proposed name changes.

A motion was made, seconded and approved to hire IDEAS Media and Experience Design for website development.

Ms. Ellis thanked the Executive Committee for their support.

The Ad Hoc School-to-Work Group: Mr. Mann recalled that our Board had formed an Ad-hoc Group to meet with Mr. Mike Monteith, Executive Director, Peninsula Community Foundation and Dr. Ashby Kilgore, Retired Superintendent, Newport News Public Schools, to address the issue of high school graduates with no immediate plans for post-secondary education or employment. Since the original

May 29th meeting of the Ad Hoc Group, a subsequent meeting had been held with Mr. Joe Johnson, Executive Director, NHREC where some ideas were discussed as to how the Board might approach this issue.

Mr. Johnson shared information regarding how two other states (Kentucky and Florida) were using temporary staffing agencies to address this problem and it was decided to bring this information back to the Ad Hoc Group for their consideration. Toward that end, a meeting of the group has been scheduled for August 2, 2018, at 1:30 p.m.

Mr. Wassmer commented that York County works with three local chambers of commerce that would have an interest in this initiative and that York County's school superintendent had made a commitment that every student would do a two-week internship before they graduate to help put them on the path to higher education and or employment.

Mr. Walentisch ask if the Work Group's focus included the upper end of the Peninsula, and if so, perhaps one of their organizations could participate in upcoming meetings. Mr. Mann replied that the Williamsburg Chamber and Tourism Alliance (WCTA) had participated in the first meeting with Mr. Monteith and Dr. Kilgore and that the Upper Peninsula Localities were included in the Work Group's focus. He also noted that he had agreed to meet with the WCTA's School to Work Committee.

Mr. Butler noted that he had prepared a white paper on the issue and the suggested model for addressing this problem which we were planning to share with Mr. Monteith and Dr. Kilgore in advance of the Ad-Hoc Work Groups next meeting.

OLD BUSINESS

Workforce Development Board Staff Internal Reorganization Updates: Mr. Mann referred to Attachment E and reviewed the actions that had been taken to date to transition the Council's two divisions into a single functional organization. Additionally, Mr. Mann elaborated on work that was going forward to better align the business engagement efforts, along with other activities undertaken by the GPWDB with the Hampton Roads Workforce Board. Mr. Mann said that he was working with Mr. Avery to develop a MOU that would enable the Boards to communicate with one voice to area employers, to increase their awareness of the public workforce system and the services we can provide and ultimately solicit their support for and involvement with the two local boards.

Regarding the staff reorganization Mr. Mann noted the number of staff positions had been reduced from 11 to 7 positions (one resignation, two retirements and one position that was abolished). This has resulted in the reassignment of duties and functions across are remaining positions. However, all activities that were being supported under the previous organizational arrangement continue to be supported under the reorganized staff unit. Mr. Mann also noted that we recently entered into a six-month work site agreement with the AARP to host an Office Assistant/Account Clerk part-time position to assist Ms. Ellis and Ms. Partain.

Ms. Vick commended the staff for doing a great job in carrying out the transition!

Mr. Icenhour ask if, as a result of the organizational transition, was the Greater Peninsula Workforce Development Consortium the employer of record for all of the Board Staff. Mr. Mann replied that yes, that, that was the case.

Mr. Mann went on to discuss the previously noted plan for sharing the third-floor office space with the Newport News Economic Development Authority (EDA) and the Hampton Roads Economic Development Alliance's intention to relinquish space that they presently sublease, on the third-floor, from the Council. Mr. Mann said that he thought that the co-location plan was a very workable and efficient use of space, which would reduce our foot print, and when taken together with other recent actions (the reduction in staff positions, and hopefully a reduced cost/square foot leased) would result in considerable cost savings for the Board. Such cost savings should, in turn, enable the staff to redirect some part of the per capita and private sector contributions received, from administrative cost to supporting additional training programs to meet jurisdictional and employer workforce needs.

Mr. Mann said that, as part of the reorganization plan, the Council and its current Foundation would be formally dissolved in favor of incorporating the Greater Peninsula Workforce Development Board as a 501 C-3 private non-profit public service organization. As a consequence, any private sector contributions made to the Board could be taken as a tax deduction by the contributing party.

Dr. Dever commended Mr. Mann for the update and the work that had been accomplished to bring the two divisions together into one organization. He advised that this would require a rewriting of the by-laws and suggested that a one or two-page description of the new organization be prepared to help make the larger community aware of the transition and changes that had and would be taken place.

Mr. Mann expressed his appreciation to Dr. Dever and noted it had been a team effort and recognized the staff for their help and contributions to the effort.

Dr. Olson also expressed his appreciation to Mr. Mann and the staff and pointed out that staff had made significant progress in just a matter of a few months.

NEW BUSINESS

Eligible Training Providers: Mr. Butler, referring to Attachment F, stated that we have two new programs that require approval. Ms. Kelli's School of Cosmetology for beautician and the addition of Associates in Information Technology at TNCC. Mr. Butler recommended approval of both courses.

A motion was made, seconded and approved to add these two programs to the Approved Vendor List.

Greater Peninsula Workforce Development Board Member Update: Mr. Mann said that we have two private sector vacancies on the Executive Committee and requested a replacement from the City of Hampton for their local government staff representative, replacing recently retired member, Mr. Pete Peterson. Mr. Mann also asked that Mr. Walentisch request a letter from the Williamsburg City Council for the appointment of Mr. Ted Maslin to the Consortium.

Mr. Icenhour requested a list of Executive Committee members.

National Health Emergency Dislocated Worker Demonstration Grant to address the Opioid Crisis: Mr. Mann reported that we had been asked by VCCS to participate in this grant along with Local Workforce Development Areas 16 and 1, our local community colleges and other partnering workforce agencies. He noted there was \$21 million available, and it was anticipated that there would be 6-7 awards made between \$500,000 and \$5 million each. The thrust of this grant was to provide training for health care providers to strengthen their ability to work with individuals afflicted with substance abuse problems.

The Young Adult Initiative: Mr. Mann advised that this was another VCCS grant initiative that would afford the Board the opportunity to work in partnership with TNCC to provide education and job training services for older youth not enrolled in post-secondary education nor employed. The initiative targets young adults 18 to 24 years of age. Mr. Mann noted the connection between this initiative and the focus of the Ad Hoc School-to-Work Group.

Apprenticeship Program: Mr. Mann noted a recently published DOL solicitation to expand apprenticeships across the nation. \$150 million is available from DOL which expects to award grants amounting from \$1 to \$12 million each. Applications are due October 16, 2018. Mr. Mann said we will work with TNCC, Opportunity Inc. and other local partners on preparing a grant application.

ANNOUNCEMENTS

Dr. Olson thanked everyone for coming and thanked the staff for their hard work. He announced that the next Executive Committee Meeting would be held on August 23, 2018. He also reminded members that the Annual Meeting of the Greater Peninsula Workforce Development Board had been scheduled for September 27, 2018, 11:30 a.m. – 1:00 p.m. at The Holiday Inn, Newport News – City Center.

There being no further business, the meeting was adjourned at 9:20 a.m.

Respectfully Submitted,

William H. Mann, Jr.
Secretary