

WORKFORCE DEVELOPMENT BOARD
MINUTES OF NOVEMBER 30, 1999 MEETING

A regular meeting of the Workforce Development Board was called to order by Treasurer Sue Caswell at 6:34 PM, Tuesday, November 30, 1999 at the Gran View Restaurant, Ogdensburg, New York.

Members Present: Jack Backus, Doug Beachard, Sue Caswell, Richard Daddario, Greg Davis, John Deal, Dick DeLaPorte, Donald Hooper, Ron McDougall, Joanne Novak, Walt Paul, Peter Phelan

Members Absent: Genevieve Baxter, Lynn Blevins, Joseph Kennedy, Robert LaClair, Jr., James McFaddin, Bob Snider, Linda Randi

Others Present: Jim Connor, Raymond H. Fountain, Jr., Steve House, John Manson, Edmund J. Russell, Jr., Ed Short, David Williams and Gretchen Wood of the Office of Economic Development; Anthony LaGatta of the New York State Department of Labor

MINUTES

Moved by Mr. Phelan and seconded by Ms. Novak, the minutes of the November 3, 1999 meeting were accepted. Approved unanimously.

CHAIRMAN'S COMMENTS

Mr. Russell informed the Board that Mr. Blevins was unable to attend the meeting due to illness. He then stated that he has still not received any information from the National Association of Workforce Development regarding the meeting in Washington in 2000. Ms. Novak and Ms. Caswell expressed their interest in attending.

Mr. Russell reviewed with the Board the meeting held between some of the Board officers and Don Brining. The purpose of this meeting was to discuss the WIA transition and the role of the Board of Legislators vis á vis the Workforce Investment Board.

Mr. Russell advised the members that the Board of Legislators at its November 29, 1999 Services Committee meeting began a discussion on the County's office space needs over the next few years. The County must vacate space it currently rents from SUNY Potsdam by April, 2002. About 150 employees will have to be relocated. The County is currently looking at four options: renovation of an existing building at the Clarkson downtown campus; construction of a new building to house just the displaced employees; construction of a 40,000 sq. ft. building to house displaced employees as well as several departments, including the Office of Economic Development; construction of a 60,000 sq. ft. building to house all groups mentioned in the preceding clause plus the One-Stop Career Center. The last three options would all be located in Canton. The final two would have the benefit of also alleviating severe parking problems at the Court House complex. The last option would have 5,000-7,000 sq. ft. of unclaimed space for future use.

FINANCIAL REPORT

Mr. Fountain briefly stated that the Financial Participant Report reflected the past month with little variance from previous reports. Mr. Backus moved, seconded by Mr. Phelan. The Financial Report for October of 1999 was accepted; passed unanimously.

OLD BUSINESS

Mr. Russell pointed out to the Board the three additional handouts that were presented at the meeting and which modified and corrected mailed material. The meeting agenda was modified to include "Discussion of Strategic Vision" under Old Business. The St. Lawrence County E&T Budget sheet contained a total revenue miscalculation, and the Operating Principles sheet misidentified the WDB Responsibility of "Select and Charge Youth Council" as being "based on recommendations of Youth Council". The correct response is "in cooperation with the Board of Legislators".

Ms. Caswell inquired after the status of the \$80,000 One-Stop demonstration grant in light of the Department of Labor refusal to sanction the purchase of the telephone system at 101 Main Street. Mr. Fountain advised that the telephone system was charged against other accounts and that the \$40,000 ± that was to be used for the telephone system from the demonstration grant picked up other costs acceptable to the Department of Labor.

Mr. Russell began a discussion of Strategic Vision. He noted that it would be in the Board's best interest to convey to the One-Stop Partners what exactly the Board wants. Mr. Phelan indicated that he did not fully understand the One-Stop, First Stop, Only Stop concept and how it can be accomplished. He noted that he felt the main priority was to have people and businesses alike think of the One-Stop Career Center first. Mr. Russell indicated that if the One-Stop could not service a person or business, referrals can be made outside of the Career Center and other resources can be used. Ms. Novak stated that with the referrals and other resources, it sounded like the One-Stop was not servicing skilled labor. Mr. Phelan then stressed the need to begin marketing the One-Stop. Ms. Novak suggested billboard advertising and its effectiveness, while Mr. Beachard indicated that an (800) number would be useful. Mr. Beachard also noted to the Board that in reading articles pertaining to the Appleton layoffs, he noticed that the Office of Economic Development or JTPA was always used and not the One-Stop Career Center. Mr. Russell explained that the press has become used to using those names and that in future the Career Center would be emphasized for use in articles.

NEW BUSINESS

Resolution Modifying Program Budgets for the Employment and Training Unit

Ms. Caswell had a question regarding the Vacation Buy Back line item under the individual program budgets. Mr. Russell briefly explained that County policy allows all employees to "buy back" one week of vacation time. Ms. Novak moved, seconded by Mr. Beachard. The motion passed unanimously.

Memorandum regarding Youth Council

Mr. Connor informed the Board that six people from St. Lawrence County attended the Youth Council Symposium in Syracuse on November 4, 1999. He briefly explained that the Symposium consisted of both seminar and discussion sessions. The memo distributed to the Board outlines the recommendations of the Symposium attendees to the Workforce Investment Board Youth Council. Mr. Connor went on to explain that if a listing is plural, it means at least two representatives for that listing and that representatives can fill more than area. Mr. Russell then indicated that the required membership for the Youth Council based on regulations and legislation would be sent out to Board members prior to the next meeting. Mr. Phelan suggested that the Board allow staff to start the process for selection. Informally the Board all agreed that the canvassing process should begin now and then the Board would make the size selection regarding the Council.

Workforce Development Board Operating Principles

Mr. Russell briefly went over the key points of the Outline regarding not only the Board's responsibilities, but also the responsibilities of the Youth Council. Each responsibility also included any provisions with regard to with whom or how they would be accomplished. As the outline was being discussed, the Board in general did not understand why under the "Youth Council Responsibilities" two topics were determined by the Chairperson of the WDB and not the Board itself.

COMMITTEE REPORTS

There were no committee reports.

STAFF REPORTS

Mr. Fountain brought the schedule of services for dislocated workers from Appleton Paper to the Board's attention. The schedule provided was an update as of November 22, 1999. Mr. Fountain noted that all services up until January, 2000, would be provided at the mill. A discussion then ensued regarding the One-Stop system being made up of many partners and not just the One-Stop staff. Mr. Daddario indicated that it should be a Board priority to market the One-Stop as the focal point.

Focus Group Establishment

Mr. Fountain introduced the topic by explaining that focus groups are a One-Stop Partner vision of meeting with employers, current participants and former participants. Mr. Connor briefly explained he is currently canvassing fifteen individuals and outreaching four former participants of the One-Stop. He then asked if the Board had any specific questions that they would like for the group to address. In general discussion, the Board cited questions regarding referral to the One-Stop, expectations being met/not met and overall customer service. Mr. Williams then began to explain that his focus group will consist of business/employer input. Mr. Williams' test group is starting out in the Massena area and he indicated that he has spoken with Paul Haggett of the Massena Chamber of Commerce for potential business input. Mr. Williams indicated how the WIA language needs to be made as simple as possible. Mr. Fountain indicated that these focus groups are essentially qualitative and not quantitative under the new legislation, and Mr. Russell added that the groups are looking for what the employers and job seekers want.

MEMBERSHIP COMMENTS

None.

ADJOURNMENT

Ms. Caswell thanked Board members for attending the meeting. On motion of Mr. Daddario and seconded by Mr. Deal, the meeting adjourned at 8:50 PM. Motion passed unanimously.

Respectfully submitted,

Joanne M. Novak, Esq.