

WORKFORCE INVESTMENT BOARD
MINUTES OF JANUARY 26, 2000 MEETING

A regular meeting of the Workforce Investment Board was called to order by Chairman Lynn Blevins at 6:14 PM, Wednesday, January 26, 2000 at The Lobster House, Norwood, New York.

Members Present: Jack Backus, Genevieve Baxter, Doug Beachard, Lynn Blevins, Sue Caswell, Richard Daddario, Greg Davis, John Deal, Donald Hooper, James McFaddin, Joanne Novak, Walt Paul

Members Absent: Joseph Kennedy, Robert LaClair, Jr., Ron McDougall, Peter Phelan, Bob Snider, Linda Randi

Others Present: Don Brining, County Administrator; Jim Connor, Steve House, John Manson, Edmund J. Russell, Jr., David Williams and Gretchen Wood of the Office of Economic Development.

MINUTES

Moved by Mr. McFaddin and seconded by Mr. Davis, the minutes of the November 30, 1999 meeting were accepted. Approved unanimously.

CHAIRMAN'S COMMENTS

Mr. Blevins welcomed the members as well as guest, Donald R. Brining to the meeting. Mr. Blevins informed the Board that the meeting will include an Executive Session concerning appointments to the Youth Board. Mr. Russell pointed out the 2000 meeting schedule to the Board and indicated that the November meeting will be held November 29 instead of November 22 due to the Thanksgiving Holiday. At that time Mr. Blevins and the Board decided to remove the December meeting date from the schedule. The May 24 meeting date was changed to May 31 due to the fact that Mr. Russell and Mr. Fountain will be attending a conference. A revised schedule will be sent out to Board members in the next packet.

Mr. Russell announced that five (5) of the Board members have agreed to attend the National Association of Workforce Boards' Forum 2000 in Washington, D.C. Mr. Russell is to contact Senators Schumer and McHugh for a meeting in which the Highway Corridor project will be the main topic.

FINANCIAL REPORT

Mr. Russell noted under the Adult Title IIA report that Program Years 97 and 98 have been zeroed out. A brief discussion then ensued regarding the Title IIC Youth program being a year-round program and the required 30% expenditure for out of school youth. Ms. Novak asked how the out of school youth were marketed. Mr. Connor noted advertising and posters as forms of recruitment and Mr. Russell added referrals from the Probation Department. Youth participation will count in performance standards under WIA. Mr. Russell then discussed the Participant Activity report for Title III EDWAA (dislocated workers). Of the 282 enrollments, 83% had entered employment. Ms. Caswell moved, seconded by Mr. Beachard. Accepted unanimously.

OLD BUSINESS

Vision Statement discussion

Mr. Russell revisited with the Board the section in his memo regarding the Vision discussion that was held at the November 30, 1999 meeting. He expressed concern that he had not sufficiently addressed Mr. Phelan's fears that the concept of the One-Stop being the Only Stop was too exclusive of alternate possibilities. Mr. Russell believes that there is consensus with the concepts of One-Stop and First Stop with the former expressing the goal that with regard to public employment and training services, customers would not have to go any further than the One-Stop system. The First Stop concept is another goal—one that may be more difficult in achieving—in that the expectation would be people looking for work or companies looking for workers would think first of the One-Stop in meeting their employment and training as well as their workforce needs. The Only Stop concept did not mean that the One-Stop system would not use other agencies, both public and private, to meet customer needs since the system will refer out for training. It will not ignore the benefits and expertise offered by non-One-Stop Partners. The Only Stop really represents a case management approach we will take to customers so that we can ensure that they receive the services that they need in order to get a better job. Mr. McFaddin expressed a concern that what the Workforce Investment Board is undertaking is a monumental task. He is concerned about the ability to meet expectation created by the new program. Mr. Daddario stated that it would be important to establish strong relationships with employers throughout the County so that we could meet the needs of individuals looking for work. Mr. Russell stated that Ray Fountain has created a unit in the Office of Economic Development whose sole responsibility is employer contact. A general discussion of marketing requirements followed. At the inclusion of the discussion, Chairman Blevins appointed Mr. McFaddin, Mr. Daddario and Mr. Backus as members of a marketing committee whose are charged with the responsibility of presenting a plan of action at the next Workforce Investment Board meeting.

NEW BUSINESS

Resolution authorizing appointment of Workforce Investment Board Youth Council

Mr. McFaddin moved, seconded by Ms. Caswell. The motion passed unanimously.

Resolution authorizing consortium of Partners as St. Lawrence County One-Stop Operator

Mr. Beachard moved, seconded by Mr. Davis. The motion passed unanimously with the understanding that this resolution also authorizes all discussions with the St. Lawrence County Board of Legislators. Ms. Novak addressed the Board with a concern regarding Workforce Investment Operations Agreement with the County. She noted the fact that she believed that independent counsel should be brought in to represent the Workforce Investment Board as opposed to allowing the St. Lawrence County Attorney be the only counsel to review. After a brief discussion, the Board decided to retain an independent counsel to represent the Workforce Investment Board on legal matters.

COMMITTEE REPORTS

There were no committee reports.

STAFF REPORTS

Focus Group Update

Mr. Connor indicated that at the first meeting, 7 of the scheduled 12 group members showed. He stated that good feedback was provided by the group and that strong emphasis was placed upon the professionalism and knowledge of the staff. The next focus group meeting is scheduled for March 10, 2000.

Marketing Options and Costs

A discussion regarding an approach to marketing ensued. Mr. Daddario noted that the marketing of the One-Stop is different than what he felt was needed; a one-on-one rapport with employers. Mr. Manson directed the Board's attention to the Statement of Work enclosure in the Board members' packets and indicated that a marketing plan needed to be developed. He also noted that the Workforce Investment Board needs to think about marketing the One-Stop "System" and not just the One-Stop Career "Center". Chairman Blevins then charged Mr. Backus, Mr. Daddario and Mr. McFaddin with the responsibility of the marketing plan for the Workforce Investment Board. The Statement of Work will be discussed again at the February 23, 2000 meeting.

MEMBERSHIP COMMENTS

None.

EXECUTIVE SESSION

Mr. Blevins called the Board into Executive Session at 8:05 PM. It was adjourned at 8:33 PM.

ADJOURNMENT

Mr. Blevins thanked Board members for attending the meeting. On motion of Mr. Beachard and seconded by Mr. Davis, the meeting adjourned at 8:33 PM. Motion passed unanimously.

Respectfully submitted,

Joanne M. Novak, Esq.