

WORKFORCE INVESTMENT BOARD  
MINUTES OF MARCH 22, 2000 MEETING

A regular meeting of the Workforce Investment Board was called to order by Chairman Lynn Blevins at 6:06 PM, Wednesday, March 22, 2000 at the One-Stop Career Center, 101 Main Street, Canton, New York.

Members Present: Jack Backus, Doug Beachard, Lynn Blevins, John Bogosian, Don Brining, Sue Caswell, Richard Daddario, John Deal, Sherry Furgison, Donald Hooper, Robert LaClair, John Lancaster, Cynthia Lottie, James McFaddin, Walt Paul, Peter Phelan, Linda Randi, Walter Todd, Tim Weaver

Members Absent: Genevieve Baxter, Greg Davis, Joseph Kennedy, Robert LaClair, Jr., Ron McDougall, Joanne Novak

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

**CHAIRMAN'S COMMENTS**

Mr. Blevins began the meeting by welcoming new and current members to the meeting. He then asked that Board members and staff introduce themselves and their place of employment. Mr. Blevins brought the revised Year 2000 meeting schedule to the Board's attention. There being no comment, the revised schedule attached hereto is the meeting schedule for 2000.

Mr. Blevins briefly discussed the National Association of Workforce Board's Forum 2000 that he, Ms. Caswell, Ms. Novak, Mr. LaClair and Mr. Hooper would be attending February 27-29. He also noted that appointments with Senator Schumer and Congressman McHugh had been made. Any Board member with any questions or concerns for the Senator or Congressman can be relayed through those attending the Forum.

Mr. Blevins began a discussion on the proposal of constructing a new County office building to house the One-Stop Career Center along with other County offices currently before the St. Lawrence County Board of Legislators. He indicated that the BOCES lease at 101 and 95 Main Street is concurrent with that of the Office of Economic Development. Mr. Blevins stated that he has had discussions with Mr. Brining about the Board's concerns for space. Mr. Paul stated that he has met with Mr. Brining, Mr. Russell and Dr. Linda Gush, District Superintendent of St. Lawrence-Lewis BOCES, on the County proposal and that BOCES has many issues regarding the proposed move. Mr. Blevins indicated that those issues will be placed on the Agenda for the March meeting. Mr. Beachard posed the question of the Workforce Investment Board sending a letter to the Board of Legislators directly stating the Board's views. Mr. Blevins then asked Mr. Brining to elaborate on the Board of Legislators' plans.

Mr. Brining indicated that the County is currently looking at two options: relocation of the County employees in Potsdam who need to vacate their current offices in Van Housen Hall, SUNY Potsdam by April 1, 2002 to Damon Hall of Clarkson University; or construction of a 60,000 square foot building to house the current Potsdam offices along with the One-Stop Career Center, its Partners, and the Office of Economic Development. Mr. Brining made it clear that the choice of renting County-owned space was solely the Workforce Investment Board's option,

but that the County would have to know of a Workforce Investment Board interest probably by April. Mr. Brining indicated that the cost of both construction options needs to be presented to the Board of Legislators along with the impact on the St. Lawrence County taxpayer. The Board of Legislators will chose an option at its June Board Meeting.

## **MINUTES**

Moved by Mr. McFaddin and seconded by Mr. Beachard, the minutes of the January 26, 2000 meeting were accepted. Approved unanimously.

## **FINANCIAL AND PARTICIPANT REPORT**

Mr. Fountain briefly described the different sections of the report to the Board. He explained that under JTPA funding is divided among different Titles and that the funds for the Program Years run in three-year expenditure cycles. Mr. Fountain then gave an overview of the different Titles, what their funding is used for and how their participant activity reflects on the One-Stop Career Center's statistics. Ms. Caswell moved, seconded by Mr. Phelan. Accepted unanimously.

## **OLD BUSINESS**

### Resolution Authorizing Appointment to the St. Lawrence County Workforce Investment Board's Youth Council

Mr. Russell stated that the list of Youth Council members was approved by the Board at its January meeting and was also approved by the Board of Legislators' Services Committee. An error in the attachment to the Resolution was noted. The attachment will be changed to reflect that James Connor is staff to the Youth Council and not an actual member. The memorandum to Mr. Russell from Mr. Connor regarding two parent representatives to the Youth Council will be discussed in Executive Session and will be provided to the Services Committee at their next meeting. Mr. McFaddin moved, seconded by Mr. Phelan. The resolution was accepted unanimously with the correction to the attachment.

### Resolution Authorizing Contract for Marketing Consultant Services

Mr. Russell explained that Chairman Blevins appointed a marketing committee at the January meeting consisting of Mr. McFaddin, Mr. Daddario and Mr. Backus. The committee along with staff had a conference call with Sandy Gonsalves whose Statement of Work was included with the January and February meeting packets. Mr. Russell pointed out to the Board that the resolution before them was open ended leaving to the marketing committee the authority to solicit other proposals besides the one given and discussed by Ms. Gonsalves. Chairman Blevins asked for discussion of the resolution. Mr. McFaddin reiterated Mr. Russell's point regarding the resolution giving the committee the ability to solicit other proposals. Mr. McFaddin then asked about the competitiveness of an outreach effort being done as a collaborative effort by Franklin, Essex, Clinton and Lewis counties to serve residents and employers. Mr. Russell indicated that there will always be competition and that outside agencies cannot be precluded. Customers may receive services anywhere with the provider of better service receiving more customers and funding. Mr. Fountain added that there is no residency requirement under the Workforce Investment Act. Mr. Daddario stated that the resolution before the board acts as a general guideline for the marketing committee. Mr. Beachard moved, seconded by Mr. Daddario. The resolution was accepted unanimously.

## **NEW BUSINESS**

### Resolution Adopting the St. Lawrence County Workforce Investment Area Five-Year Plan

Mr. Phelan moved, seconded by Mr. Brining. The motion passed unanimously. Mr. Russell briefly reviewed the different sections of the Plan for the Board members. Section I deals with the Vision Statement that the Board has discussed in prior meetings. It entails universal access with multiple access points located throughout St. Lawrence County. Various levels of service will be offered at all sites depending on staffing. Section II of the Plan deals with Local Area Governance and the roles, responsibilities and relationships between the Chief Local Elected Official and the Local Workforce Investment Board. A Youth Council appointed by the Local Workforce Investment Board will help with recommendations for the year-round Youth Program which now includes the Summer Youth Employment. Mr. Russell reminded the Board that this is a One-Stop “System” and not just one physical location.

Mr. Manson reviewed the hand out provided to the Board entitled “Baseline Data for WIA Performance Measures”. The document provides statistics regarding performance data for our local Workforce Investment Area as measured by the State. Mr. Manson indicated that the staff to the Workforce Investment Board recommends that the Plan’s Baseline Performance Data be accepted by the Board because the criteria provided by the State are unrealistic for our area. Mr. Phelan questioned why Jefferson County’s performance standards were lower than St. Lawrence County. Mr. Fountain explained that the State baselined the standards based upon past performance and because St. Lawrence County did so well, we were essentially “penalized” as a result. Mr. Daddario asked where the figures for “Average Earnings Gain” came from and if Unemployment Insurance was considered. Mr. Manson indicated that gross earnings figures were taken by the Department of Labor and calculated according to the measures that were explained in the Draft Technical Advisory provided in the meeting packet. Unemployment Insurance is not taken under consideration. Mr. Beachard then noted the earnings replacement rate for dislocated workers under the baseline data is 103%. Mr. Manson stated that the Board cannot look at each customer singularly as the overall performance will be measured by a “pool” of customers and their statistics. Mr. Phelan moved to amend the plan to include the Baseline Data.

## **COMMITTEE REPORTS**

There were no committee reports.

## **STAFF REPORTS**

### Schedule of Services to Newton Falls Dislocated Workers (02-15-00 update)

Mr. Russell briefly described the effort given by the Office of Economic Development staff and the staff of SUNY Canton to help those Newton Falls dislocated workers attending classroom training. Within the first week of classes some workers left the training to go to job search assistance. Mr. Beachard asked if there was any more interest in the purchase of the Newton Falls paper mill. Mr. Russell indicated that the Appleton Paper Company in Wisconsin has received a few notes of interest and those interested were given Mr. Russell’s name along with information on Empire State Development.

## One-Stop Second Quarter Report Card

There were no questions or comments regarding the Report Card.

## Draft Industrial Development Agency Marketing Plan for St. Lawrence County

Mr. Russell informed the Board that the Draft Plan was developed through a joint effort between the St. Lawrence County Industrial Development Agency and Economic Developers throughout St. Lawrence County. The Industrial Development Agency allotted \$100,000 in their 2000 budget for marketing and are willing to do so for the next three years. Mr. Russell explained that Patrick Kelly, Economic Developer for the Office of Economic Development, is beginning a direct mail, e-mail and faxing effort to companies in Canada and will be expanding to the United States soon. Call centers appear to be very promising for St. Lawrence County. Mr. Paul asked how this effort will be evaluated. Mr. Russell stated that he and Mr. Kelly discussed evaluation and are basing success on the levels of interest generated, number of contacts made and the number of responses.

### **MEMBERSHIP COMMENTS**

None.

### **EXECUTIVE SESSION**

Motion was made by Mr. Beachard and Mr. Bogosian to commence Executive Session at 8:15 PM. Motion was approved unanimously. At 8:20 PM, motion by Mr. McFaddin and Mr. Backus to end Executive Session was approved unanimously.

### **ADJOURNMENT**

Mr. Blevins thanked Board members for attending the meeting. On motion of Mr. Daddario and seconded by Mr. Backus, the meeting adjourned at 8:20 PM. Motion passed unanimously.

Respectfully submitted,

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Joanne M. Novak, Esq.