

**WORKFORCE INVESTMENT BOARD  
MINUTES OF FEBRUARY 27, 2002 MEETING**

A meeting of the Workforce Investment Board was called to order by Chairman Donald Hooper at 6:15 PM, Wednesday, February 27, 2002, at the Gran View, Ogdensburg, New York.

Members Present: Jack Backus, Lynn Blevins, Don Brining, Sue Caswell, Bruce Green, Donald Hooper, Kristy Langtry, Linda Manchester, Walt Paul, Stephen Novacich, Mike St. Thomas, Ryan Schermerhorn.

Members Absent: Genevieve Baxter, Doug Beachard John Bogosian, Richard Daddario, Joseph Kennedy, Ron McDougall, Joanne Novak, Peter Phelan, Linda Randi, Tim Weaver.

Others Present: Edmund J. Russell, Jr., John Manson, David Williams, Steve House and Gretchen Wood of the Office of Economic Development; James Fleet of the New York State Department of Labor.

**MINUTES**

Moved by Mr. Brining and seconded by Ms. Caswell, the minutes of the December 5, 2001 meeting were accepted after two corrections. Approved unanimously.

**CHAIRMAN'S COMMENTS**

Chairman Hooper welcomed all members to the meeting and introduced Mike St. Thomas to the Board. Mr. St Thomas works at the GM Powertrain Plant in Massena and is President of the UAW Local 465. He is also a County Legislator. Mr. Russell stated that James McFaddin will be attending the April WIB meeting. The Board will recognize Mr. McFaddin for his fifteen years of service.

Chairman Hooper continued, noting that the Executive Committee has met twice prior to this meeting on January 29 and February 25. All of the resolutions on the agenda have been reviewed and recommended for adoption by the full Board. The individual committees will report out on their own resolutions. The Executive committee reviewed options for the Summer Program and issues regarding the year round youth program. Based upon the transition of Federal and State budgets and funding, the Executive committee will be recommending to the full Board a summer youth program which will serve 350 young people. Mr. Paul will be reporting on behalf of the Youth Council and will outline issues to be discussed at the upcoming Youth Council meeting on March 5. The Youth Council has begun discussions on how the year round program will be operated.

For the Marketing Budget proposal, Mr. Fountain reviewed how the costs associated with marketing had to be charged back to the various partners on a proportional basis according to the cost allocation plans. Several committee members thought that cost allocation is an important, but little understood element of the WIA system and directed staff to prepare a presentation at the next Board meeting.

Chairman Hooper stated that there are vacancies on several of the standing committees and he will have Mr. Russell discuss choice of assignment with members who are not currently assigned to a committee. Mr. Paul is looking for a WIB member willing to serve on the BOCES Career

Education Advisory Council and will review the role of the Council during the Youth committee report. Service on the Advisory Council would ensure WIB input on Career & Technical Education issues.

Finally, Chairman Hooper stated that the committee discussed how to involve the Board in meaningful discussions on policy. Two issues are the improvement on the market penetration of the One-Stop and the measurement of such improvement. The second issue involves the evaluation of the overall effectiveness of the workforce system in St. Lawrence County, not just Title I funded programs.

## **COMMITTEE REPORTS**

Marketing and Quality Assurance Committee: Mr. Backus reported on behalf of the Marketing Committee. The resolution allots \$7,000 for the advertising of the One-Stop Career Center move with the primary goal of name recognition. Chairman Hooper then opened the floor for any discussion on the budget attached to the resolution. A lengthy discussion ensued.

Mr. St. Thomas asked if the advertising includes the satellite offices. Mr. Backus stated that the ads are focused on the Human Services Center move and would begin running next week through early April. Mr. Paul inquired as to what the ads are comprised of. Mr. Manson stated that for print media, the One-Stop logo will be used, new addresses, normal and extended hours information and the website address are all a part of the initial stages of the advertising campaign.

Mr. Blevins stated that the amount budgeted is not truly enough. More money should be used for the move and then work to incorporate the satellite offices. Mr. Paul stated that he supports the resolution and marketing of the One-Stop but such marketing should include the satellite offices and the services provided. Mr. Paul indicated that as a Partner he does not want to be "short changed" if his office has to pay a percentage of the marketing. This then becomes a budget issue making it especially difficult during the year for extra expenditures.

Mr. Brining stated that the grand opening for the Human Services Center will be during the Government Day ceremonies on July 11. Mr. Brining stated that posters and easels would be better advertisement and money spent. The easels can be used in the lobby of the new building and Mr. Brining offered the lobby of the Courthouse as well.

Ms. Langtry offered that from a business standpoint, services provided at the Human Services Center would be better funds spent than just a physical location. Posters can accomplish the move and services. Mr. Russell explained that the office currently has a Business Services Unit under Patrick Kelly that does individual outreach to existing and new businesses in the County.

Mr. Novacich stated that another WIB Board he sits on hired a marketing consultant who develops and plans all stages of that WIB's marketing and budget. Mr. Russell indicated that the North Country WIB is using funds exclusively from Title I funds and foresees auditing problems in the future for that particular WIB. Mr. Paul reiterated that he is for the advertising of the move but the initial ads must include services in fairness to all of the Partners. Mr. Russell commented that the issues of allocation of costs to Partners is a difficult subject, one that is troubling WIB's throughout the Country. The topic has also lead to a good deal of private sector frustration. Mr. Novacich asked the Board if Board members or staff have the expertise to take on such an endeavor. Mr. Blevins stated that hiring a consultant is a waste of time and that the local media entities can accomplish what the Services Committee has recommended. The commitment by the Partners and the actual collection of the allocated funds is obviously different. Mr. Blevins asked Chairman

Hooper to call a vote on the resolution. Mr. Blevins moved, seconded by Ms. Caswell. The motion passed unanimously.

Youth Committee: Mr. Paul reported on behalf of the Youth Council. The Youth Council will meet on March 5, 2002 to continue working on a system performance and evaluation and to discuss the RFP for the Year Round program. The agreement between the WIB and BOCES expires on June 30, 2002. Mr. Paul also noted that the results of the SEACAP survey will be available for the April meeting.

Chairman Hooper then asked Mr. Paul to review the role of the BOCES Career Education Advisory Council. Mr. Paul is looking for a WIB member willing to serve on the Council which would ensure WIB input on Career & Technical Education Issues. Mr. Novacich and Mr. Russell both volunteered to serve on the Council.

Services Committee: Mr. House reported on behalf of the Services Committee stating that three resolutions have been forwarded to the full Board for their consideration. The first resolution is under the consent agenda certifying eligible training providers as the Board has done in the past.

Mr. Russell stated that the resolution establishing a conflict of interest/nepotism policy reflects other employment and training program policies implemented in the past.

Mr. Manson presented the resolution authorizing an agreement among agencies for the service to Non-Custodial Parents. This resolution is a collaboration of the Support Collection Unit of Family Court, the Department of Social Services and the Workforce Investment Board to provide employment services to non-custodial parents whether they are unemployed or underemployed.

Executive Committee:

Please see Chairman's report.

## **CONSENT AGENDA**

Resolution Authorizing Certification of Eligible Training Providers

Moved by Mr. Blevins, seconded by Mr. Brining. The motion passed unanimously.

## **OLD BUSINESS**

None.

## **NEW BUSINESS**

Resolution Establishing a Budget for the Advertisement of the Change of Address of the St. Lawrence County One-Stop Career Center

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

Resolution Establishing a Conflict of Interest/Nepotism Policy

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

Resolution Authorizing An Agreement Among Agencies for the Service to Non-Custodial Parents

Moved by Mr. St. Thomas, seconded by Mr. Paul. The motion passed unanimously.

**STAFF REPORT**

One-Stop Quarterly Report Card (October 1, 2001-December 31, 2001)

Mr. Russell asked, due to the lateness of the meeting, if any Board member had any questions or comments on the Report Card to please let him know.

State of New York Department of Labor System Certification Review Letter

Mr. Russell asked Mr. Fleet if there was anything he wanted to comment on regarding his letter. Mr. Fleet stated that with the move to the Human Services Center, many of the negatives will be remedied.

State of New York Department of Labor Expenditure Percentage letter

Mr. Russell stated that the Federal and State budgets are in a state of transition where each local service areas are being analyzed for expenditure percentages and obligations during each year. Mr. Russell reminded the Board that we have two years from the actual fiscal year date to expend our obligations.

**EXECUTIVE SESSION**

None.

**ADJOURNMENT**

Chairman Hooper thanked Board members for attending the meeting. On motion of Mr. Blevins and seconded by Ms. Caswell, the meeting adjourned at 8:15 PM. Motion passed unanimously.

Respectfully submitted,

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Edmund J. Russell, Jr..