

GNB Workforce Investment Board, Inc.
Executive Committee Meeting Minutes
Wednesday, October 21, 2009
4:30 PM
Fairhaven Home Care Conference Room
Southcoast Hospitals Group, Fairhaven, MA

Members Present: David DeJesus, Jr., Chair; David Cabral, David J. Ferreira, Richard F. Mello, Peter Muise, Christopher J. O'Neil, Ronald F. Rheume, Charles R. Simpson, Jr.

Members Absent: John Fernandes (called), Maria O. Pinarreta (called)

WIB Staff: Bridget Alexander, Len Coriaty, Jean Fox, Steve Grant

Workforce Development System Staff: Norm Audette, Mayor's Liaison, Ed Dennehy, New Directions Southcoast

Chair's Welcome

Chair DeJesus called the meeting to order at 4:35pm.

Mr. DeJesus announced that he received written proxies from John Fernandes and Maria Pinarreta. Chuck Simpson announced that he would have to leave the meeting in 11 minutes and verbally provided the Chair with his proxy.

Consent Agenda

- Minutes of the 10/21/09 Executive Committee meeting, and WIB Treasurer's report through 09/30/09
- Chuck Simpson made Motion to Accept and Richard Mello 2nd the Motion, Accepted Unanimously

Introduction

Chair Dave DeJesus commented on the use of the Scorecards: Scorecard Reports keep us on track and keep us focused to be able to report out on progress.

Executive Committee Report Out

The Chair and Len reviewed the Executive Committee's Scorecard (a copy of the Scorecard was handed out at the meeting):

Board Membership – The roster is reviewed regularly. We have 21 private sector members and the WIB is working on additions. The Executive Committee expects recommendations in the coming months. New officers will be nominated for the coming year by April 2010

A WIB/CC new member orientation was held on Tuesday, 10/13/09, for WIB members, as well as NDSI members.

National Association of Workforce Boards' annual meeting is coming up in March and we are trying to have some board members attend this year.

Policy Development – Current policies will be reviewed this year.

Legislative Affairs – Dave and Len have been meeting with the Mayor regularly, almost monthly, and getting through a pretty good agenda. These meetings have been proactive, not in response to a crisis.

Discussion ensued regarding meetings with the Mayor. Richard Mello commented that there is sometimes confusion on what has been discussed at these meetings in the past and asked if these meetings are documented or if something is signed.

Dave responded that the meetings are not signed-off on and not officially documented.

Len commented that he would describe the meetings as a relationship building effort and accommodation by mayor of his time. Len explained that they bring an agenda to the meetings and Dave reports out on the topics covered. The meetings follow the WIB's agenda and the Mayor listens. He raises questions and we ask questions of him - getting through an ambitious agenda in an hour's time. These meetings establish a relationship during a non-crisis time that provides for the ability to pick up the phone when we need him.

Richard reiterated that he feels it is a good business practice to document these meetings.

Len stated that there are notes.

Dave pointed out that at the last meeting the first half of the meeting was follow-up from the previous meeting.

Changing topics, Len commented that Chuck Simpson has been very helpful in attending and representing the WIB with the delegation and state association.

Finance and Performance Measurement Committee Report Out

Finance and Performance Measurement Scorecard (a copy of the Scorecard was handed out at the meeting):

The was expedited, as the immediately preceding meeting was of the Finance and Performance Committee.

A major event on the committee's scorecard is the charter rewrite, which really kicks off next Tuesday.

Annual planning has already been started through events in September.

The WIB hasn't lost track of attaining the High Performance Board designation. Len commented that we are going to stay focused on that, a designation that only three boards have received. This is an elite title. The state has reached out to us and Craig Baker and Len have a meeting scheduled.

Business Development Committee (BDC) Report Out

Chris O'Neil, BDC Chair, began going through the BDC's Scorecard Update ((a copy of the Scorecard was handed out at the meeting):).

Marketing – The BDC reviewed six bids for the WIB's logo and rebranding project. The BDC got it down to two agencies: Medium Studios and Reynolds DeWalt. The BDC gave their recommendations back to staff to conduct follow-up meetings and make the final decision. Both companies are New Bedford businesses. Chris commented that the two companies presented two very different price quotes. However, he has had the opportunity to do some work with Medium Studios and while they are really low, he is comfortable having worked with them - they do a lot of work for little money they'll spend the time we need to get where we want to be. These are two great vendors to choose from. This project has a huge slant for better communication – bring people to the career

centers and communication between the two [WIB and Career Center]. Chris commented that Sean [newly hired Communications Coordinator] is already making a difference and is very tech savvy.

Bridget Alexander, Director of Development, listed the grants the WIB is currently pursuing (included in a handout at the meeting).

Economic Development – Jean Fox shared an issue that is occurring in the City with women not being referred to/hired on at construction jobs. The Commission on the Status of Women is aware of the issue. Twelve women have come forward.

Ed Dennehy stated that the Career Center has been referring women to construction jobs and has that documented at 7 women.

Ron Rheume requested more information.

Richard asked if all the women have relevant experience and training. Jean replied that these women have both relevant experience, and training, for example OSHA certifications. Richard asked what the period of time has been, in weeks? Jean responded that this issue has presented itself over 6 weeks, which is not an absurd amount of time but in that same amount time men were hired for same positions the women were applying for.

Partnerships – (refer to handout provided at the meeting)

Board Membership – (refer to handout provided at the meeting)

Dave commented that the Grants Secured section currently on the Finance and Performance Measurement Committee's scorecard should be changed to the BDC's scorecard.

Dave asked about the Labor Needs Form, and suggested it be sent out quarterly to Human Resource managers at key businesses. Right now it is not sent out to a specific group on a specific schedule.

Peter Muise, Finance and Performance Measurement Committee Chair, asked if he or other board members know about a big project and it's not on this list who should they let know?

Ed Dennehy stated the Career Center should be informed and Bridget Alexander stated is would be best to inform both the Business Services at the Career Center and Development at the WIB.

Peter commented that business owners using the Labor Needs Form might be viewed as potential board members.

Youth Council Report Out

Jean Fox, Youth Council Director, went through the Youth Council's Scorecard and Scorecard Update (a copy of the Scorecard was handed out at the meeting). Jean stated that most of the topics on Youth Council (YC) scorecard are consistent and will stay so, but the scorecard does facilitate tracking.

School Collaboration – There is a meeting scheduled for Monday. Beyond the six schools the YC has relationships with they have made connections with additional schools. The Mayor wants tracking mechanism for students graduating high school and not going on to college or into the military. Mayor wants to see these graduates (or dropouts) getting connected with the career center. An issue of privacy came up. The YC is hoping to start tracking

these individuals by this winter. The YC and Career Centers needs to get into schools more to share information and have a presence so students know about the workforce development system and what is available to them.

Work Based Learning Plans – Jean stated that this is a great tool to measure if there were gains in job readiness. There are another 25-30 youth still working. They are older out-of-school youth. Overall, the WIB is funding older youth.

YouthWorks – Jean reported that seven youth have been placed in Wareham. YouthWorks does not have as strict the requirements a WIA, when it comes to income.

Youth Summer Jobs – The YC is preparing to circulate a survey. The YC will continue to work on target populations: older, out-of-school youth. The YC is going to vote on the target population as a policy. The YC is working with the Career Center to streamline the application process. Jean has met with Ed and Wendy Andrade and will continue to meet with them on Youth Summer Jobs. Richard asked what constitutes an older youth? Jean stated that under American Recovery and Reinvestment Act (ARRA) it is 18-24 with a goal to serve vets. Ed stated that maybe one or two vets have been served through this program.

Dave asked if there was any other business.

Len notes that there is a press conference on Monday with the Mayor at City Hall to announce ARRA grant awardees. Everyone is invited to attend.

Adjourned!

Respectively submitted,

Bridget Alexander, Esq.
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