

**DRAFT      Greater New Bedford Workforce Investment Board, Inc.      DRAFT**  
**Executive Committee Meeting Minutes**  
**4/15/2009**  
**Southcoast Hospitals Group – Fairhaven**

**Members present:** David J. Ferreira, Roger W. Masson, Richard F. Mello, Peter J. Muise, Christopher J. O'Neil, Jr., Ronald F. Rheaume, Charles R. Simpson

**Members absent:** Chair, David DeJesus, Jr. (called), Bruce Morell (called), John Fernandes (called), Maria O. Pinarreta (called)

**Workforce Development System Staff in attendance:** Bridget Alexander, Len Coriaty, Edward Dennehy, Jean Fox, Steve Grant, Annie Massicotte, Jason Wentworth

**Guest:** Norm Audette

Assistant Treasurer Peter Muise called the meeting to order at 4:42 PM.

Before moving to Consent Agenda, Peter Muise announced three proxies, Chair David DeJesus, Vice Chair Maria Pinarreta, and Treasurer Bruce Morell.

**Consent Agenda:**

A motion was made by Roger Masson and seconded by Christopher O'Neil to approve the draft minutes of the 3/04/09 Executive Committee meeting, as well as the WIB Treasurer's Report through 3/31/09. The vote to approve was unanimous and carried.

**Reports:**

**Executive Committee:** In the absence of the Chair and Vice Chair, Len Coriaty provided the Executive Committee report.

Len reported that the EcoStim Regional Implementation Team (RIT) held its first meeting on April 2 and it was very well attended by 30 out of 33 invited members. Len said the objectives of the ambitious agenda were met and there were four Staff led/supported Working Groups established, including one each for Youth Summer Jobs, ABE/ESOL/GED, Business & Industry, and Accelerated Infrastructure/Job Matching. The next RIT meeting is tomorrow (4/16), 8:30 AM, followed by a Community Forum, 6:30 PM at Keith Middle School. Other outreach efforts for input into the EcoStim implementation plan include outreach to the Towns. A meeting is scheduled for 4/29 – we will be inviting Town Administrators in an effort to request input from Town reps, as well as to publicize Summer Jobs.

Following the RIT meeting, a meeting was held with State workforce development officials. It was called by the State to determine our preparedness for EcoStim activity. Len received positive feedback from the State. They were impressed with the attendance at the meeting. New Bedford was the second out of 13 where the Chair was in attendance, and the only regional meeting where the Mayor was in present. They stated the WIB was well prepared as most other areas, and noted questions and issues raised and said they will get back to us.

Len briefly reported on a meeting with Chair DeJesus, Chris O'Neil, Business Development Committee Chair, and staff - Len, Craig and Bridget. It was a very informative meeting intended to align the future direction of the committee with the WIB's goals and objectives. Chair DeJesus indicated he would like to schedule similar meetings with other committee chairs and staff.

Len distributed two "email" handouts – one dated 4/10/09 to Mayor Lang re: Regional Workforce Strategies Pilot; and one dated 4/11/09 to Matt Morrissey re: Labor Needs Template.

Len announced that a meeting is scheduled for 5/12 with Nancy Snyder, President of Commonwealth Corporation, and senior members of her staff along with senior members of local workforce development system staff to discuss regional goals and priorities and potential resources and technical assistance ComCorp may provide to develop effective regional strategies to share with other workforce regions.

Len also referenced the WIB's work with economic development agencies and the newly developed "Labor Needs Template" sent to Matt Morrissey. Included was a request for information about economic development / infrastructure projects EDC is working on. The template is a communications tool to convey vital information in a timely manner from economic development practitioners to workforce development partners and will be an invaluable tool in meeting employer needs. Len stated that 3 projects have been approved by the City recently. Information provided by the Mayor's Office to the WIB was the basis for a meeting between WIB and New Directions leaders to begin the design of a process for the workforce development system to follow to ensure employer labor needs are met.

Peter Muise asked Len if he has received any feedback on the email that was sent to Matt Morrissey. Len stated that he'd spoken with Matt earlier in the day and that Matt was in the process of compiling the information requested.

Ron Rheaume announced the Mayor's office has scheduled multiple meetings with Developers coming to New Bedford for various projects and the Building Trades Council, for Tuesday, 4/28. at City Hall. Meetings will take place throughout the day and the labor reps were asked to make themselves available. Peter suggested Len look into attending the meetings.

**Business Development.** Chris O'Neil stated that he was glad to see that the towns were being involved in the process of putting together an economic stimulus implementation plan for the region. He still feels there needs to be much more clarity provided to the general public about the three organizations –WIB/New Directions/Career Centers - to understand what they do. He then asked Bridget to go over the committees' recommendation for approval of a Logo/Branding/Website proposal, at which point a motion was made by Chuck Simpson and seconded by Richard Mello to allow for discussion of the proposal.

Roger's first question was "How much is in the budget for this?" – to which Steve Grant stated there was a lag of approximately \$10K in the Marketing line, and including other lines, he could come up with a total of about \$22K. There will also be lag from the New Directions contract, much of it in their communications line.

Roger than asked "Why can't we hire kids to redo the website?" Jason remarked that this is a job for professionals.

Bridget then went on to explain in more detail that the proposal would allow for the WIB website to incorporate the logo and branding changes. She also noted that presently it's very confusing, and as an example stated that our Summer Jobs program is on the New Directions Southcoast website, but belongs on the WIB website. She explained that the logo would be devised with the WIB as the top layer, and below that the two Career Centers. She explained that a link to New Directions website would be on the WIB website, listing them as the Lead Operator. Ed Dennehy announced that he was not informed of this logo proposal, but had heard it to be a "3 prong" approach, keeping New Directions as part of the master logo. Bridget explained we weren't at this meeting to decide what would or wouldn't be on the logo, but to get the proposal approved so that the WIB could move forward on it.

David Ferreira asked if there were specifications to put out an RFP. He asked why there was only one quote. Bridget noted that she had gotten a second quote on one part of the proposal. Steve G. stated that there was no need to do an RFP if the amount of the project is under \$25k; three phone quotes are sufficient.

Chuck Simpson stated that this website change was a long time coming, and it's been the case for awhile. He noted that we should try to reduce the outreach costs and put out a request for quotes with a 14 day response time.

It was decided to rescind the motion to discuss the proposal, so that a motion could be made to show a Vote of Support to the Business Development committee with regard to the recommendation to Approve a Logo/Branding/Website proposal, with the funding identified. Bridget plans to present 3 quotes at the May ExCom meeting.

**Finance and Performance Measurement Committee:** Roger announced that the funds that were to be used to pay the Project Manager have been used to pay for Old Bedford Village recertifications. He asked how that position will now be paid?

At the 4/15 Fin&PM committee meeting, a motion was made by Chuck Simpson, seconded by Richard Mello, to approve the staffing proposal as submitted, provided each position is justified to create new stimulus and is not used to alleviate or spread out existing activities.

**Youth Council:** Jean Fox discussed that 500 additional youth jobs will be developed as a result of Stimulus, and there is absolutely NO relaxation for WIA eligibility requirements. She mentioned that New Directions had started the application process back in February.

Jean noted that youth-related stimulus activities have been ongoing for the past two months. A Request for Responses (RFR) was issued last month in an effort to obtain worksites from employers. Information sessions and media coverage have also served to advise both potential employers and program service providers of stimulus funding for youth.

Jean noted that an RFP is being drafted for summer youth programs. It is hoped that organizations that have never submitted a proposal for WIA youth programming will consider a submission through the stimulus funding. The proposal will require programs to substantiate how youth will gain job readiness skills and how they will acquire 21st century skills. There is also a focus on "green jobs."

Jean went on to explain that although youth must meet the strict eligibility criteria established by the Workforce Investment Act (WIA), youth up to age 24 may participate under ARRA. Also, the only outcome required for summer programming is job/work readiness, which will be documented using the Massachusetts Work-Based Learning Plan.

The application process for youth is quite lengthy and detailed; however, Ed Dennehy stated that the application itself has been reduced from 12 to 6 pages. The documentation requirements remain the same.

Additional discussion ensued relative to the specifics of WIA eligibility, with some committee members observing that the narrowness of the criteria preclude many youth from taking advantage of the stimulus funding.

**Other Business:** Steve Grant spoke to the Performance funding contract for FY '10. The Executive Office of Health and Human Services (EOHHS) has put those funds out for contracting and New Directions Southcoast has put in their proposal. DTA will not be awarding that pot of money at the \$189K level next year. Ed Dennehy said it would be about \$90K. Steve noted that we had a plan in place to use about \$72K of that money each year to "pay back" the WIB's reserves for the \$250K Quest payout. We further planned to continue funding ongoing expenses at approximately \$21K for the WIB and \$96K for NDS. He stated that the Quest deal was still not bad since the \$250K would have been paid out over subsequent months for rent, and our reserves have been

adequate to date, for forward funding purposes. The committee recognized the impact of at least the \$27K of annual system infrastructure support.

**Adjournment:** A motion to adjourn at 5:50pm was made by Richard Mello and seconded by Chris O'Neil. Motion passed.

**Next meeting: May – TBD  
Fairhaven Home Care Conference Room  
(Southcoast Hospitals Group) in Fairhaven**

Respectfully submitted,

Annie Massicotte  
Business Office Manager