

Greater New Bedford Workforce Investment Board, Inc.

Business Development Committee Meeting Minutes

June 23, 2009

GNB WIB Office - Conference Room 207

Meeting Minutes

Committee Members in Attendance: Christopher J. O'Neil, Chair; Roy Nascimento, Paul Correia, Dennis Galvam, Michelle Hantman, Andrew T. Guilbeault

Committee Members Absent: James Butler, Thomas G. Davis, Charles N. Sisson, Lisa M. Lemieux, Michael R. Shea, Jeffrey F. Travers, David Cabral, Derek Santos

Board Members in Attendance: Ed Dennehy

Workforce Development System staff attending: Len Coriaty, Bridget Alexander

Guests: Norm Audette

Meeting called to order 8:31 AM

Consent Agenda:

May Business Development Committee Meeting Minutes

Motion to approve by Paul Correia

Seconded by Michelle Hantman

Approved unanimously

Marketing working group - next steps

Chris – The marketing working group has been meeting; we have been discussing areas of responsibility and trying to find specifics in the charter. However, the charter isn't quite clear. We have reached a point where we [New Directions and WIB] agree there needs to be a shift – not a WIB focus but a Career Center focus. We are not at a point where we can pull the trigger on URL changes, etc., because we need to look to the charter and the charter is up for renewal. The renewal is to be completed by January 2010.

That being said, there is no reason to no go ahead with the WIB's web site and logo changes.

Chris – The new website needs to build on collaboration between the Career Center and WIB staff. Also, there is no definition on who handles what specific to the website.

If we combine the websites into one then how do we handle the budget, combine those two? Ed – it's really all the same pot of money – what New Directions gets, New Directions gets – the budgets have never been combined before because they've been separate – so, the money issue should be flexible.

Andrew Guilbeault – Who hosts the websites now? Go Daddy.com for WIB, New Bedford Internet/Paul Allan New Directions.

Charter Changes - Each committee will be asked to participate in the charter change recommendations. We should take a closer look at the charter. Schedule Craig Baker for next BDC meeting to go over some of the history of the charter and hear from the other committees and what they want to see and hear from Ed on what changes will work or not work.

New Hires

The one expected hire is a Communications/Youth Coordinator. The hire has been approved but we're holding off on filling it until we can support it. The Business Coordinator position is on hold for the time being, which is partially due to state and federal funding cuts. Chris – is there a specific outcome for meetings between WIB business development and Career Center business services? Ed – This hasn't gone on at all. Chris – It is that type of coordination that was anticipated would be handled by the Business Services Coordinator, bringing together the Career Center, Economic Development and small business development together. Do we need to drill down that far in the charter? Do we need to spell that out and schedule meetings on business development. Len – right now all duties regarding business development fall on current staff, Bridget, with Len and Craig as back up. There will be meetings coming up with lead staff and the Executive Committee. Members will decide what we're going to do and what the responsibilities of the staff will be going forward. We must be successful with stimulus and the youth programs. A lot will be defined this summer. It will be a working summer. The Chair has the idea of a scorecard – I think you've seen the draft and it has been changed since then. It is to be part of the 2010 work plan and a committee working plan and will be used to report out at committee and board meetings. We're at a stage now having to start this process.

Ed – Going forward the Business Development Committee and WIB staff could work more closely with Career Center staff and this could happen with no new staff and is a good idea and will help the Business Development Committee better understand what the Career Center Business Services staff does. Chris – I think that will get rid of some of the redundancy – might mean carving out some time from someone under Bill Edward.

Industry Sector Focus

At the last meeting we talked about specific industry focus and bringing in the top companies within an industry and see what trainings should be done to stay ahead of the curve. Look at retail, professional/technical, and healthcare – sectors with the largest vacancy rates – do we target certain industries and bring them in and see what they're looking for?

Ed – specific industry focus on two industries has taken place in the last few months. Right now most of the time is spent filling pre-screening agreements. We have not been bringing in specific companies within an industry.

Chris – maybe that is on the WIB side.

Len – we have started that. Maybe the labor needs template is an indicator of that.

Chasing the next funding opportunity model is getting turned on its head. Comm Corp is changing the focus from sectoral initiatives to regional needs - there are three pilot programs and NB is one of them. For example, how do we compare green jobs with our regional issues, such as literacy and abe. Want to get away from saying yes to everything – we need the board to tell us – maybe we don't want 60% of time in one area to the detriment of another. How much time do we spend in on an emerging area if we there is still such a great need in other more constant areas. This committee is out in front and we are playing catching up.

Bridget – ARRA planning will inform these decisions – we are getting feedback from people we weren't getting feedback from before.

Chris – I want to make sure that the use of the labor needs template is expanded – I want to be privy to what that template has brought in first round – how is it disseminated and marketed – how far did it go – beyond New Bedford?

Ed – The labor needs template has really just been to the Economic Development Council to alert us about specific projects coming down, but this is the first time we ever got the EDC to share the information.

Len – generally speaking we have not had a comprehensive deliberate outreach effort – should be on our agenda for next meeting to share with the committee what has come out of the template thus far. Great to now transition from the staff level to the committee and to Bridget as the point person. As a communication tool it is useful to open up a dialogue with partners, like the unions who sit on our board.

Adjourned – 9:23 AM