

GNB Workforce Investment Board, Inc.
Executive Committee Meeting Minutes
Thursday, August 13, 2009
4:30 PM
Fairhaven Home Care Conference Room
Southcoast Hospitals Group
Fairhaven, MA

Members Present: David DeJesus, Jr., Chair; David J. Ferreira (written Proxy), John Fernandes (written Proxy), Richard F. Mello, Christopher J. O'Neil, Maria O. Pinarreta, Charles R. Simpson, Jr., Ronald F. Rheame

Members Absent: David Cabral (called), Peter J. Muise (called)

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

New Directions Staff: Ed Dennehy

Guests: Norm Audette, Joseph Notini (DCS)

1) Chair's Welcome

Chair DeJesus called the meeting to order at 4:45pm.

Mr. DeJesus announced that he received written proxies from David Ferreira and John Fernandes (John F arrived later).

2) Consent Agenda

The **Minutes** of the 6/11/09 ExCom meeting and the **WIB Treasurer's Report** through 7/31/09 were unanimously approved upon a motion made by Mr. Simpson and seconded by Maria Pinarreta.

3) REPORTS

Executive Committee

Chair DeJesus reported on the July 27th meeting with the Mayor. He said they also spoke of the WIB leading the effort to get educational assistance for the employees of Eagle Mgf. Through set aside funds and that that application is expanded to include laid off employees of Acushnet Company. He said they were able to give a positive report to the Mayor on the youth summer jobs and noted Steve Grant's report showing a 90% spent target for Sept.30th. Mr. DeJesus commented on the challenges of getting over 300 kids to work but noted that some favorable press has been coming in.

Mr. DeJesus said that the WIB membership is coming into line, targeted at 45. Larry Weldon, Mary Harrington, and Brad Truini from the private sector and Dennis Maltais from labor were mentioned as new members coming on board.

Mr. Coriaty reported on the ABE/ESOL pilot program that the WIB is looking at developing. This will be based on the model currently in use in Attleboro which enlists volunteers in terms of prepping for and teaching these ABE and ESOL programs. He noted that some funding is in the budget for start up and for a consultant to help bring it together. He told the committee that Mike Longo is the current choice to take this on and that the Mayor has responded positively to this plan and has spoken to Mr. Longo about the possibility of getting this up and running before we turn it over to a part time coordinator. The Mayor expressed confidence that he could get some additional funding to support the effort. Len said he would follow up on the next meeting with the Mayor on the 18th.

Dave said he has also asked the Mayor to support the WIB on an expedited High Performing Board Certification application. Mayor Lang said he would speak to Secretary Bump on the matter.

The Mayor has agreed to monthly meetings with Dave and Len to keep our agendas aligned and keep abreast of WIB activities.

Chris O'Neal asked if the Economic Development Committee (EDC) was going to be in monthly meetings. Len said that Derek Santos, EDC Business Development Director, will be getting more active with the Business Development Committee (BDC) once again and that there are other things happening with EDC. He noted that we are involved now with UnionWear, a new entity coming to the city, but that we were turned onto that by a conversation with DWD Director Michael Taylor. He said he initiated contact with Matt Morrissey and received an invitation from Matt Morrissey to a meeting between EDC and UnionWear.

Finance and Performance Measurement

Steve Grant reported in the absence of the Chair. He noted the main purpose of the meeting was to approve the annual plan and integrated budget in advance of next week's special meeting.. He said they covered the plan and narrative extensively and that it was approved. He said the committee covered Ed's operations report. The committee also was given a copy of the ARRA youth spending report which indicated we could achieve a 90% spending level pending our efforts to extend youth and programs scheduled to finish on August 21st. The summer monitoring report was briefly discussed. He mentioned that due to the length of the meeting a discussion on the scorecard was tabled.

Len Coriaty requested a motion to approve the plan as recommended by the Finance/Performance Committee. Mr Simpson moved to approve and Ms. Pinarreta seconded. The plan and budget was passed unanimously.

Business Development Committee

Chris O'Neil stated that his committee recently met and although the meeting was lightly attended they did vote to approve the Scorecard as a living document. Chris and Bridget Alexander described how the scorecard was retooled to show actual measures and timelines. Chris said they were moving Literacy Works into the business development scorecard. He thought the idea of the scorecard was great as it helps them to hone in on ideas.

He said they did have a marketing subcommittee meeting scheduled but had to cancel. He discussed how the website will be used as a communication tool that will help to push information back to the career center staff and help everyone better understand their responsibilities. He tied this into the process of making charter changes as a way of keeping New Directions fully aware of what is expected, with no surprises.. He said they reviewed the Labor Needs Template as provided by Ed Dennehy. Mr. Dennehy explained that they have achieved some new hires from that with more expected in the near future but the timeline for most jobs is fall or early spring. Ed said they do have a file of about 200 names with construction experience and about 70 of those with OSHA training. Chris said he was concerned about the measure of success with this process – are the resources spent on tracking producing enough results? He also said we should try to get this tool out there to more than just construction. Ron Rheame requested a copy of the completed labor needs forms received to date.

Bridget Alexander spoke about a business recognition program. The committee decided to go with just an annual award and would be developing criteria.

Bridget noted that one item on their scorecard was partnerships and noted a new partnership with the Housing Authority. She said we had been encouraged to work with them by the Secretaries of HUD and DOL since we were both getting Stimulus money. Bridget informed committee members of meeting with Joe Finnerty and Richard Waleca. She said they expect about \$4 million in projects with perhaps 100 hiring opportunities.

Bridget also mentioned connecting with UnionWear which is starting up as New Bedford Tactical Gear. They will be getting into Lean Manufacturing Training and we are bringing in Mass MEP to conduct that training. She will work with them on their Hiring Incentive Training Grant, and they will reinvest it to bring on 40 to 50 more employees at the beginning of the year. They will also be looking to go after a WTF grant.

Len mentioned that there will be a press conference about this on Monday. He said what we will be doing here can become a model for what we can do for workforce development in this region.

Youth Council

John Fernandes noted that at their recent special meeting they approved the youth portion of the FY '10 annual plan and integrated budget. They also approved the scorecard as a document in progress.

John spoke to the ARRA summer youth component with mixed feelings. He felt that the RFR process was probably not the best choice. He said he was pleased with the summer programs/jobs piece but was “grossly disappointed” in the jobs only portion. He called it a total failure.

He made the following points”:

- Notified in February so plenty of time to organize/recruit
- Eligibility lagged – only two people ready to work by June
- 18 to 24 year olds well behind goals.
- Special emergency meeting called with purpose of getting people working
- Modified application process from 12 pages down to 6
- Eligibility process has to be improved or it will happen again.
- Question of the criteria of how a job was approved

He noted that only 67 people were working from RFR responses looking for over 200. John did say that there was a lot of pressure because we were instructed to spend so much money by September 30th. If it was a year long program we could have taken a look at what was wrong and taken time to fix it, but now we are having to ask vendors to extend programs longer.

Len addressed John’s remarks by taking issue with the characterization of total failure. He said a debrief is planned to go over what went wrong and what went well.

He noted that we have a plan in place to possibly reach 90% spent by Sept. 30th and noted that that was the chief measure of success provided there were tangible outcomes resulting. Further, we will be documenting the outcome to show this was a quality experience. John also wants to check with eligibility determination efforts of other WIBs to see what we are doing wrong.

Chair DeJesus noted that the results of any scheduled debrief, when completed, should be on the agenda of the Executive Committee.

Jean Fox said that our outreach to extend programs and jobs has been well received and we have confirmed 91 participants to continue for an extra week and our outreach is continuing.

4) DISCUSSION TOPICS

Leadership Retreat

Len Coriaty touched on the upcoming retreat for WIB leadership and key partners. Partners include Ed Dennehy, Paul Vigeant, Matt Morrissey, Roy Nascimento, Ron Rouillard, and a representative of Jack Sbrega. The retreat is set up to help the WIB better focus our work, specifically to target key populations and industries. We will also review the goals and objective of our strategic plan. Another objective is a way to help educate and engage new board members. He referred the members to the agenda for the retreat and encouraged them to

come prepared with suggestions and feedback on the populations and sectors we are promoting. Len also said the Mayor is invited to the lunch portion to hear a report out and to share his view on the topics covered.

Executive Committee Scorecard

Chair DeJesus deferred discussion to the September Executive Committee meeting. We'll ask the committees to present their updated scorecard and Executive Committee will be asked to review our work (Dave & Len) on the Executive Committee scorecard.

5) ADJOURN

There being no further business to discuss, upon a motion by Mr. Rheaume and seconded by Mr. Simpson. The meeting was adjourned at 6:10 PM.

Respectfully submitted,

Steven Grant
CFO