

Washtenaw County
Workforce Development Board
General Session
Minutes

Meeting Date: Thursday, March 18, 2004

Time: 8:00 am

Members Present: Jim Beougher, Diane Davidson, Gene Graber, Steven Gulick, Cindy Harrison, Sabrina Keeley, Janie Jones, Mary Kerr, Diana McKnight-Morton, William Miller, Mark Ouimet, Keith Peters, David Potter, Edward Resha, Clifford Smith Jr., Andrea Tolle, Gregg Weaver, Anne Williams and Donn Wolf

Members Absent: Susanne Clausnitzer, Rebecca David, James Frenza (excused), Amy Giles, Deloris Hunt, Al Robinson and Timothy Robinson (excused)

Guests Present: Robert Castillo – US DOL Vets, Dennis Opoka – US DOL Vets, Joanne Morris – Michigan Works! One Stop Service Center, Ron Wimple – Michigan Works! One Stop Service Center, Jinyun Liu – University of Michigan

Staff Present: Trenda Rusher, Jenny Bivens, Rana Alzoubi and Lynn Fountain

1. Call to Order

Chair Wolf called the meeting to order at 8:03 am.

2. Approval of the Agenda

Wolf moved the Arts Alliance Youth Cultural Project to after agenda item number six.

Graber moved to approve the agenda with the noted change. Williams supported. Meeting agenda approved.

3. Public Comment

There was no public comment at this time.

Guests and Board members introduced themselves to the visitors from the China Ministry of Personnel.

4. Consent Agenda Items

A. Meeting Minutes

Resha moved to approve the minutes from the November 14, 2003 WDB meeting. Ouimet supported. Meeting minutes approved.

B. Resolution approving the Employment Training and Community Services (ETCS) Group's 2004 Michigan Works! System Plan to the Michigan Department of Career Development (MDCD); authorizing the Administrator to sign subsequent delegate contracts.

- This is a boilerplate plan that contains all of the stipulations required by MDCD. There is no money attached and it allows us to get money from MDCD.

Peters moved to approve the ETCS Group's 2004 Michigan Works! System Plan to MDCD authorizing the Administrator to sign subsequent delegate contracts. Weaver supported. Motion passes.

Discussion

Gunn asked if the name should be changed to DLEG. Rusher replied that MDCD has been changed and it should be noted.

5. Report of the Chair – (Wolf)

A. Announcements

- Wolf welcomed guests from the China Ministry of Personnel. He pointed out that they came to a meeting of the Employers Committee last week at the Michigan Works! One Stop Service Center. He thought it was interesting that one of the national initiatives discussed in Washington DC last month was to adapt a sister country to exchange information with. We will have an opportunity for some discussion with them later in the meeting.

B. Business and Community Awareness Initiative

- At the Joint Annual Meeting, Wolf announced three initiatives that he would like to accomplish as chair of the WDB. One of those initiatives is making sure that the community knows about the services and programs available to them.
- We have tried some marketing initiatives over the past year; but nothing collectively. Wolf said that the WDB should be marketed along with the CAB because they are under the same ETCS Group umbrella and the costs could be shared as well.
- Wolf talked about our customers – the job seeker, the employer, and employees and organizations within the County.
- Ideally, Wolf would like to spend \$30,000 dollars to produce something over the next six months. If approved, this initiative will be taken to the Marketing Committee chaired by Frenza at their meeting on March 24.
- The project would go out for competitive bids so proposals would be submitted by interested parties.
- Rusher pointed out that the Michigan Works! billboards have been very affective in the past and the timing might be great if we are anticipating doing another community outreach initiative.

McKnight-Morton approved sending the Business and Community Awareness Initiative to the Marketing Committee. Resha supported. Motion carries.

C. Business Update – (Keeley/Peters)

- Peters invited members to look around town at the work being done on Waterstreet. There is a project on new apartments for students at the old water mill site as a result of a private-public joint venture. New construction is underway across from the Ypsilanti Marriott as well.
- The Ann Arbor and Ypsilanti Area Chambers of Commerce are having a joint expo next week. There is a Disney Way conference on Tuesday that Peters invited members to register for.
- Peters talked about the guest speakers who will be featured in future Breakfast Series.
- The Ypsilanti Areas Chamber of Commerce Annual Dinner is on May 6 at the Washtenaw Country Club.
- Keeley announced that Ann Arbor is finally beginning to experience the turnaround that the Country has been experiencing. The Ann Arbor Area Chamber of Commerce is hosting Agenda: Ann Arbor on March 30 at the Michigan League.
- Both Chambers will be hosting public officials who will meet with the chambers for joint discussion.

D. Labor Update – (Gulick/Resha)

- Gulick announced that construction in the County is continuing to improve. The University of Michigan is constructing new buildings and adding on to existing ones. Resha also said that work is getting better and better.
- Rusher was approached by labor reps in Washington DC who reminded her of the upcoming Working for America Conference.

E. City of Ann Arbor Liaison Report – (Carlberg)

- The City is in the process of reorganization. They are conducting retraining session for staff as jobs are redefined.
- Carlberg reported that the City is expecting 35 job losses. The early retirement program was a major advantage because it saved money and eliminated jobs.
- The budget was approved in May for the fiscal year that begins in July.

6. **Report of the Chief Elected Official** – (Gunn)

A. Announcements

- Revenue sharing from the State has been reduced to zero.
- The County may be instructed to collect taxes in July as apposed to December. This might give the County money up front, but would not make much of a difference in the long run.
- Gunn reported that the County is looking at eliminating forty jobs over the next year. Early retirement was offered in the past to employees.
- There seems to be a gap between revenue and what we need to spend on services.

7. **Other Business**

A. Arts Alliance Youth Culture Project

- Keeley announced that the Arts Alliance was created to increase the awareness of the arts in our community. The Interim Director of the Arts Alliance, Tamara Real, put together a Youth Council to identify ways to connect parents with the many youth programs offered.
- Real distributed packets on the promotional project and gave a background on youth in Washtenaw County while providing some statistics.
- Current funders include Pfizer and the Michigan Council for Arts and Cultural Affairs.
- The Arts Alliance came up with a two pronged approach to addressing issues:
 - i. educate
 - ii. bring together the leaders of the organizations to discuss how to better address the issues
- The online search engine of youth-oriented cultural programs in the County - culturezone.org - goes live on April 22. The website will be an online source for people to look for youth programs within Washtenaw County and is the only resource of its kind.
- In the fall, the Arts Alliance wants to host a half-day conference to discuss what the needs are and how participants work together to harness their resources more affectively. They will explore ways to work together as a part of an ongoing dialog.
- The WDB can get involved by:
 - i. Providing guidance and insight and
 - ii. Providing financial support – they are asking for \$10,000 to support the program.
- Money will be used to:
 - i. Develop awareness of the project and website by producing and posting flyers at County libraries, by advertising in standard publications and by making bookmarks
 - ii. Fund facility rental and other costs to host the conference
- Real invited all interested board members to join the steering committee to help more.

DISCUSSION

- Rusher suggested three ways to approach this project:
 - i. Tie this in with the Business and Community Awareness Initiative that Wolf introduced earlier in the meeting. We would tie in the ETCS Group logo, phone number, and website for additional services,
 - ii. Fund this jointly with the CAB that meets next week, or
 - iii. Augment the Ann Arbor Area Chamber of Commerce contract to include this project.
- Rusher stated that we certainly have the workforce money to do this.
- Wolf added that this was a good project specifically because it targeted parents of youth and he would like the parents of the Head Start Committee to know about this especially.
- Miller added that our community has great arts and cultural programs. This would develop a great opportunity for the public to see what there is to offer while other funding is being cut. Miller pointed out that outside of Ann Arbor there are not many youth programs and was pleased that this would involve all of Washtenaw County.
- Kerr added that the basis of the website is a model for an online countywide collaboration. There are discussions taking place currently to provide scholarships for the underprivileged.
- Graber added that this might be a great economic development tool in that it would attract employees to the area based on programs offered to youth.
- Sizemore apologized for being late; he was at an earlier meeting. He informed board members that he sits on the Parks and Recs Committee and would like to take this opportunity to address some issues about the west side of the County. There will be a conference to gather ideas how to address such issues. Attendees will be pushing to look to at the recreation that is offered on the west side of the County to deter youth from crime.
- Wolf suggested that we use this opportunity to strengthen our services offered to youth in the County to attract employees and employers to the County.

Ouimet moved to support the Arts Alliance Youth Culture Project. Gulick seconded. Motion passes.

8. Report of the Executive Director – (Rusher)

A. Local / State / Federal Updates

Local

- *Joint Annual Meeting*

We had a successful Joint Annual Meeting on February 9. We acknowledged successful customers of both our workforce development and community action programs. We acknowledged work of our board members as well. Senator Liz Brater and Representative Chris Kolb were in attendance and gave great feedback. Certificates and acknowledgments from Governor Granholm and Congressman Mike Rogers were received.
- *Ypsilanti Chamber Education Committee*

Board member Mark Ouimet and Rusher have been meeting with the Ypsilanti Area Chamber of Commerce Education Committee. They work on a variety of partnerships with business and workforce development issues. Currently, they are assisting them with the planning of the Education Awards process which acknowledges outstanding business/education partnerships in the County.
- *Ypsilanti Police Recruitment*

The ETCS Group has been asked by Ypsilanti Police Chief Basar to assist with officer recruitment and assist the City with a career advancement plan. Staff has had one meeting and is planning a law enforcement career and job fair to help with recruitment. It was brought

to our attention at the last WDB Executive Committee meeting that chief Menzy may be having the same problems.

- *Food Surplus Distribution*

ETCS Group staff and other volunteers packaged surplus food and distributed it on February 19. Rusher gave kudos to Jenny Bivens and the rest of the staff for their hard work during the last food distribution and invited board members to participate in the next one on May 20. Wolf also thanked Janie Jones for participating in the last distribution. Volunteers are welcome to help out as early as 7:00 am at 555 Towner in room 107. Jones commended Rusher and her staff for their hard work and organization during the last distribution.

State

- *Work First PLUS*

Rusher is sitting on a special appointed Work First Reform Advisory Group for the State to look at a new design for Work First. The preliminary discussion is the development of a model that awards and gives incentives for education first as apposed to Work First.

- *Reshaping Michigan's Workforce*

The Governor has released the final work of what she wants Michigan's Workforce Development System to look like. The report and executive summary are included in today's meeting packet.

- *FIA*

Rusher met with Marianne Udow to discuss Michigan Works! She also participated in a panel with one of our Work First participants so she can learn first hand what it means to be in our program.

Federal

- *Workforce Times – March 5, 2004*

The latest issue of the NWA Workforce Times is included in today's meeting packet. Staff is working with NACo, NWA, and USDOL staff in DC to address public policy decisions regarding performance standards, common measures, and obligations of WIA funding. This work is ongoing.

9. Knowledge and Information Feature

- Rusher introduced the guests from the China Ministry of Personnel and the University of Michigan. The guest introduced themselves and where they were from.
- Rusher thanked Alzoubi for her work in bringing together the visitors and the Board.

10. Report of the Committees

A. Strategic Planning Committee

- The next meeting is on Wednesday, March 24, 2004 at 8:00 am at 555 Towner in room 107.

B. Marketing Committee

- The next meeting is on Wednesday, March 24, 2004 at 3:30 pm at the Ann Arbor Hands On Museum (220 East Ann Street in Ann Arbor).

C. Education Advisory Group – (Miller)

- The next meeting is on Wednesday, April 21, 2004 at 3:00 pm at the WISD (1819 South Wagner Road in Ann Arbor).
- The EAG commissioned through the WDB a High School Follow-up Survey. Staff should bring the results of this survey to the next WDB general session in May.
- There is no State funding for Career Prep anymore.
- EDPs have been started so every high school will use this by next year. Again, there is no State funding for this program anymore either.
- Miller would like to discuss college entrance exams at the next EAG meeting in April.
- Employment in the public schools sector is not good. There will be many job cuts by the start of the next school year. Willow Run is looking at early retirements to reduce the number of layoffs. Most jobs lost will be in administrative support and some teachers will be laid off as well.

D. Community Action Board – (Gulick)

- Gulick said that the Master Agreement would move forward after the March 22 meeting of the CAB.

11. Other Business

- Clifford Smith Jr is Chair of the Ypsilanti Area Foundation. The City engaged about twelve people to address health issues in Ypsilanti. They will be giving out grants of up to \$3,000. A press release will be distributed in the near future. Resha asked if they were targeting anything in specific with the grants. He would like to find some means of getting money to people. Smith replied that it was mainly for the Ypsilanti area; but anybody can apply in the health industry for the grant.
- Davison announced that community forums would take place over the next six months. The initiative is in line with the County's ten-year plan to eliminate homelessness in the County.
- Kerr announced a joint venture by the Ann Arbor and Detroit Area Visitors and Convention Bureau to feature sites in in-flight Spirit Airlines booklets.

12. Next Meeting Dates

- Thursday, May 6, 2004 at 8:00 am at 555 Towner in room 107
- Thursday, July 1
- Thursday, September 9
- Thursday, November 4

13. Adjourn

Wolf adjourned the meeting at 10:15 am.