

Washtenaw County
Workforce Development Board (WDB)
General Session
Meeting Minutes

Meeting Date: Thursday, September 9, 2004 **Time:** 8:00 am

Members Present: Andrea Tolle, Jim Beougher, Jim Frenza, Cindy Harrison, Mary Kerr, Mark Ouimet, Keith Peters, David Potter, Al Robinson, Anne Williams, Donn Wolf, William Miller, Gregg Weaver, Steven Gulick, Diana McKnight-Morton, Diane Davidson, Janie Jones and James Magyar.

Members Absent: Suzanne Clausnitzer, Rebecca David, Amy Giles, Gene Graber, Deloris Hunt, Dennis Norton, Edward Resha and Clifford Smith.

Liaisons Present: Leah Gunn - Washtenaw County Board of Commissioners (BOC) Chief Elected Official (CEO), Rolland Sizemore Jr. (BOC) and Councilperson Jean Carlberg

Guests Present: Barb Shoffner (for Sabrina Keeley – Ann Arbor Area Chamber of Commerce), Gretchen Waters (Washtenaw Contractors Association), James Mueller and Rick Carrol (Washtenaw County Salvation Army)

Staff Present: Trenda Rusher and Rana Alzoubi

1. Call to Order

Wolf called the meeting to order at 8:05 am.

2. Approval of the Agenda

Gulick moved to approve the meeting agenda. Weaver supported. Meeting agenda approved.

3. Public Comment(s)

There were no public comments

4. Consent Agenda Items

A. Minutes

Davidson moved to approve the minutes from the 07/01/04 meeting. Beougher supported. Meeting minutes approved.

B. Resolution(s)

- i. Ratification of the Chair of the Board's signature on the Program Year (PY) 2004 Statewide Activities Funding for High Concentrations of Workforce Investment Act (WIA) Eligible Youth Plan to the Michigan Department of Labor and Economic Growth (MDLEG) in the amount of \$32,163 for the period of July 1, 2004 through June 30, 2005
 - This money is to increase the percentage of youth participants and the augment the program.

Harrison moved to approve the resolution. Davidson supported. Resolution passes.

5. Report of the Chair – (Wolf)

A. Announcements and Updates

- Wolf announced that Board member Jim Beougher is leaving his position as Washtenaw County's FIA Director and moving on to work in Maine. Wolf thanked Beougher for his work on both the WD and the CA Boards. Beougher stated this is an opportunity for him to do something that is unusual; Maine has never had two departments under one director. Wolf noted that we are really going to miss him.
- Wolf also announced that Jim Frenza is retiring from the Ann Arbor Hands-On Museum. Wolf distributed an article from the Ann Arbor News featuring Frenza and announced his retirement party at the Museum on Tuesday, September 21 from 4 – 6 pm. All interested board members should RSVP to Alzoubi.
- There was a Hospitality Industry Forum hosted by the ETCS Group to discuss possible improvements to hiring and training of employees. Employers from the local Hospitality Industry met on Tuesday, August 31 at the Four Points Ann Arbor Sheraton.
- Wolf reminded Board members seeking reappointment to send a letter from their chamber to the BOC nominating them for appointment/reappointment to the WDB. He reminded them that a letter must also be sent from their local chamber to the BOC supporting their interest on the WDB.

B. Business Updates

i. Ypsilanti Area Chamber of Commerce

- Peters announced that General Dynamics is set to begin moving in and will be hiring employees in three stages. They will be moving into the area behind the Ypsilanti Marriott.
- The Chamber's Business Expo will be at the Ypsilanti Marriott on March 7-8, 2005 hosted by the two Chambers and the Ann Arbor News. Information will be on both Chambers' website.
- State Legislation for the Toyota project is going smoothly.
- Trena Rusher has been approved for appointment to the Ypsilanti Area Chamber of Commerce Board of Directors.

ii. Ann Arbor Area Chamber of Commerce

- Barb Shoffner is attending today's meeting for Sabrina Keeley. She announced that State Chamber Forum will be held next week on the 16 – 17 of September. Keeley is at a press conference this morning to discuss the local Toyota project.
- The most recent edition of Craine's was distributed highlighting the Culture Zone project that this group supported. The next step will be a formation of a committee; Mary Kerr offered to be the contact person between the WDB and that committee.

C. Labor Updates

- Gulick thanked the WDB for their letters of support for AFL-CIO. He noted that Secretary Chao did not approve the funding.

D. City of Ann Arbor

- Carlberg stated that the City will be cracking down on rental units that have trash out on their lawns on Saturday and Sunday morning.

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

- Gunn expressed sorrow in seeing Beougher leave. She noted that he will be very much missed in this community and that Maine is very lucky to have him.
- The BOC helped provide zoning changes for the property purchased by Toyota. Gunn noted that the developer who also submitted a bid will not be able to sue as previously alleged.
- The City of Ann Arbor and Washtenaw County have agreed to unite and form a new Community Development Department. The director will be Amy Klinke who knows the City and the County. This new collaboration will be a more efficient way to conduct business.
- Gunn announced that there would be some elimination of jobs in the County; we will have reduced our workforce by 105 people by the end of this fiscal year.

7. Knowledge and Information Feature

A. Washtenaw Contractors Association (WCA)

- Prior to the knowledge and information feature, Wolf asked Gretchen Waters, from the Washtenaw Contractors Association (WCA), to talk about the “Just Build It” 2004 Career Expo.
- Gretchen is asking for an extension of the agreement that the WDB has with the WCA. The funding request is the same as it has been for the past two years; it is \$16,500 to help host the Career Expo.
- Waters distributed what is given to the students at the Expo, which includes a layout of the workshops and exhibitors at the Expo as well as the questionnaire. Waters noted that the questionnaires are not all the same.
- A booklet was also distributed by Waters that is mailed to parents along with a letter thanking them for allowing their children to participate.
- One new thing that Waters noted for this year is a briefing that is provided to students explaining the purpose of the Expo while they are on the bus going to the Expo.
- The WCA is also trying to add to the exhibits offered, such as environmental engineering. The University of Michigan won this year’s Steel Bridge making contest this year. They will bring in their 25-foot bridge that won them the National Competition.
- Waters noted that the registrations from the schools are already coming in. There was some concern about attendance this year because of the budget cuts. Waters pointed out that schools are required to provide transportation for the students to the Expo.
- Waters extended a personal invitation to board members to attend the Expo on October 27, 2004.

Gulick moved to provide \$16,500 in support of the WCA’s “Just Build It” 2004 Career Expo. Gunn supported. Motion passes.

Discussion

- Gulick stated that this is a great expo for students. He noted that there is a new exhibit at the Ann Arbor Hands-On Musuem that children should be made aware of it. Frenza added that the exhibit should be completed by the first week of October and invited board members to view it. The exhibit is actually a miniature home that is cut in half to show the construction elements. There will be an interactive touch screen program for children to ask questions.
- It was noted that because money for Career Pathways has been eliminated, this is a good opportunity for children to learn about careers.

B. Kroc Center

- It was noted that members from the Salvation Army already presented this project idea to the Gateway Board and the Community Action Board. James Mueller and Rick Carrol will present the project idea to the Board today.
- Mueller provided some background information regarding the Kroc Center. Joan Kroc is the widow of Ray Kroc who is the founder of McDonald's; she passed away and left 1.6 billion dollars to the Salvation Army. The money is difficult to spend due to the stipulations attached to that money. One of the issues that make it difficult is the fact that the Community needs to come up with the dollars required to keep the Center running.
- Carrol walked Board members through a virtual tour of an existing Kroc Center located in San Diego, California. He highlighted some of the features of this state-of-the-art center:
 - Education center – a library and a computer lab, including monitored internet access
 - Childcare center
 - Theater, including an orchestra
 - Recreation field, including a rock-climbing wall
 - Ice arena
 - Pool and a therapeutic pool
 - Gymnasium
- Carrol noted that not all of these activities will be included in every Kroc Center. An assessment would be done to determine what would be most needed locally.
- The San Diego Center has an operating budget of 6 million dollars. The average daily use is recorded at 1523. In a recent article, the daily use was up to about 2500.
- Frenza asked how long the Center has been in San Diego; Carrol replied that it has been up and running since 2002.
- Kerr asked if a fee would be required to join the Center. Carrol replied that most likely, a fee would be required for membership. For others, there may be a fee required for a one-day visit to the center. He added that there could be scholarships for those who cannot afford the annual membership rate.
- Carrol noted that the San Diego Center has 280 employees. He also highlighted the local guidelines for the construction of a Kroc Center. One of these is that the Center be located in an at-risk community. Ypsilanti is one of the areas that the Salvation Army is targeting; but Carrol noted the Center would be open to all residents of Washtenaw County. Another guideline is that local support is needed. A letter from this Board would be great, as well as letters from organizations that Board members represent. Gunn noted that the Salvation Army will be presenting this project idea to the Parks and Recreation Commission; they have money from millages. Carrol noted that a meeting has been set up with Commissioner Sizemore as well. It will be important for the community to support this effort as well as provide some input as to what is included in the Center.
- Tolle asked if the Center would be available for the disabled. Carrol replied that everything will be as handicapped accessible as possible.
- Ouimet asked how the land value would be considered in the factoring of the money required for the community to raise. Carrol noted that they are having discussions with both the City and Townships of Ypsilanti regarding donating land. Land that is donated will be considered as part of the community fund-raising. Funds would have to be made available prior to building the Center. Each division will have the ability to build three Centers. Flint is one area that they are interested in as well as three others in Detroit.
- Rusher noted that we received notice from the US Department of Labor (USDOL) to focus and target at-risk youth. Rusher asked if there would be programming at the Center for at-risk youth. Mueller replied that Performing Arts, Recreation, Worshiping and

Educational Components are required by Joan Kroc and added what goes in to these components is up to the community.

- Gunn pointed out that there are many community leaders that should be informed about this including the Washtenaw County Human Services Collaborative Council (HSCC).
- Carrol noted that the 30th of September is the deadline for the preliminary proposal. Letters of support are needed for this step. A response to the proposal is expected by October 15th. Letters of support should include tangible items that the organization will provide to help.

Peters moved that Rusher write a letter on behalf of the WDB in support of the Kroc Center. Kerr supported.

Discussion

Rusher noted that the CAB already wrote a letter of support as did the Gateway Board.

8. Report of the Executive Director

A. Announcements

- Rusher asked for some feedback about the Board packet. Board members liked receiving the packets in advance and they liked it being bound.

B. Local/State/Federal Updates

Local

i. Parkridge Community Center

- The CAB has agreed to work on Youth Enhancement. Discussions are still underway for ways to utilize our Community Action Agency through the ETCS Group to make the most of the CAB's \$50,000 to assist youth activities for Youth at Parkridge Community Center. The idea is to coordinate our agency funds with efforts through Washtenaw Community College (WCC), Parkridge, the Michigan Works! Office, City of Ypsilanti, Pfizer, EMU and other corporate sponsors. We are looking to augment social enrichment and education services through youth leadership training and educational programming. We have asked the City of Ypsilanti for a specific budget for its needs at meeting with Beasley, Bivens and Rusher. We anticipate helping them with workforce development efforts through Youth Leadership, Career Exploration, and other services at the Michigan Works! Service Center.

ii. Youth Leadership and Mentoring Activities

- Beougher noted that there is nobody to support foster children and feels that as a society, we need to do better by them. We should help these children build the confidence and we will be doing the community a great deal of good by creating a foundation for them. Beougher proposed that the WDB combine the resources of the ETCS Group with the FIA's Jim Casey foundation through a partnership. He suggested that we work with the American Society of Employers (ASE), who has a mentoring program for adults at the Michigan Works! Service Center, to provide youth leadership and mentoring activities for individuals who have aged out of the foster care system.

Miller moved to support up to \$60,000 on Youth Leadership and Mentoring Activities through a partnership with FIA. Davidson supported. Motion passes.

Discussion

Davidson felt that some outcome measures would be important and to make sure that they are followed. Beougher commented that they had thought about that and has asked his staff to make sure that they evaluate the measures and work towards improvements.

- iii. Blueprint to End Homelessness
 - o Diane Davidson reported that the Washtenaw Housing Alliance (WHA) has asked the ETCS Group/WDB/Michigan Works to serve as convener for implementation of 2 (two) of the 13 (thirteen) strategies of the Blueprint.
 - o One of the strategies includes developing a county-wide comprehensive workforce development plan for the homeless which will require additional resources and staff time to execute.
 - o Rusher noted the WDB has provided major support for the homeless populations
 - i. Grants for two years to SOS to coordinate workforce development services for the homeless;
 - ii. Dedicated staff to the Delonis Centers

Williams moved that ETCS Group devote its resources to serve as conveners for the two strategies outlined in the Blueprint to End Homelessness and specifically supply support for the county-wide comprehensive plan. Gulick supported. Motion passes.

- iv. Business and Community Awareness Initiative
 - o Renaissance Strategies has now met with both WDB and CAB members. They are working on branding for the ETCS Group, its services and its boards. Renaissance Strategies has also met with County Commissioner, Bob Guenzel, July Foy and Wolf. Wolf reported he was very excited and looking forward to seeing the Action Plan.
- v. The Emergency Food Assistance Program (TEFAP)
 - o The last TEFAP distribution was on August 19, 2004. The ETCS Group distributed packed grocery bags for over 550 needy residents in the County with the help of local volunteers. The trucks were unloaded at 6:30 am and food was packaged until about 9:30 am. Food was distributed between 9:00 am and 2:00 pm. Bivens has been leading the team on this. Recipes were made available on how best to get nutritional value from the commodities. There were also representatives filming the clients (with permission of course) to help with the development of a DVD on "The Real Deal on Poverty in Washtenaw County: Making the American Dream Come True."
- vi. Global Engine Manufacturing Alliance
 - o The ETCS Group, through the Michigan Works! Service Center, is recruiting for the Global Engine Manufacturing Alliance (GEMA). These are manufacturing jobs starting at \$30/hr. A recruitment flyer is included in the board packets and Deryl Beasley is our contact lead for this project.
- vii. Hospitality Industry Cluster
 - o The ETCS Group, through the WDB, has been meeting with area hotel and restaurant managers to begin training and recruitment for new hires. Eleven area

employers (CEOs and VP-HR) attended the last meeting. This initiative was created by Donn Wolf and Mary Kerr of the WDB.

- viii. Michigan Works! Mini-Station on Hogback Road
 - o We are opening a Michigan Works! Mini-Station on Hogback Road at the Community Corrections Office. Julie Chafee, Jenny Bivens and Trenda Rusher met last month to map out the details. Equipment and materials are being ordered and staff is being prepped. The focus will be to have space on site for those being released from jail to have immediate and direct access to our Michigan Works! Services.

State

- ix. Workforce Action Network
 - o The State has established a Workforce Action Network to assist in the implementation of "Workforce Connections," formerly Work First. Rusher has been selected to sit on this Board and the first meeting was August 23, 2004 in Lansing.
- x. Regional Skills Alliance
 - o We are waiting to see which entities received Regional Skills Alliance (RSA) awards. The announcement should be made by August 26, 2004.

Federal

There were no changes to report at this time

9. Committee Reports

A. Strategic Planning Committee – (Williams)

- The Strategic Planning Committee has been meeting with the vendors who are designing and writing the Update of the Report Card 2000.
- Staff has completed the data collection stage with help from Tim Robinson who is on the Strategic Planning Committee.
- A draft of the updated Report Card will be e-mailed to board members by the end of the month and Williams noted that board member input and feedback both on content and layout will be important.
- Williams distributed a draft of the cover and the content noting some observations already made by the committee.

B. Education Advisory Group (EAG) – (Miller)

- The EAG has not met. On Tuesday, September 14, there will be a special millage vote that Miller hopes everyone will vote yes to.

C. Nominating Committee

- Steven Gulick, Gregg Weaver, Andrea Tolle and James Frenza have been asked to serve on the Nominating Committee. Frenza has been asked to Chair that Committee. Nominations of officers should be made prior to the next meeting so that voting can take place.

10. Other Business

- The February 2006 Super Bowl will be in Detroit. The Committee in charge of this event has already begun meeting. Kerr discussed the topics of the Committee meetings and added that she will be asking members to join the Committee's Task Force.
- Rusher noted that McKinley Associates uses the Michigan Works! One Stop Center to recruit maintenance employees so often that a specific program has been developed for them in partnership with the WCC.

11. Next Meeting

The next meeting is scheduled for Thursday, November 4, 2004 at 8:00 am at 555 Towner Street in room 107.

12. Adjourn

Wolf adjourned the meeting at 10 am.