

Finger Lakes Workforce Investment Board, Inc.  
**EXECUTIVE COMMITTEE MEETING MINUTES**  
Finger Lakes Workforce Investment Board, Meeting Room B  
Wednesday, March 7, 2012 – 8:00am

ATTENDANCE:

**Chair:** Hal Smith

**Members:** A. Scanlon, B. Doebelin, J. Marinelli, M. Case, D. Culeton, R. Golumbeck

**Staff:** K. Springmeier, M. Woloson, and D. Sowards

**ABSENT:** B. Leiby, B. Risser, M. Manikowski,

Mr. Smith called the meeting to order at 8:03am.

A motion was made by Mr. Case to approve the January 4, 2012 minutes as submitted, seconded by Ms. Culeton. Minutes were approved as submitted.

COMMITTEE REPORTS:

**Finance & Audit Committee (Mr. Doeblin):** The committee met in January and February to review and discuss the upcoming budget process and the budget guidelines. PY'12 allocations have not been received however it is anticipated funding will be the same as the current year. The Workforce Advisor model is being encouraged if counties are not able to fund at current levels. Current Workforce Advisors have flexibility, effectiveness, efficiency, a regional approach and are providing great service to the customers. Meetings will be set up with County CEOs. NYS DOL recently completed a financial management review and had no findings to report.

**Action Item: Mr. Case requested a talking points memo to include staff by FTE that are WIA funded in each county.**

**Governance & Membership (Ms. Springmeier):** The committee will be meeting on Friday, March 9<sup>th</sup> to discuss the Slate of Officers for PY'12 and reviewing meeting attendance of members at board meetings and committee meetings. It was announced that Ms. Scanlon will be resigning from the board as she is moving out of the area.

**Marketing & Communications (Ms. Culeton):** The committee has a campaign focus with the slogan, 'Finger Lakes Skills to Compete.' The kick off is slated for Labor Day. Development of the campaign includes connecting with the Exploring Program, FLCC and a number of other area programs. The committee regularly reviews analytics from the website along with county dashboard reports.

**Performance & Evaluation (Mr. Golumbeck/Mr. Woloson):** Number one priority for the committee is the recertification of the One Stop Centers by June 1, 2012. They are currently reviewing how other One Stop Centers are certified. Correction action plans issued last year are also being reviewed. Traffic data from the last 6 months, number of visits and training programs is down due to decreased funding levels.

**Planning Committee (Mr. Smith):** Ms. Gopen attended a state meeting last week where it was announced Ithaca will not be having their event this spring as they have in previous years. It is anticipated the grant will be available for this year's event, however, not confirmed at this time. This year's event is scheduled for October 4, 2012 and is in the early planning stages.

**Youth Council (Mr. Case):** Valerie Douglas presented at the last Youth Council meeting regarding homeless youth. Bill Rotenberg also presented the Advanced Manufacturing Pathways Project noting the average salary in advanced manufacturing is \$15-21/hour. The goal is to get 266 people into training during the four year grant.

**Consortium (Mr. Woloson):** Workforce Advisors participated in the monthly training team meeting that included presentations from BOCES and Mr. Rotenberg about Advanced Manufacturing Pathways Project and training that will be available. We have also recently received 200 additional Metrix licenses for online training.

**Business Services (Mr. Woloson):** March 27<sup>th</sup>: Work Keys workshop; Shawn Pollock of Guardian Glass will be present to endorse this service. March 29<sup>th</sup> – job fair at EastView Mall. The week of April 1<sup>st</sup> will be a virtual job fair; April 5<sup>th</sup> healthcare alliance workshop for healthcare providers regarding reducing worker's compensation costs.

**Healthcare Alliance (Mr. Woloson):** March 14<sup>th</sup> – 1<sup>st</sup> Annual Healthcare Career Day is scheduled at the Geneva campus of FLCC. 300 students are registered from 12 school districts. The event is scheduled to run from 8:00am -2:00pm.

**Director's Report/FAME Update (Ms. Springmeier):** Hired Bill Rotenberg in February as the Advanced Manufacturing Career Navigator. He is currently making visits to the nine county areas and will also be the Success Story for the March Board Meeting. This grant will be provide training using H-1B funding with a cap of \$8,500 per person who meet the criteria of being at least 18 years of age and unemployed or a dislocated worker.

RESOLUTIONS:

- **Resolution #05-11 – Approval of Youth Council Appointments:** Previously approved by the Executive Committee at the January meeting; but will be brought up for approval at the March board meeting as there was not a quorum present at January's board meeting.

STRATEGIC PLANNING UPDATE

The committee reviewed papers distributed at the meeting. Discussion revolved around:

**Cluster Initiative Review and Expansion:**

- Mr. Case suggested quarterly attendance by clusters at youth council meetings
- Discussed convening leaders of current clusters to rally for another cluster.
  - o What is the next targeted cluster?
  - o What is being accomplished by current clusters and who are the members?
  - o Who can be targeted for the next meeting? Agri-tourism?
    - Talking points will be needed to see the value for the time spent
    - Summary sheet of current clusters including grants received, timeline of inception to current status, accomplishments, impact, jobs filled, jobs left to fill and a historical view
    - What has the cluster done for the industry?
- Ask for any interest in joining a new committee at next Board meeting with the objective being to identify and develop a new 4<sup>th</sup> cluster.
  - o What are objectives of current clusters? – new members?
  - o Board should be actively involved in supporting clusters
- Add discussion of pipeline to next Executive Committee agenda

**Board Meetings:** March 21, 2012 – Ontario ARC, Hopewell, NY

Presentation: Performance Standards - Michael Woloson

Success Story: Introduction of Advanced Manufacturing Pathways Project – Bill Rotenberg

**Next Executive Committee Meeting:** Wednesday, May 2, 2012; 8:00am – Meeting Room B at the WIB

There being no other business, the meeting adjourned.

Respectfully Submitted,  
Debra Sowards  
Fiscal Coordinator