

## FINGER LAKES WORKFORCE INVESTMENT BOARD MEETING MINUTES

Wednesday, March 16, 2016, 8:30-10:00am

Holiday Inn – Waterloo/Seneca Falls

### ATTENDANCE:

**Members** S. Bischooping, L. Brennan, M. Burnell, P. Churchill, D. Culeton, M. Davis, J. DeVault, T. Facer, M. Fortune, C. Kramer, M. Manikowski, J. McGregor, K. Morgan, J. Mueller, L. Parish, J. Pellerite, B. Percy, R. Plympton, D. Phillips, B. Risser, M. Rusinko, A. Scheetz, B. Trouskie

**Guests:** P. Birmingham, A. Cook, A. DiPalma, V. England, M. Green, J. Marshall, L. Martin, S. Morse, J. Nairn, J. Vrabel

**Staff:** K. Springmeier, D. Brennan, P. Gopen, D. Sowards, E. Rucinski, M. Woloson

**Absent:** S. Brusso, R. Doebelin, J. Hamm, D. Hellert, M. Kauffman, G. Lazzaro, R. Murphy, K. Noyes, P. Peters, C. Schillaci

Ms. L. Brennan called the meeting to order at 8:30a.m. Introductions were made.

### ENVIRONMENTAL SCANNING

#### Economic Issues/Trends/Concerns:

- Mr. Mueller discussed the farm report. He noted that the warm weather has been great for agriculture. The dairy market, although doing well, looks rough into the future. The 2014 prices were too high and supply outweighed demand. NYS continues to lose some business to Idaho.
- Mr. McGregor noted that the fruit industry is doing well and are already starting preparations for spring, earlier than usual due to the weather. Mr. McGregor noted that wineries, breweries and other places focused on tourism are growing more than the tourism and population their seeing come through has been. The supply has begun to outweigh the demand.
- Mr. Plympton discussed the advanced manufacturing industry. The first half of year has seen a slow down due to oil prices. The summer should lead to a turn around. Companies are looking for interns and Mr. Plympton encourages students to reach out. He also suggests that advanced manufacturers' to look into the 5% pledge through FAME.

#### Program Changes:

- None.

#### Privilege of the Floor:

- Ms. Green of Congressman Reed's office announced that Congressman Reed has hired someone to focus solely on economic and workforce development.
- Ms. Scheetz noted that Ontario ARC is having an event titled "Fancy Pants Boutique" where they are collecting gently used clothing and selling it at very low prices to those that need business and professional attire. April 1<sup>st</sup> through the 6<sup>th</sup> ARC will be collecting donations. The sale will take place at the Inn on the Lake in Canandaigua on May 14<sup>th</sup>.

### SUCCESS STORY

Mr. Woloson presented to the board on the successful uses and how to use the FLWIB's On-the-Job training program. The presentation will be sent out to the full board.

### COMMITTEE UPDATES:

- Finance & Audit: Ms. Springmeier for Mr. Doebelin  
Ms. Springmeier noted that an internal transfer of funds from the Dislocated Worker funding source to the Adult funding source has taken place. The staff will be putting together a pie chart of the different funding sources for the next meeting. There are no allocations as of yet.
- Marketing & Communications: Ms. Culeton  
Ms. Culeton noted that the committee met in February. A review of the social media strategy and the upcoming and previous events was discussed. A lot of press through the newspapers and online have been covering the FLWIB and its events recently. The committee continues to brainstorm ways to increase traffic at the career centers. Ms. Springmeier encourages all board members to follow the FLWIB online! Ms. L. Brennan noted that the Healthcare Career Day is coming up next week at FLCC in Canandaigua for high school students. There are 450 scheduled to attend from 20 school districts.
- Performance & Evaluation: Mr. Mueller  
Ms. Mueller noted that the dashboard is in all board member folders. A review of the unemployment numbers, traffic amounts at centers, and services at the career centers was done. The goal is to use the JobsEQ software that can determine all workforce and economic information for the Finger Lakes area more and create reports from it. Performance numbers are being met for the majority of the goals, however, staff continues to work on those that are not being met.

- Consortium/ Business Services: Mr. Woloson  
Mr. Woloson noted that a staff training took place on March 9<sup>th</sup> and 10<sup>th</sup> at the FLWIB offices for all career center staff. Career center partners presented and Mr. Woloson, along with Mr. Young, presented on the changes within the centers through the new WIOA legislation.
- Governance & Membership: Mr. Manikowski  
Mr. Manikowski noted that the committee will meet in April to discuss the PY'16 Slate of Officers, as well as review the by-laws.
- FAME: Mr. Plympton  
Mr. Plympton noted that about 200 industry professionals and educators met for the annual meeting at MCC on January 27<sup>th</sup>. The first FAME scholarship was awarded to an FLCC student who is currently an intern at GW Lisk. Mr. Plympton encourages employers in the advanced manufacturing industry to learn about the 5% pledge and commit to it.
- Healthcare Alliance: Mr. Woloson  
March is healthcare month. There was a healthcare job fair on March 3<sup>rd</sup> at FLCC. There will be the healthcare career day, previously mentioned, on March 22<sup>nd</sup> at FLCC. Business of the Month is awarded to Newark-Wayne Hospital (Rochester Regional Health). Ms. Fortune accepted the award on behalf of the hospital.
- Veterans Committee: Mr. Marshall  
Mr. Marshall noted that on May 12<sup>th</sup>, himself and a few others will be going to Fort Drum for a job fair to recruit veterans back to this area. At the end of February, Mr. Marshall and the president of the veterans club at FLCC went to Fort Drum and met with a few people to discuss recruiting to this area.
- Director's Report: Ms. Springmeier  
Ms. Springmeier noted that on March 11<sup>th</sup> there was an Employer Panel for the area district Superintendents at WFL-BOCES in Newark. Mr. Manikowski and Ms. Springmeier were the MC's and several board members participated on the panel. Ms. L. Brennan noted that there was great dialogue and a sincere interest in what the employers had to say. Mr. Mueller noted that the panel reiterated to the audience that a four-year degree isn't always the way to a successful career. Mr. Davis noted there was a great focus on soft skills, which reinforces the focus of our board. Ms. Springmeier noted that the Agricultural Career Day will take place on April 25<sup>th</sup>. There are 280 students signed up from 15 schools.

#### **NEW BUSINESS/CONSENT AGENDA:**

- **Minutes**
  - The board moved to approve the minutes from the November 18, 2015 meeting.
  - A motion to approve the January 20, 2016 meeting minutes was made by Mr. Rusinko, seconded by Mr. Davis. All in favor, motion approved.
  - Resolution #06-15: Acceptance of AT&T Aspire Grant for Wayne-Finger Lakes Summer Advanced Manufacturing Experience (SAME)
    - A motion to approve Resolution #06-15 was made by Mr. Manikowski, seconded by Ms. Churchill. All in favor, motion carried.

#### **BOARD PRESENTATION**

- The board presentation was done by Ms. Springmeier, Mr. Mueller, Ms. L. Brennan, and Mr. Manikowski on the National Association of Workforce Boards conference.

#### **OTHER BUSINESS**

- Ms. Birmingham noted that she had met with Del Lago Resort and Casino and they discussed their need for employees that have soft skills and they will provide the training for the jobs.

**Next Board Meeting** – Wednesday, May 18, 2016 – **Holiday Inn-Waterloo/Seneca Falls**

A motion to adjourn was made by Mr. Mueller, seconded by Ms. Churchill. All in favor, meeting adjourned. The Meeting was adjourned at 9:58a.m.

Respectfully submitted,  
*Dinah Brennan*  
Executive Assistant