

FINGER LAKES WORKFORCE INVESTMENT BOARD MEETING MINUTES

Wednesday, September 17, 2014, 8:30-10:00am

Ramada Inn, Geneva Lakefront

ATTENDANCE:

Chair: Lina Brennan

Members: S. Bischooping, S. Brusso, D. Culeton, M. Davis, J. DeVault, R. Golumbeck, C. Harvey, D. Hellert, J. Hamm, C. Kramer, M. Kauffman, M. Manikowski, J. Marinelli, J. Marquette, K. Morgan, J. Mueller, R. Murphy, J. Pellerite, B. Percy, B. Risser, M. Rusinko, A. Scheetz, C. Schillaci, B. Trouskie

Guests: J. Celso, A. Cook, L. Freid, K. Templar, J. Vrabel, B. Young, A. Hunt, N. Abarca-Hernandez,

Staff: K. Springmeier, G. Alessi-Coe, A. Belle-Smith, D. Brennan, P. Gopen, E. Rucinski

Absent: M. Burnell, M. Case, P. Churchill, R. Doebelin, T. Facer, M. Fortune, J. Garvey, C. Hess, G. Lazzaro, M. Mandina, J. McGregor, K. O'Hagan, D. Phillips, K. Reimer, M. Williams

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

ENVIRONMENTAL SCANNING

Economic Issues/Trends/Concerns:

- Mr. Mueller gave the agricultural report. The dairy farm report noted butter is in high demand, especially overseas in Asia. The yogurt industry seems to have gone flat with movement of producers, such as Chibani, moving their operations to the mid-west.
- Ms. L. Brennan announced the Cardiac Pre-Hab class will be starting in Yates County on September 30th.
- Mr. Manikowski discussed the main prospect for site selectors when advising companies where to place their facilities are places with a sustainable, highly skilled workforce.
- Ms. Springmeier noted the October 22nd event, "Optimize Your Future" will be held at the Ramada Inn. Tickets are still available to attend.

Program Changes:

- Ms. Springmeier mentioned the new legislation, Workforce Innovation and Opportunity Act (WIOA). She will be discussing this topic and the changes later in this meeting.
- Ms. Hunt of Congressman Tom Reed's office discussed the Revitalize American Manufacturing and Innovation Act (RAMI). The bill, introduced by Reed and a Massachusetts Congressman, passed the House a couple of days ago. They hope to have it through the Senate and signed by the end of the week.

Privilege of the Floor:

- None.

COMMITTEE UPDATES:

- Finance & Audit: Ms. Springmeier for Mr. Doebelin
The audit has been taking place by The Bonadio Group over the summer. Everything looks to be in order and positive. The Bonadio Group will be presenting on the audit at the November board meeting. The FLWIB, unlike last year, was not affected by sequester during the first quarter. Funding is at full allocation.
- Governance & Membership: Mr. Manikowski
Mr. Manikowski noted that the Private Sector of the board is at full capacity. Mr. Manikowski encouraged all board members to become part of a committee, as this is the primary way the board operates.
- Marketing & Communications: Ms. Culeton
Ms. Culeton noted that two main reports on projects of the marketing committee will be presented later in the meeting. Ms. Culeton congratulated Ms. Springmeier on becoming President of the New York Association of Training and Employment Professionals (NYATEP).
- Performance & Evaluation: Ms. Springmeier
The committee is looking for a new chair, as Mr. Jordan has accepted a new position with Rochester Works. The new legislation calls for more structure to this committee.
- Youth Council: Ms. Gopen for Mr. Case
The council met this month with a presentation from Youth Counselor, Marsha Foote, on assets of youth. Yates and Seneca County youth counselors presented on the Summer Youth Employment Programs of their counties. "Finger Lakes Works...with their hands!" will be held on October 2nd. The event has a record number of youth pre-registered, from all of the Finger Lakes high schools. Ms. Springmeier thanked all board members who sponsor this event. The event is not federally funded so most of the event is made possible by sponsorships from area businesses and organizations. Ms. Gopen noted the youth council discussed WIOA and believe they are on track to meet the new initiatives.
- Consortium: Ms. Springmeier for Mr. Woloson
Ms. Springmeier welcomed the new Workforce Advisor, Amanda Belle-Smith. Ms. Belle-Smith was previously employed by the Department of Labor (DOL). Ms. Belle-Smith will work from the Geneva Career Center. Ms. Springmeier noted Ms. Alessi-Coe has returned from maternity leave, which returns the FLWIB to full staff. Customer traffic at the Career Centers has decreased. The consortium will be discussing ways to best utilize staff in the upcoming months.

- **Business Services:** Ms. Springmeier for Mr. Woloson
Ms. Springmeier noted that the Regional Business Services Team met yesterday in Rochester. Mr. Hamm discussed the meeting, noting that there are a lot of upcoming job fairs and discussion of the new WIOA legislation was discussed. Ms. Springmeier noted the Business Service Representatives are busy continuing to promote On-the-Job Training (OJT).
- **Healthcare Alliance:** Ms. DeVault for Mr. Woloson
The committee met in person last month, as opposed to the usual Go-To meeting. Planning for the annual Healthcare Career Day in March is underway. The committee continues to pursue grant funding for a life skills coach, as well as working with healthcare providers in the area. Ms. Springmeier announced that the second class of Certified Nursing Assistant (CNA) students have graduated. This program was made possible by the collaboration of WFL-BOCES, the Seneca Nursing and Rehabilitation Center, and Seneca County Workforce.
- **Director's Report:** Ms. Springmeier
Ms. Springmeier discussed the development of an economic development committee, which met in August. The meeting was held at the FLWIB offices. The meeting invited all four county economic developers and all four Career Center managers to attend, along with representatives from WFL-BOCES and FLCC. This meeting allowed for discussion on information and events in each county, as well as best practices. Mr. Manikowski noted that renewing this effort will pay off in the long run. The committee plans to meet quarterly. Ms. Springmeier discussed the current planning process of the FLWIB. She noted that the Annual Report for Program Year 2013 (PY'13) will show the FLWIB's past, the current efforts represent PY'14, and the strategic plan will allow us to move into the future with a strategy.
- **FAME:** Ms. Springmeier for Mr. Mandina
Ms. Springmeier called on the committee Chairs to discuss details on FAME. Mr. Golumbeck, Chair of FAME's Hiring and Training Committee, announced the event they will be hosting on September 24th. For more information please visit the FAME website (www.nyfame.org). Ms. Rucinski, Chair of FAME's Pipeline Committee, noted the team has been working on a FAME video to present to schools. She noted the committee continues to promote school tours of local manufacturing facilities. Ms. Springmeier noted October 3rd is Manufacturing Day. Although tours will be taking place the whole month of October, this day will be set aside for numerous tours and presentations on the manufacturing industry.

NEW BUSINESS/CONSENT AGENDA:

- **Minutes** from May 21, 2014 - Motion to approve by Mr. Golumbeck, seconded by Ms. Culeton.

RESOLUTIONS

- Resolution #01-14: Approval of Local Plan
 - Motion to approve by Mr. Mueller, seconded by Mr. Marinelli. All in favor, motion carried.
- Resolution #02-14: Approval of Intensive and Training Providers and Programs
 - Motion to approve by Mr. Manikowski, seconded by Ms. Scheetz. All in favor, motion carried.
- Resolution #03-14: Appointment of John McGregor to Youth Council
 - Motion to approve by Mr. Rusinko, seconded by Ms. Culeton. All in favor, motion carried.
- Resolution #04-14: Renewal of Lease
 - Motion to approve by Mr. Davis, seconded by Mr. Golumbeck. All in favor, motion carried.

SUCCESS STORY

Ms. D. Brennan presented the Dashboard Report. This report is a number's based document that will be updated quarterly. Any questions or concerns regarding the Dashboard Report please contact Ms. D. Brennan at (315) 789-3131 ext. 101 or at flwib@rochester.rr.com.

BOARD PRESENTATION:

Ms. D. Brennan presented the Brand Platform to the board. Discussion and positive feedback was given following. Any questions or concerns regarding the Brand Platform please contact Ms. D. Brennan at (315) 789-3131 ext. 101 or at flwib@rochester.rr.com. Following the Board Presentation on the Brand Platform, Ms. Springmeier discussed the new WIOA legislation. Ms. Springmeier noted that the FLWIB is on track with the new initiatives, however, the strategic planning process will be put on hold until the regulations from WIOA are announced. The new Act has a focus on employers, which the FLWIB has just determined as their primary audience through the branding process. The WIOA "Biggest Changes" sheet that was distributed will be available at future board meetings.

OTHER BUSINESS

None.

Next Board Meeting – Wednesday, November 12, 2014 – **THE RAMADA INN, GENEVA LAKEFRONT**
Motion to adjourn made by Mr. Golumbeck, seconded by Mr. Marinelli. All in favor, motion carried.

Respectfully submitted,
Dinah Brennan
Executive Assistant