



**Phoenix Business and Workforce Development Full Board  
Meeting Minutes  
March 9, 2017  
9:00 a.m.**

The meeting of the Phoenix Business and Workforce Development Full Board, was held on March 9, 2017, located at the Phoenix Business and Workforce Development Center, 302 N. 1<sup>st</sup> Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003, pursuant to notice duly given.

**Board Members Present:**

Derek Anderson  
Jan Davis  
Delbert Hawk  
Jesus Love  
Donna Pettigrew

Audrey Bohanan  
Travis Hardin (Chair)  
Ali Gamero-Hernandez  
Cindy Parnell  
Lorenzo Sierra (entered 9:07)

**Board Members Absent:**

Frank Armendariz (Vice-Chair)  
Keila Llanes  
Alan Ruda  
Karen Stafford

Dr. Steven Gonzales  
Darrell Rich  
Beth Salazar  
Neely Tubati

**Board Members Via Conference Call:**

Andres Contreras  
Nick DePorter  
Malcolm Green

Kelley Coats  
Stacie Garlieb  
Michelle Jameson

**City Staff:**

Kimberly Cruz  
Melissa Magallanez  
Margo Dorough  
Laura Whitehead  
Cynthia Spell Tweh

Isis Sanchez  
James Montoya  
Sandra Enriquez  
Stan Flowers  
Kerri Barnes

**Guests:**

Kristen Barry	Thomas P. Miller and Associates
Tony Waterson	Thomas P. Miller and Associates
John Thurman	Nevadaworks LWDB CFO
Karen Lynch	AWEE
Paul LaBate	ACYR
Samantha Hansen	Friendly House
Jim Sorensen	DES – Unemployment
Trina Jenkins	AWEE
Jeff Holly	Smart Local Union 359
Chevera Trillo	AZ DES Employment, EH Dist I
Nancy Avina	Maricopa County
Patricia Wallace	Maricopa County
Martin Quintana	Friendly House
Gretchen Caraway	AZ DES DERS

**1. Call to Order:**

Travis Hardin, Chairman, called the March 9, 2017, Phoenix Business and Workforce Development full board meeting to order at 9:04 a.m. Roll call was completed and a quorum was present.

**2. Approval of meeting minutes from:**

A motion to approve the November 10, 2016 minutes was made by Donna Pettigrew, seconded by Jesus Love.

**Motion passed unanimously.**

Chairman Travis Hardin recognized and welcomed two new Phoenix Business and Workforce Development board members, Jan Davis and Jeff Holly.

**3. Board Updates to the Board Assessment, Board Certification and Local Plan:**

Isis Sanchez, Board Liaison, provided the board with updates to the Board Assessment, Board Certification and the Local Plan. On September 23, 2016, final comments and adjustments were made to the Phoenix Business and Workforce Development Board Certification document sent to the Workforce Arizona Council. On October 3, 2017, the Local Board Self-Assessment document for the Phoenix Business and Workforce Development Board was submitted to the Workforce Arizona Council. On January 26, 2017, the Arizona Department of Economic Security met with City staff to review adjustments to the Local Plan submitted by the Business and Workforce Development Division on behalf of the Board.

A motion to approve the consent items as provided was made by Lorenzo Sierra, seconded by Delbert Hawk.

**Motion passed unanimously.**

**4. Workforce Development Updates:**

Cynthia Spell Tweh, Deputy Director, ARIZONA@WORK City of Phoenix, provided the Board with updates from the Department of Labor Strategic Dialogue Convening Conference; she and Chairman Travis Hardin attended in San Francisco, California. Cynthia noted she focused on Board Engagement and becoming a better board. Some of the highlights from this were to work strategically with partners and have practices and policies in order to strengthen board. Phoenix Business and Workforce Development Board will work on board development to ensure a stellar board and become better noticed in the community. Arizona was well represented at this conference. Cynthia is seeking approval for future travel for staff to attend San Diego's Flip the Script conference and learn about their best practices for their Youth Program.

Chairman Travis Hardin discussed the information he honed in on from the conference which was Employer Engagement. He noted you have to give up to go up. As a board you have let your fears go, become comfortable with speaking to businesses and others about the benefits of this board, realize communication is key. As the sixth largest city in the nation, the board has a lot of improvement to make with reaching out to businesses, employer engagement is key.

Patricia Wallace, ARIZONA@WORK Maricopa County who was in attendance as a guest noted the Department of Labor is more interested in results or outcomes, she said they are encouraging organizations to think outside the box. It was great to have so many in leadership roles there and all hearing the same message on "how do we make meaningful results".

**Shared Governance Agreement**

Cynthia Spell Tweh discussed the Governance Agreement status to the board. The board will need to recommend placement of new board members as vacancies arise. The board budget will soon be provided on a quarterly basis. The board will have a different format and staff are still working with Workforce Arizona Council to implement the necessary changes. Staff continue to work together on the Governance Agreement to evaluate changes necessary and streamline processes. The One Stop Operator procurement process is still underway. The Request for Proposals closes on March 30, 2017 and the board must have the One Stop Operator in place by July 1, 2017. Service delivery will be in place by

July 1, 2017, and some of the programs will not be in place until September 1, 2017. Delivery of services will be focused in areas of greater need, and right now those areas are Maryvale, Laveen and South Mountain. Staff is also working on procurements for standardized processes (similar to Work Place Readiness skills, which is a soft skills training for adults) for the youth participating in the Youth Program. Adult Basic Services will work with community based organizations to help people in their community. Youth Workforce Navigator will connect youth to providers of services. This will come out in September.

Next Steps include working on the separation of the governance and direct services. The first steps are to understand respective rolls and staff to be clear on their functions. Everyone is working hard to separate and be in compliance of the new regulations. In an effort to have as little disruption as possible with current programs, staff is requesting permission from the Governor to continue serving these programs. Will need to have a strategic session with the board and will come in future.

Board member Lorenzo Sierra wanted to stress how critical it will be over the next several months to have quorum at the Full Board meetings and all committee meetings.

#### **5. Youth Program Development Updates:**

Cynthia Spell Tweh addressed the Youth Program Coordinator has been out for the last six or seven weeks and staff have stepped up to fill in during this absence. Stan Flowers is working with the financial part of the youth program and fielding questions from the providers. Kerri Barnes is working with the YouthBuild grants and the summer program outside of Workforce Innovation and Opportunity Act program. This year the Phoenix Youth RISE summer employment program is asking employers to sponsor the youth as part of a paid summer work experience. Cynthia is helping out with the administrative functions; she will be working with Human Resources to fill the vacancy for the Administrative Assistant I position for the Youth Program.

Other youth program updates included: Opportunity Youth Fair Forum. There were 418 youth registered for this event and 172 youth attended. After some discussion, they found transportation was primary reason for the discrepancy in attendance. The Opportunity Youth board made follow-up calls to all registered and discussed the options available for the youth with transportation issues. In June there will be another Opportunity Youth Fair Event that will take place in the Maryvale area. Cynthia thanked Donna Pettigrew and Delbert Hawk for their donations to the youth event.

The youth program is currently not meeting work experience targeted goals for the program year, twenty percent of the youth funds must be spent on work experience. However, the youth being served come with many barriers. During the May Full Board meeting, Cynthia would like to dedicate the meeting to the Youth Programs and further discuss how partnerships can be built and how can serving partners be more affective for the youth being served.

Several board members discussed their interest in learning more about the youth program, the barriers for the youth, the opportunities they have to assist and various ways to help market and sponsor the ARIZONA@WORK Youth program.

#### **6. Board Development, Roles and Responsibilities:**

Chairman Travis Hardin discussed the Board Development, Roles and Responsibilities. He stressed participating on this board means to Serve, Partner, and Develop. He asked each board member to evaluate themselves and to keep in mind that you must continue to grow and improve the services you are representing. You have to give up to go up, elevate your ask.

Cynthia Spell Tweh also stressed the importance of the board to be comfortable with their responsibilities and oversight of serving on the board. She also stressed the importance of everyone involved has a clear understanding of roles and expectations moving forward.

#### **7. Board Strategic Planning Process:**

Chairman Travis Hardin introduced Kristen Barry and Tony Waterson, with Thomas P. Miller and Associates (TPMA) to the board; they are the Consultants who will develop the Board Strategic Plan.

Tony Waterson, Director of Workforce Development, with TPMA, his background is at the local workforce level. He oversaw and ran the Title I program in the Indiana area, he also served on the Indiana Workforce Board for five years also served on the Youth Council, he is passionate about workforce development and trying to make the community better and stronger. TPMA as a firm believes in preparing talent pipeline to what the business industry needs are.

Kristen Barry, Assistant Director of Workforce Development, with TPMA, she has worked with TPMA for five years, she has been working with boards across the country helping prepare strategic plans, prior to TPMA she was studying economic development. She can see how workforce development and economic development relate to each other.

Tony Waterson identified David Nunn, with Northern Virginia Workforce Development Board, Skill Source, would be a good connection to contact regarding the Youth Program and partnering/sponsoring the youth, he stated they run a very robust program. He also suggested connecting with Pikes Peak in Colorado Springs, Colorado for their experience in Board Engagement and Community Engagement. They are doing an immersion and have radio and TV marketing.

The presentation will discuss the following: Goals/Expectations, Discussion, Overview of Project Plan, and Next Steps.

Mr. Waterson and Ms. Barry asked the board, what expectations do you have for this process? And what do you want to make sure is achieved by the end of the engagement?

Some of the expectations the board identified are: Be the best, love what we do, have clear expectations, not over complicated, simple, focus on outcomes, have direction, learn, clear objective, and important to have passion.

For the discussion, Kristen asked what have been your greatest accomplishments as a Board in the last 3-5 years? Donna Pettigrew has been a board member for the last seven years; she believes the current committees are working well. She feels they are focused in the right areas and stressed the importance of participating in the committee. Board member Audrey Bohanan discussed her experience working with the Healthcare Sector Forums, she explained how great it is to see the willingness of competitor agencies to come and work together. Cynthia Spell Tweh touched on the engagement of the board, the updates, and the National Association of Workforce Board assessment process the board went through the first time, and out of that process they discovered the need for a Strategic Plan. Having the Strategic Plan has been a goal for this board, and through the process developed the pillars that transcend through any program.

What strategic issues have been the most difficult to address? Board member Donna Pettigrew addressed the need to market ARIZONA@WORK. Board member Audrey Bohanan feels the hardest part of the system is having integrated measures to understand how well the program is doing. She feels it would be helpful to have a system that could indicate where a person has been (the providers) and what their needs are (performance indicators in real time/data sharing/cross partner sharing). Board member Derek Anderson would like to see a clear definition of success.

Here is the Overview of Project Plan:

March: Board Organization and Structure Research

April: Focus Groups and Interviews

May: Board Planning Session

June: Draft Strategic Plan and Annual Action Plans

July: Final Plan and Action Plan

This process will move quickly and Kristen and Tony will look for your participation and will reach out to the board soon to get feedback. The plan is anticipated to be completed by July. Immediate next steps will be to discuss the Board and organizational structure; there will be about five focus groups and initially the full board will receive interview questions.

**8. Committee Updates:**

- **VOS Greeter**
- **Ambassador Program**
- **Ambassador Activity**

Will be discussed at the next board meeting.

**9. Matters for future discussion:**

None

**10. Call to the Public and Announcements:**

Kerri Barnes announced the YouthBuild Wall Signing Event on March 30, 2017, 9:00 a.m., at next build sight on 89<sup>th</sup> Avenue and Camelback. February, YouthBuild USA will ask all grantees to get as much political support as possible due to the transition in the White House and to secure future funding for the YouthBuild program.

**11. Adjournment:**

A motion to adjourn the meeting was made at 11:06 a.m. by Derek Anderson and seconded by Audrey Bohanan.

**All were in favor and the meeting adjourned.**