



**Phoenix Business and Workforce Development Board
Full Board Minutes
May 11, 2017
9:00 a.m.**

The meeting of the Phoenix Business and Workforce Development (PBWD) Board, Full Board meeting was held on May 11, 2017, located at the Phoenix Business and Workforce Development Center, 6th Floor, North Conference Room, Phoenix, AZ 85003, pursuant to notice duly given.

Board Members Present:

Derek Anderson	Audrey Bohanan
Jan Davis	Nick DePorter
Stacie Garlieb	Travis Hardin (Chair)
Delbert Hawk	Ali Gamero-Hernandez
Michelle Jameson	Jesus Love
Donna Pettigrew	Darrell Rich
Beth Salazar	

Board Members via Conference Call:

Andres Contreras	Steven Gonzales, Ed.D.
Malcolm Green	Lorenzo Sierra

Board Members Absent:

Kelly Coats	Jeff Holly
Cindy Parnell	Karen Stafford
Neely Tubati	

City Staff:

Kimberly Cruz	Isis Sanchez
Michelle Ruiz	Cynthia Spell Tweh
LaSetta Hogans	Michelle Pierson
Mary Alejandro	Esther Atempa
James Montoya	Sandra Enriquez
Diamond Smiley	Laura Whitehead

Guest

Kristen Martinez	Goodwill
Walt Gray	Maryvale Community Activist
Paul Franckowick	Goodwill Industries
Michael Burchett	Goodwill
Dustin Panoff	Valley of the Sun YMCA
Samantha Hansen	Friendly House

Sharlet Barnett	Arizona Center for Youth Resources
Ramona Garcia	HDS Truck Driving Institute
Kristen Barry	Thomas P. Miller & Associates
Tony Materson	Thomas P. Miller & Associates
Joanne Sangiorgi	Arizona Center for Youth Resources
Stephanie Varela	Arizona Center for Youth Resources
Luis Enriquez	Goodwill
Jeannete Perez	Jewish Family and Children's Service
Tracee Spire	Valley of the Sun YMCA
Jim Sorensen	Department of Economic Security /Unemployment
Ron Mack	Arizona Center for Youth Resources
Karen Lynch	Arizona Women's Education and Employment, Inc.
Frank Crump	UPI Education
Pamela Neal	Safe Schools/Teen
Aida Jimenez Useltea	Friendly House

Action items taken are noted in **bold** print.

1. Call to Order

Travis Hardin, called the May 11, 2017, Phoenix Business and Workforce Development, Full Board meeting to order at 9:08 a.m. Roll call was completed by the Board Liaison and a quorum was present with 17 members in attendance.

2. Approval of the April 13, 2017 Meeting Minutes:

A motion to approve the April 13, 2017 meeting minutes was made by Stacie Garlieb, seconded by Donna Pettigrew.

The motion passed unanimously.

3. Consent Items:

3A – PBWD Board Attendance Volunteer Hours

Chairman Travis Hardin advised the Board regarding the importance of volunteer hours, and board participation. From this point forward, the Board will enforce board participation, if a member has two absences from regularly scheduled board meetings they will follow the Board By-Laws regarding action to remove the board member. It was also suggested this item be discussed at Committee meetings consistently.

3B – City of Phoenix Request for Council Action Updates

Board Liaison, Isis Sanchez briefly went over current and pending action items on the Phoenix City Council Agenda for the month. The items are listed below:

- Workplace Readiness Skills Training Contract, May 10, 2017, Formal
- Adult Development Services Contracts, May 10, 2017, Formal
- WIOA One Stop Operator Contract, May 16, 2017, Sustainability, Housing, Efficiency, and Neighborhoods Subcommittee
- WIOA One Stop Operator Contract, May 31, 2017, Formal
- WIOA Youth Development Services Contract, May 31, 2017, Formal
- Intergovernmental Agreement Amendment for Program Year Funds, May 31, 2017, Formal

4. Election of Board Officer Recommendation and Approval (Vice-Chair Role):

Chairman Travis Hardin announced effective today, Vice-Chairman, Frank Armendariz, has resigned from the Phoenix Business and Workforce Development Board (PBWD Board). There will be future discussion with the Executive Leadership Committee regarding the role, which must be a business representative.

5. Approval of One-Stop Operator Contract Selection:

Cynthia Spell Tweh discussed the Procurement through a Request for Proposals (RFP) for the One Stop Operator Contract selection administered through the City of Phoenix Finance Department. The recommendation is scheduled to be heard by the Phoenix City Council, Sustainability, Housing, Efficiency and Neighborhoods Subcommittee (SHEN) on May 16, 2017. The recommendation will be presented to Phoenix City Council on the Formal Agenda for May 31, 2017. Goodwill of Central Arizona is the recommended agency to provide the One-Stop Operator Services as selected by a panel of professionals. This is a dual leadership role working with the core partners. It will require a transition period and may take up to a year to work through. If approved, the contract begins July 1, 2017.

A motion to approve the One Stop Operator Contract Selection as recommended by the RFP panel to Goodwill of Central Arizona, was made by Stacie Garlieb, seconded by Derek Anderson.

The motion passed unanimously.

6. Approval of Youth Proposal Contract Selection:

Andres Contreras noted he will abstain from voting on this item due to his employment with Chicanos Por La Causa, LLC, who is one of the recommended contract providers.

Chairman Travis Hardin discussed the Youth Providers contract selection through the procurement process, Request for Proposals (RFP). The City of Phoenix Finance Department processed this RFP on behalf of the PBWD Board and the Community and Economic Development Department. There were nine proposals received, four were selected for recommendation. The total annual award for all contractors will not exceed \$3.1 million and the effective date of the contracts, if approved will be July 1, 2017. The amount per contract is still being determined through negotiations. The four recommended for approval are: Jewish Family Children's Services, Valley of the Sun YMCA, Arizona Center for Youth Resources, Chicanos Por La Causa.

A motion to approve the four Youth Provider's as recommended by the RFP panel, (Jewish Family Children's Services, Valley of the Sun YMCA, Arizona Center for Youth Resources, and Chicanos Por La Causa) was made by Beth Salazar, seconded by Stacie Garlieb.

The motion passed 16-1. As Andres Contreras abstained from voting.

(Item Number 11 was taken out of order to allow a member of the public and Maryvale Community Activist to provide the board with an update on the Maryvale area.)

Mr. Walt Gray, Community Activist for the Maryvale Residential Area, discussed the importance of workforce development in and around Maryvale. Mr. Gray stressed that workforce development is important to reduce poverty, and stressed it's importance above education, His belief is that workforce development leads to sustainable families, communities, regions, states, and the nation and helps reduce the number of people on government assistance. Mr. Gray encouraged the board to speak with executives, government officials, political officials, and policy makers on the benefits of workforce development. In closing, Mr. Gray expressed that Economic Development works hand in hand with Workforce Development.

7. Youth Engagement Discussion: 7A Briefing from San Diego Trip

Staff members Mary Alejandro, Kerri Barnes and Cynthia Spell Tweh toured the San Diego Workforce Partnership offices on April 12, 2017. San Diego Workforce Partnership has implemented programs to help reduce the number of disconnected youth. The information learned will help guide and implement some of those best practices for future ARIZONA@WORK initiatives. Staff member Mary Alejandro and Kerri Barnes attended the Flip the Script Conference held on Thursday, May 13, 2017.

San Diego has 53,000 disconnected youth in their area. Disconnected youth are identified as 16-24 years in age and not engaged in work or education. San Diego Workforce Partnership allocated resources to find out why youth are not engaged, from the data gathered the Flip the Script Conference was developed. With those resources, they lobbied to their council members and elected officials to help them understand why there are many disconnected youth. The Board Liaison will send out the report to the attendees. The Board, ARIZONA@WORK City of Phoenix staff and core partners need to help elected officials understand why Phoenix has so many disconnected youth in our own area. Phoenix has approximately 92,000 disconnected youth. As a community, we need to work together as a system to change or “Flip the Script” here in Phoenix.

The conference featured elected officials, community members and youth who told their stories. Mary echoed Mr. Gray’s comment regarding programs. Community effort and consistent social marketing can help reduce the number of disconnected youth in Phoenix. The report to be distributed has specific information on how the San Diego Board was helpful with this process.

7B Panel Discussion for Youth Providers – Serving Youth

Cynthia Spell Tweh presented the Youth Panel who are current Youth Providers. The panel participants were: Dustin Panoff and Tracee Spiree, Valley of the Sun YMCA Youth Workforce, Sharlet Barnett, Arizona Center for Youth Resources, Samantha Hansen, Friendly House, Jeannefe Perez, Jewish Family and Children’s Services.

Dustin explained all the youth provider agencies work in connection with another program called Opportunity Youth, and they collaborate with MECESA. Last year in Phoenix there were 93,000 opportunity youth (disconnected youth). Nationally there are one in seven youth in this category, in Phoenix there are one in five opportunity youth and in the

Maryvale Residential Area alone it is one in four opportunity youth. Youth Workforce targets Opportunity Youth who are 16-24 years of age that are not engaged in work or education, and includes all populations including; low income, homeless, youth with disabilities, pregnant and parenting, individual basic skills, English as a second language learners, foster care, incarcerated, and any youth in need of assistance. Youth Workforce exists to help youth increase their academic and career opportunities to become successful and contributing community members. Participants in the Youth Workforce Program are assigned a case manager, the program is usually 12-18 months and a year follow-up after they exit the program.

The length of time and needs of each youth vary, some may need additional resources and assistance, while other youth needs may be minimal. Some of the best practices for the Youth Workforce program are the resources or services (transportation, housing, clothing, etc) provided to the youth at no cost and mentoring is provided by case managers.

Youth served since July of 2015, combined, the agencies have reached out to 3,500 youth, enrolled over 1,500 youth (currently there are 750 youth enrolled). There are 200 youth in the follow-up stage of the Youth Workforce program.

Phoenix Youth Workforce program's goal is to reduce opportunity youth by eleven percent by 2020.

Chairman Travis Hardin asked how can we as a board/community help. The panel stated it would be helpful if the elected officials and Board use social media to market the Youth Workforce program the way San Diego Partnerships has been able to engage their community.

The panel identified that the State of Arizona takes a harsh stance with the decisions made without talking to agencies impacted by their decision making. Youth agencies can only use the Eligibility Training Provider List (ETPL) for training however, many youth would benefit from schools not listed on ETPL. The community colleges and universities are not on the ETPL list and many of the youth are going to Community Colleges and the Youth Workforce Program is not able to assist them because of the requirements.

8. Strategic Plan – Board Focus Group Discussion:

Chairman Travis Hardin introduced Tony Waterson and Kristen Barry, with Thomas P. Miller and Associates (TPMA). TPMA explained the data collecting from focus groups they have been engaged in since arriving in Phoenix on Monday. TPMA will discuss the existing strategic plan and Pillars identified three years ago: Proactive and High Quality Services, Community Outreach and Engagement, and Organizational Excellence.

The Board identified Challenges and ideas regarding topics surrounding the Pillar and Goals in the strategic plan. Some of the discussion topics are:

- Opportunities to identify businesses that are interested in developing youth
- Strengthen Career Expiration Tools
- Identify Gaps in the Labor and Talent Pool
- Strengthen Labor Market Information (LMI)
- Guiding individual's talent in a way that is appealing to the employer
- Lead Strategic Collaboration Among Partners
- Position the Board as the Communities Talent Development Voice and engage communities through technologies and social media
- An integrated system for all partners to monitor, track and measure clients moving through the program
- More functionality of the website
- More involvement with City Council to help bridge the gap between City Council, the Board and the Community

9. WIOA Organization Updates:

The Workforce Innovation and Opportunity Act (WIOA) program is in the second year. Staff has been working with the Workforce Arizona Council (WAC) to assure the program is in compliance with the Final Regulations which were released last year. The local plan is set to go for approval to the WAC on June 1, 2017. Due to the changes in the Federal Regulations the program now must have specific internal firewalls, this will require a structure change in the organization. Staff presented a draft reorganization chart with the Board. The City of Phoenix has been the primary institution covering all aspects of the WIOA

program, going forward it will be separated out into three functions or areas: Fiscal Agent, Board Governance, and Direct Career Services. The goal to have these new changes in place by July 1, 2017.

10. Matters for Future Discussion:

Chairman Travis Hardin tabled Item 4 to a future board meeting.

A motion to approve to move Item 4 to the next Full Board meeting or Executive Leadership meeting, whichever comes first, was made by Stacie Garlieb, seconded by Donna Pettigrew.

The motion passed unanimously.

On June 8, 2017, there will be a Full Board meeting originally scheduled as an Executive Leadership Committee meeting.

Please provide the Board Liaison with a current bio and picture to upload on the board website.

Chairman Travis Hardin thanked the following Board Members for their service on the board: Dr. Steven Gonzales, Donna Pettigrew, Darrell Rich, Cindy Parnell and Neely Tubati. They will term out on June 30, 2017.

11. Call to the Public and Open Discussion:

City Staff, Michelle Pierson thanked the Business Engagement Committee for their leadership, passion, and dedication. The Bagel and Business forum was facilitated by Board Member Audrey Bohanan and she did a fabulous job. The Business Retention and Expansion team, along with the staff at the Business Center meet with approximately 600 companies, the staff promote ARIZONA@WORK to all they meet, talent is a number one issue, the connections they make are amazing and its constant education regarding the benefits ARIZONA@WORK has to offer.

Public Attendee, Luis Enriquez, Vice-President of Goodwill for Central and Northern Arizona, addressed the Board and gave a brief update regarding statistics and events from his organization.

Cynthia Spell Tweh thanked the youth providers for their service and announced the progress at replacing the Youth Program Coordinator and congratulated Patricia Arana on her promotion in the Youth Program.

12. Adjournment:

A motion to adjourn the meeting was made at 11:09 a.m. by Stacie Garlieb and seconded by Donna Pettigrew.

All were in favor and the meeting adjourned.