



**Phoenix Business and Workforce Development Full Board
Meeting Minutes
August 11, 2016
9:00 a.m.**

The meeting of the Phoenix Business and Workforce Development Full Board, was held on August 11, 2016, located at the Phoenix Business and Workforce Development Center, 302 N. 1st Avenue, 6th Floor, Phoenix, AZ 85003, pursuant to notice duly given.

Board Members Present:

Derek Anderson
Stacie Garlieb
Travis Hardin (Vice-Chair)
Keila Llanes
Donna Pettigrew
Beth Salazar
Karen Stafford
Mitra Vazeen

Audrey Bohanan
Ali Gamero
Michelle Jameson
Cindy Parnell
Darrell Rich (Chair)
Lorenzo Sierra
Timothy Stump

Board Members Absent:

Frank Armendariz
Delbert Hawk
Neely Tubati

Kelley Coats
Alan Ruda

Board Members Via Conference Call:

Andres Contreras
Dr. Steven Gonzales

Nick DePorter

City Staff:

Kimberly Cruz
Michelle Pierson
Wathsna Sayasane
Sandra Enriquez
Kerri Barnes
LaSetta Hogans

Isis Sanchez
Cynthia Spell Tweh
Jesse Benavidez
Esther Atempa
Laura Whitehead

Guests:

Silverio Ontiveros	Phoenix Job Corps Center
Connie Robinson	The Gideon Group
Nancy Avina	Maricopa County
Patricia Wallace	Maricopa County

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

1. Call to Order:

Chair, Darrell Rich, called the August 11, 2016, Phoenix Business and Workforce Development full board meeting to order at 9:06 a.m. Roll call was completed and a quorum was present.

2. Review of Phoenix Business and Workforce Development Board Mission and Vision Statement:

The Mission and Vision statements of the Phoenix Business and Workforce Development board were reviewed.

3. Approval of Meeting Minutes from July 14, 2016:

Item was tabled to the September 8, 2016 meeting.

Item number 11 was discussed in place of agenda Item number 3.

11. Review of Revised PBWD By-Laws:

Isis Sanchez discussed the adding of the Conflict of Interest statement (Article 9) to the By-Laws as suggested by the Workforce Arizona Council. There were also a couple areas where wording was changed to reflect the current verbiage being used with the new implementation of the Workforce Innovation and Opportunity Act: 1) replaced Workforce with ARIZONA@WORK and 2) replaced Investment with Development.

A motion to approve the Revised Phoenix Business and Workforce Development By-Laws was made by Tim Stump, seconded by Lorenzo Sierra.

The motion passed unanimously.

4. National Association of Workforce Boards Update from the Chair:

Darrell Rich discussed his participation in the National Association of Workforce Boards summer retreat held in Pittsburgh, Pennsylvania. Darrell spent time with Ron Painter, CEO of the National Association of Workforce Boards who is from Pittsburgh and was the Director for the Local Workforce Board. Here are a couple highlights from his visit: 1) A non-profit purchased a historic three story local high school building, centered in a low economic part of the city, and renovated it. They brought in trade schools and have 39 different organizations with a variety of services housed in the building. The idea is to revitalize the area. 2) Toured the Manchester Bidwell Training Center, also known as the National Center for Arts and Technology. They have a vast variety of programs taught at the center; it ranges from chemical engineering, jazz studio and recording, art, pottery and computers. They bus students in from 12 different school districts, they also have an adult program that teaches people (18 and over) how to become a chef. They were able to get a behind the scenes tour, they have an auditorium which seats 150 to 200 people and has an eight or nine foot Kawasaki piano on the stage. The acoustics are amazing in the auditorium. They invite jazz musicians to come and play, the auditorium is so well known for the sound system they usually sell out and the proceeds go to the National Center for Art and Technology. They also have a 4000 square foot area where they are growing award winning orchids, the students involved with this floral program are being encouraged to start their own businesses with the skills they have learned. They are looking to replicate the model in other cities, the Bidwell Training Center was very impressive and is definitely a must see if you are in the Pittsburgh area. It's amazing the difference that can be made in some people's lives, the work we do matters and impacts lives!

5. Election of Board Officers Recommendation and Approval (Chair/Vice-Chair Roles):

Chairman Darrel Rich resigned his position as Chair of the Board, he thanked the group, and he believes it's time for a new voice to lead the group. It's also time to go back to the two year term limit set in the By-Laws. Travis Hardin has accepted the position of Chairman. Travis will serve for a year and then transition out. Darrell Rich is the longest serving Chair member on the board. Frank Armendariz came on eight months after Darrell Rich. Darrell noted Travis was selected on purpose, Darrell spoke with many of the city staff and the board members. Travis has a passion, energy and willingness for the work to be done, Darrell is very confident he will do a tremendous job in the role as Chairman. Darrell has served

seven plus years on the board and five of the seven years have been as Chair or Vice-Chair of the board.

Darrell Rich turned the meeting over to Travis Hardin as the newly appointed Chair to lead the meeting.

Travis thanked Darrell, Travis stated the compliments he received from Darrell needs to be echoed for the board as a whole, he said if your lonely at the top then you're not doing something right. Travis will take what Darrell has cemented as his legacy and will add to it and looks forward to the challenge. Travis wanted the board to know he has an open door policy; he can be reached by phone or email anytime.

Cynthia Spell Tweh welcomed and thanked Travis for taking on the Chairman role. She also thanked Darrell Rich. Cynthia mentioned how Darrell has always been an active participant, supportive of city staff, the City of Phoenix and an active part of the board. He had a following of customers because he would go out and teach classes at the One-Stops. Darrell was the first board member to be selected to represent the City of Phoenix and sit on as a board member for the National Association of Workforce Boards (NAWB). His passion and heart for the work we do has reached the National level and we appreciate him for that. His passion has also caused for us to develop closeness with Ron Painter, CEO of NAWB. The work and passion Darrell picked up from Michael Fisher and many of the other board chairs before him is a testament to the increased expectation of each new Chair serving on the board. Cynthia welcomed Travis welcome "you have our support, and we appreciate you and your support".

A motion to approve Travis Hardin as Chairman for the Phoenix Business and Workforce Development Board was made by Darrel Rich, seconded by Stacie Garlieb.

The motion passed unanimously.

Travis Hardin stated his first order of business was to give the board a theme, he said they are; "The little iterations that could."

Travis Hardin has selected Frank Armendariz to serve as Vice-Chairman (who was not able to make the meeting); Frank Armendariz has agreed to accept the position of Vice-Chairman for the Phoenix Business and Workforce Development Board.

A motion to approve Frank Armendariz as Vice-Chairman for the Phoenix Business and Workforce Development Board was made by Stacie Garlieb, seconded by Karen Stafford.

The motion passed unanimously.

6. Board/Task Force Vacancy Appointments:

Isis Sanchez presented the proposed matrix changes suggested by the new Chairman, Travis Hardin to the Task Force assignments. It is recommended the changes be accepted as indicated on the matrix. Advancing Youth Task Force will have Delbert Hawk as Chair, Keila Llanes as Vice-Chair and Dr. Steven Gonzales will participate as a member. The Service Delivery Task Force will add Ali Gamero-Hernandez and Darrell Rich as members. Continuous Improvement Delivery Task Force will have Audrey Bohanan as Chair and Derek Anderson as Vice-Chair. No suggestions were made on the matrix for the Business Engagement Task Force Vice-Chair.

Lorenzo Sierra requested the members present for the Business Engagement Task Force consider stepping into the Vice-Chair vacancy. It was suggested Nick DePorter would be a good fit for the vacancy. Nick DePorter agreed to accept the position of Vice-Chair for the Business Engagement Task Force.

A motion to approve the Task Force recommended vacancies as outlined above was made by Beth Salazar, seconded by Stacie Garlieb.

The motion passed unanimously.

7. Board Membership Applications Review and Recommendations for Appointment of New Board Members:

Travis Hardin reviewed the recommendations for the board vacancies. Jesus Love is recommended to fill the position of Arcelia Zamora. Arcelia Zamora resigned her position on the board effective August 8, 2016. Tim Stump is resigning effective after today's board meeting and Jan Davis is recommended to fill his position. Tim Stump agreed to remain on as an Ad Hoc member.

A motion to approve Jesus Love to fill the vacancy for Arcelia Zamora was made by Beth Salazar, seconded by Stacie Garlieb.

The motion passed unanimously.

A motion to approve Jan Davis to fill the vacancy for Tim Stump was made by Tim Stump, seconded by Beth Salazar.

The motion passed unanimously.

8. Review and Approval of Annual WIOA Budget PY 2016:

Doris Pulsifer introduced herself to the board and thanked the board for allowing her to provide them with a budget update presentation. Doris reviewed the Fiscal Year 2016-2017 budget information through a power point presentation and infographic. She covered the allotment for the Adult, Youth, Dislocated Worker and Rapid Response Programs.

A motion to approve the Workforce Innovation and Opportunity Act Budget for PY 2016-2017 was made by Donna Pettigrew, seconded by Stacie Garlieb.

The motion passed unanimously.

9. Continuous Improvement Task Force Updates and Discussion:

- **Measures and Metrics Discussion**
- **Marketing Plan Review**

Audrey Bohanan and Karen Stafford presented the Phoenix Business and Workforce Development Board Marketing Plan review. Karen provided highlights via power point presentation to the draft Phoenix Business and Workforce Development Board Marketing Plan and advised there would be homework for each of the board members. The draft Marketing Plan includes information on; Who We Are? (which is our 30 second elevator speech); Who Do We Serve? (Job Seekers and Employers); What the Board is all About?; Communication Strategies and Recommendations; Success Metrics; and Next Steps.

Karen would like for the board members to review the 30 second elevator speech and provide feedback on any necessary changes. Audrey Bohanan will be available for feedback and questions regarding the Phoenix Business and Workforce Development Board Marketing Plan. Karen thanked Lorenzo Sierra, Chair for the Business Engagement Task Force, and others for their input with the elevator speech over the last couple years.

Karen also suggested the board provide ideas on how to get information out, any feedback can go to Isis Sanchez. We have trifolds available to us with the ARIZONA@WORK information for job seekers and employers. Contact Trish Arana for the trifold pamphlets and website assistance. You may visit the website, arizona@work.com/phoenix, to get information on upcoming events and share

success stories. It also has an Employer Portal and a Job Seeker Portal and is also mobile friendly. Please make sure you share this information on your social media sites.

Karen reminded Board Members to sign up for the Google Community. Karen left the audience with the question; “What will you do differently after today to help get the word out?” Provide people with information on the ARIZONA@WORK program.

Audrey Bohanan discussed the metrics. She noted they were very impressed with the Labor Market Information tool (LMI). Please share key metrics for your committee with the Continuous Improvement Task Force and they will produce an Infographics similar to the LMI, it will be reflective of everything we do.

Cynthia Spell Tweh suggested we look into name tags for the board members with the new logo and their name, as a way for Board Members to be more identifiable.

10. WIOA Year 2 Priorities:

Isis Sanchez discussed the Workforce Innovation and Opportunity Year-2 Priorities. **Priority one** is the Local Board Certification and Self-Assessment. The Local Board Certification is due September 15th and the Self-Assessment is due October 3rd to the Arizona Commerce Authority/Workforce Arizona Council. Please review and be aware we will need to provide evidence of how we are completing the items listed. The Self-Assessment is an item we will work on and discuss at the next Full Board meeting on September 8, 2016. In addition to that, the Local Board Certification application you previously voted and approved was submitted to the Arizona Commerce Authority, Workforce Arizona Council and they found the packet did not contain the information they were seeking. This was the case for the majority of the local area Certification applications they received. The Workforce Arizona Council, Performance Excellence Committee met and identified the areas which required more clarity. As a result we received another packet on August 9, 2016. We are going through the Certification application packet with greater detail to ensure the information they requested is captured. This packet is due to them by September 15, 2016. The final revised packet will be part of the September 8, 2016 Full Board agenda. We cannot afford to miss this deadline. If we do not turn this packet in by the September 15th deadline the Phoenix Business and Workforce Development Board will no longer be considered a Board.

Note: We have resolved the area of: “By-Laws Conflict of Interest”.

Cynthia Spell Tweh explained the Local Workforce Development Plan is still in a draft form. She stated we are working with a consultant to put it together. The goal is to present it to you in the September Board Meeting. It's important for the Board to take part in this process; we are looking for a Board Member or two to be involved. Stacie Garlieb has agreed to commit to this role.

11. Review of Revised PBWD By-Laws:

This item was taken out of order and discussed as agenda item number 3.

12. Memorandum of Understanding Update:

Audrey Bohanan discussed the process they are undergoing in updating the Memorandum of Understanding (MOU). The question at hand is, "What is the vision we want to put together?" They have set a schedule through December and anticipate having the draft MOU's completed by the September Full Board Meeting. They have faced some challenges however, they were able to complete the vision and guiding principles, as of yesterday. What are the system accesses, how are we going to work together, what are the measures they are going to use. Working together has been a learning experience. In an effort to understand and learn about each other's area they have created a template to help introduce people to each other. The template includes: what organization they represent, the population they serve and support, and the key measures for their success. The idea is to take this information and share with the job centers, core partners, and businesses. This will be information that can be passed along and used for marketing.

13. Matters for future discussion:

Stacie Garlieb requested all Task Force Committees provide an update.

14. Call to the Public and Announcements:

Darrell Rich thanked Tim Stump for serving on the board and agreeing to serve as an Ad Hoc member. Darrell also thanked the city staff for all they do and appreciate what they do behind the scenes what we have at the local level, not all cities have the staff engaged in the process.

Ms. Vazeen with Phoenix Job Corps is sponsoring a luncheon on August 18, 2016, if you are interested in attending please let Silverio Ontiveros know and he will get an invitation out to you.

An Advanced Business Services meeting will take place on August 17, 2016, from 1:00 p.m. to 3:00 p.m., at the USAA building. This is an informative meeting; Isis can provide you with the information.

Cynthia Spell Tweh announced the US Department of Labor, Region 6, our Federal Project Officer, will be visiting next week on August 16, 2016, from 8:30 a.m. to 10:00 a.m. She has requested to meet with three local areas; City of Phoenix is one of the three. Cynthia suggested it would be nice if one of the Executive Board Members could participate in this visit. They have heard the great work the City of Phoenix, Maricopa County and Yuma are doing. Her visit will include touring one of the Job Centers. Stan Flowers will be facilitating this visit and Board Members Mitra Vazeen and Ali Gamero-Hernandez have agreed to participate in this visit, Isis will provide them with the information.

15. Adjournment:

A motion to adjourn the meeting was made at 10:51 a.m. by Stacie Garlieb and seconded by Timothy Stump.

All were in favor and the meeting adjourned.