



**Phoenix Business and Workforce Development Full Board
Meeting Minutes
September 8, 2016
9:00 a.m.**

The meeting of the Phoenix Business and Workforce Development Full Board, was held on September 8, 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	Audrey Bohanan
Kelley Coats	Ali Gamero
Travis Hardin (Chair)	Delbert Hawk
Michelle Jameson	Donna Pettigrew
Alan Ruda	Lorenzo Sierra
Timothy Stump	Mitra Vazeen

Board Members Absent:

Andres Contreras	Nick DePorter
Keila Llanes	Darrell Rich
Beth Salazar	Karen Stafford
Neely Tubati	

Board Members Via Conference Call:

Frank Armendariz (Vice-Chair)	Stacie Garlieb
Dr. Steven Gonzales (joined @ 9:20am)	Cindy Parnell

City Staff:

Kimberly Cruz	Isis Sanchez
Susan Roger	Melissa Magallanez
Laura Whitehead	Terry McAvoy
Sandra Enriquez	Kimberly Faust
Pam Lindley	

Guests Via Conference Call:

Ron Delgado

Department of Economic Security
Workforce Administration

Guests:

Samantha Hansen

Susan Ciardullo

Luis Enriquez

Friendly House

West Coast Ultrasound Institute

Ad Hoc Member

Chicanos Por La Causa

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

1. Call to Order:

Chair, Travis Hardin, called the September 8, 2016, Phoenix Business and Workforce Development full board meeting to order at 9:03 a.m. Roll call was completed and a quorum was present.

2. Approval of Meeting Minutes from July 14, 2016 and August 11, 2016:

A motion to approve the July 14, 2016 and August 11, 2016 minutes was made by Kelley Coats, seconded by Donna Pettigrew.

The motion passed unanimously.

3. Board Membership Application Review and Approval:

This item is continued, will hold a Special Session conference call to allow Nick DePorter the opportunity to provide insight on the nomination of Malcom Green to the Phoenix Business and Workforce Development Board.

A motion to continue the Board Membership Application Review and Approval of Malcom Green to a Special Session conference call was made by Audrey Bohanan, seconded by Karen Stafford.

The motion passed unanimously.

4. BOARD ENGAGEMENT PARTICIPATION:

- Mission and Vision Statement

Travis Hardin explained the Mission and Vision for the Phoenix Business and Workforce Development board is to serve as a catalyst, identifying and addressing

the evolving business needs of Greater Phoenix by convening partners to provide customer centric solutions and resources which offers employers access to a skilled workforce. The Board is on the right path by being consistent. Mr. Hardin emphasized the importance of speaking, as often as possible, regarding the opportunities available to individuals and businesses through the Workforce program.

- Attendance Matters/ Volunteer Hours

Travis Hardin discussed the importance of being an active board member. He stated from this point forward board members will be held accountable for their involvement and participation, if an individual is unable to be an active board member please speak up, the expectations to meet the Federal Regulation Standards for the Workforce board are high and the board will only be able to meet or exceed the standards with consistent and active members on the board.

Mr. Hardin noted the Volunteer Hours are being tracked and requested board members provide Isis Sanchez with their Volunteer Hours.

- Task Force versus Committee

Travis Hardin requested Isis Sanchez explain the difference between a Task Force versus a Committee. Isis Sanchez explained a Task Force is Goal oriented, once the goal is met or completed the group then becomes a committee. All of the current Task Forces on the board will be known as a Committee once their objectives have been met.

5. CONSENT ITEMS:

a. Administrative Correction for Business Industry Representatives

Isis Sanchez stated this item was not for discussion.

b. Ad Hoc Member By-Law Revisions:

A motion to approve the Consent Items as written was made by Lorenzo Sierra, seconded by Delbert Hawk.

The motion passed unanimously.

6. Local Board Certification Application and Self-Assessment:
a. Review and Approval of Revised By-Laws

Isis Sanchez reminded the board members this is an item that's been discussed previously. The original application was submitted July 6, 2016. All of the entries submitted by the different municipalities were rejected by the Workforce Arizona Council Performance Excellence Committee, the Workforce Arizona Council Performance Excellence Committee sent a check list for correction or modification, all of the necessary changes have been made and will be resubmitted.

The Board Composition, item number 2, will need approval by the board for the By-Law Requirements. These By-Law Requirements will align the State of Arizona, Maricopa County and the City of Phoenix with the requirements from the Federal Register. This was needed to comply with the Federal, State and Local rules and regulations. As you review this document if you have revisions please send Isis Sanchez your corrections.

A motion to approve the Revised By-Laws as required by the Workforce Arizona Council was made by Audrey Bohanan, seconded by Michelle Jameson.

The motion passed unanimously.

b. Discussion of Shared Local Governance Agreement Status

Isis Sanchez discussed the Shared Local Governance Agreement, it is a new requirement, it is a contract (it will contain all the information in the By-Laws and the Memorandum of Understanding) with the Chief Elected Official and the Board. This is a new contract agreement required from the Federal level. It will be brought to the Board at a later date, no due date at this time.

c. Discussion of the Local Board Self-Assessment

Isis Sanchez discussed the Local Board Self-Assessment, the document was sent out to the Board. This is due September 15, 2016. Once completed will send out information to the Board. Isis stated she included important due dates for the upcoming Workforce Innovation and Opportunity Act Implementation Timelines. Chairman, Travis Hardin offered for the Board to send him any questions they may have and he will work with City staff to provide answers. Board member Michelle Jameson requested emails sent out to the board requiring action should have "ACTION REQUIRED" listed in the subject line. Board member Audrey Bohanan

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would like a calendar with meetings, list board responsibilities and deliverables. Staff is working on all the above information, including events, being listed on an online calendar through the board website www.phoenix.arizonaatwork.com.

7. Local Workforce Development Plan Update:

Isis Sanchez introduced Susan Roger and Stan Flowers as the staff working to update the Local Workforce Development Plan. Susan thanked everyone who has been helping with the Local Workforce Development Plan update, including Meggie Chapman, who was brought in as a contractor and is present and Board member Stacie Garlieb. They started this project April 7, 2016, the initial deadline was in September, however it has been extended to December 5, 2016. The goal is to submit it to the State by November 4, 2016. It will be available for public comment by September 24, 2016 and will be open for 30 days. Susan then reviewed page 7, which is an overview of the City of Phoenix and Quick facts information. They have also included Workforce information focused around each of the Pillar's. Pillar I deals with Employer Engagement, Pillar II is about Community Outreach, and Pillar III is providing Excellent Customer service. Susan asked each of the board members to submit a quote (relating to workforce and its goals) by September 19, 2016, the quote will be included in the Local Workforce Plan. Chairman Travis Hardin asked each Board member to provide 2 quotes and encouraged Board Members to always talk about the Board and ARIZONA@WORK benefit.

Stan Flowers briefly discussed the importance of the board approving the Local Workforce Development Plan once its complete. This plan has a strong focus on employer engagement. It incorporates the 3 Pillar's and is 104 pages in length. It was structured to illustrate the work being accomplished in the Phoenix area, a consultant was hired to help story line the answers to the document. It will be sent out on September 21, 2016 for the Board to comment on. This document will have the ability to be amended through the year 2020.

8. Sector Strategies Update:

Rob Stenson, Phoenix Business and Workforce Development Center Supervisor, introduced himself along with Terry McAvoy, Community and Economic Development staff member and explained they would be providing the Sector Strategies update to the Board. The Sector Strategies is heavily driven around Business Engagement, engagement with employers, it touches the seven job

driven elements, however, it specifically touches five of the job driven elements very strongly. They include Engagement with Employers, Partnerships (non-profits, and education partners), Stepping Stones for Employees (how do we job path them), Earn and Learn (how to get that life work experience), and Measurement of Ratios (all have strong dialogue for measurement of ratios). Rob also discussed three or four of the current sector discussions; Healthcare, Cyber Security, Risk Management and Construction. Each of these areas have a high demand for positions and the Phoenix area seems to be a flourishing area for each of these Industries. The sector partnerships are all working together to try and build career pathways for these high demand positions. The success of these career pathways lies between the cooperation of Workforce, the Educational partners and the Industry partners. All three partners must work together in order to succeed. Marketing these sector industries is also an area of concern.

1:26:41

Terry McAvoy discussed the Advanced Business Services Sector partnership. He noted this too is one of the seven targeted industries. The City, Greater Phoenix Economic Council and Arizona Commerce Authority are all actively pursuing companies nationwide to relocate or expand their centers into our market. Over the last 11 months there have been about 30 companies and 15 community partners involved all pushing towards the same goal, to fill positions for their centers. People don't realize these call centers lead to opportunities into great companies and could have promotional opportunities. The marketing of these Call Centers has been one of the main focuses. James Montoya, a City staff person, put together an Advanced Business Services report using the Phoenix is Hot logo to tie it in and let people know this is a City of Phoenix initiative. A few of the industries involved are Finance, Banking, Retail, and Insurance. There is a variety of career paths and entry points into these companies, some of the career paths to these companies include: sales, customer service, technical assistance, training specialist, and office clerks. If you look at the sample of employers participating, it's some of the who's who in the Phoenix Market actively engaged: USAA, DISH Network, Wells Fargo, and Chubb. This sector partnership has been marketed through word of mouth, the DISH Network representative, made two contacts at a Human Resources professional event, now they want to be a part of this partnership. They are Edward Jones and Cenlar. Over the past several months there has been an incremental growth of adding companies. There are two people from the private sector which have lead this sector partnership, Michael Hale Executive VP AZ Federal Credit Union and Steve Kramer VP of Operations Newbridge Telecom Solutions. One of the goals for this group is to provide a skilled workforce. DISH Network, AZ Federal Credit Union, and Maricopa

Community College District, all want to provide job seekers with feedback loop in an effort to help upskill their potential and allow them to reapply for open positions. Looking forward, the next opportunity for this partnership is to have an ABS Industry Forum event probably in November, the goal is for it to be a hiring event.

9. Phoenix Business and Workforce Development Board Marketing Plan:

Audrey Bohanan discussed the Marketing Plan completed by the Continuous Improvement Committee. Please provide any feedback on the Marketing Plan to Isis Sanchez. Isis will resend the Marketing Plan out with ACTION REQUIRED in the subject line. The Board would like to continue this item to the Special Session call next week.

A motion to continue the Phoenix Business and Workforce Development Board Marketing Plan to the Special Session Call was made by Audrey Bohanan, seconded by Donna Pettigrew.

The motion passed unanimously.

10. Matters for future discussion:

None

11. Call to the Public and Announcements:

Isis Sanchez stated she or Cynthia Spell Tweh may be contacting the board members to clarify information required for the Local Workforce Development Board Roster for the board members listed in the Business Representative category.

Chairman Travis Hardin reminded those present to please make your families first and career second in your priorities of life.

12. Adjournment:

A motion to adjourn the meeting was made at 10:52 a.m. by Lorenzo Sierra and seconded by Donna Pettigrew.

All were in favor and the meeting adjourned.