



**Phoenix Business and Workforce Development Full Board  
Special Session Meeting Minutes  
September 14, 2016  
12:00 p.m.**

The Special Session meeting of the Phoenix Business and Workforce Development Full Board, was held on September 14, 2016, located at the Phoenix City Hall, 200 W. Washington Street, 20<sup>th</sup> Floor, Phoenix, AZ 85003, pursuant to notice duly given.

**Board Members Present:**

Travis Hardin (Chair)

**Board Members Absent:**

Stacie Garlieb  
Cindy Parnell  
Alan Ruda  
Neely Tubati

Delbert Hawk  
Darrell Rich  
Beth Salazar  
Mitra Vazeen

**Board Members Via Conference Call:**

Derek Anderson  
Audrey Bohanan  
Andres Contreras

Ali Gamero

Michelle Jameson  
Donna Pettigrew  
Karen Stafford

Frank Armendariz (Vice-Chair)  
Kelley Coats  
Nick DePorter  
(joined @ 12:23pm)  
Dr. Steven Gonzales  
(joined @ 12:05pm)  
Keila Llanes  
Lorenzo Sierra  
Timothy Stump

**City Staff:**

Kimberly Cruz  
Stan Flowers  
Kimberly Faust  
Hank Marshall  
Terry McAvoy

Isis Sanchez  
Kerri Barnes  
LaSetta Hogans  
James Montoya

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

### **1. Call to Order:**

Chair, Travis Hardin, called the September 14, 2016, Phoenix Business and Workforce Development full board Special Session meeting to order at 12:03 p.m. Roll call was completed and a quorum was present.

### **2. Board Membership Application Review and Approval:**

\*\*\*This item was taken out of order. Item number 3 was heard before item number 2.\*\*\*

Chairman Travis Hardin explained this item was continued from the September 8, 2016 Phoenix Business and Workforce Development Full Board meeting to allow Board Member Nick DePorter an opportunity to elaborate on his professional insight and view of Malcolm Green's possible approval to the Phoenix Business and Workforce Development Board. Mr. DePorter gave Malcolm Green a stellar review and felt his involvement in Workforce along with his interest in the Board would be an asset to the Phoenix Business and Workforce Development Board. All board members present felt the same.

A motion to approve Malcolm Green's application to the Phoenix Business and Workforce Development Board was made by Nick DePorter, seconded by Lorenzo Sierra.

**The motion passed unanimously.**

### **3. Phoenix Business and Workforce Development Board Marketing Plan:**

Board Members Audrey Bohanan and Karen Stafford from the Continuous Improvement Task Force discussed the need for the Board to approve the Phoenix Business and Workforce Development Board Marketing Plan. The Marketing Plan has been reviewed by all board members. There are a few minor edits requested to be made to the document. The footnote on page 3 should read "This number is presented according to the June WANTED Analytics Report. There was discussion as to whether this is the right number to use as the total population living in Phoenix as reported by the 2010 census was only 1,445,632." Also, Phoenix Workforce Connection will be replaced with ARIZONA@WORK throughout the document.

This is a fluid document and will be reviewed by the Continuous Improvement Task Force to remain in-line with the expectations of the Regional, State, Federal and Community partners and the Workforce Innovation and Opportunity Act program. The board would like for the marketing materials to be placed at all of the core partner locations, as well as, schools and colleges.

A motion to approve the Phoenix Business and Workforce Development Board Marketing Plan with the edits listed was made by Donna Pettigrew, seconded by Derek Anderson.

**The motion passed unanimously.**

**4. Matters for future discussion:**

None

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

None

**6. Adjournment:**

A motion to adjourn the meeting was made at 12:30 p.m. by Stacie Garlieb and seconded by Nick DePorter.

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