

WORKFORCE INVESTMENT BOARD

MARCH 23, 2010

8:30 A.M. BORG WARNER ROOM – TC PUBLIC LIBRARY

PRESENT: B. Bantle, R. Bohman, D. Bradac, D. Chadwick, C. Chock, M. Coldren, P. Gardner, T. Grippen, C. Haynes, J. Little, P. McKee, J. McPheeters, B. Myers, L. Patz, A. Pedersen, M. Stazi, M. Talarski, N. Zahler

EXCUSED: B. Blanchard, L. Dillon, D. Herath, L. Holmes, D. Huston, E. O'Donnell, M. Opperman, R. Pass, M. Stamm, M. Turnbull

ABSENT: P. Carey, L. Leonard, D. Marsh

GUESTS: T. Watts, TST BOCES

STAFF: J. Mattick, Jennifer Luu

CALL TO ORDER

Chairman Pedersen called the meeting to order at 8:31 a.m.

HOUSING DEVELOPMENT IN TOMPKINS COUNTY

Ed Marx, Planning and Public Works Commissioner for Tompkins County provided an overview of the housing development for Tompkins County. In 2004, Tompkins County adopted its first comprehensive plan and one area within the plan was housing. Housing in Tompkins County is expensive, costing 50-75 percent more than surrounding counties and of those who rent, 40% are paying more than 30% of their annual income in rental costs. Tompkins County's incommutation rate is 40% of its workforce as a result of either high housing costs or the lack of affordable housing stock being available.

In 2006 a needs assessment occurred and it was determined that 4000 housing units are needed over the next ten years. In 2007 the housing strategy was adopted which includes four elements:

- **Strategy One: Inclusionary and Incentive Zoning**

Use Inclusionary and Incentive Zoning to achieve goals that at least 20 % of units in new market rate projects are affordable to those making 80 % of median income and that at least 40 % of units are affordable to those making up to 120 % of median income. Among the incentives that municipalities may offer are density bonuses and streamlined approval processes. Local municipalities have the authority to amend their local zoning ordinances to incorporate these strategies. Zoning changes will be most effective – in producing affordable housing while combating rural sprawl – if there is coordination among municipalities. The Tompkins County Council of Governments could be an appropriate forum for this coordination.

- **Strategy Two: Community Housing Trust**

Establish a Community Housing Trust with support from major employers, financial institutions, educational institutions, government and private donors to acquire and own land on which housing for those making less than 80% of median income can be built. These housing units would be kept affordable through deed restriction on resale and/or provisions to keep rents affordable. Work with private developers to use all available sources of funding and financing tools to make a portion of the units on these Housing Trust properties affordable to those making 50% of median income.

- **Strategy Three: Employer Assistance**

Encourage major employers to provide assistance, such as low-interest financing, down- payment subsidies, or closing-cost assistance, to employees who purchase homes in targeted infill and nodal development projects. This would support efficient provision of public services and provide an added

incentive for developers to build new units in these target areas. Additionally, where employers are major land owners in a nodal location, they could make land available for housing development.

▪ **Strategy Four: Community Housing Affordability Fund**

Establish a Community Housing Affordability Fund, with contributions from public and private sources, to fill funding gaps needed to keep units affordable and assist not-for-profit housing developers with pre-development expenses. Even if strategies one through three are fully implemented it will still be difficult to meet all of the housing needs of those with household incomes below 80% of median. Federal and State housing funds have not kept pace with need, leaving a gap in funding for affordable housing development. Not-for-profit developers are often deterred from pursuing projects because of an uncertain development review process and the risk of losing the considerable up-front expenses inherent in such development. Availability of this local funding source could allow the Tompkins County community to maximize the use of Federal and State funds that are available.

As a first step, Tompkins County, the City of Ithaca, and Cornell University partnered and funded the Community Housing Affordability Fund in 2008-2009. The first round of applications will start to be funded this year using State and Federal sources as well as affordable housing funding.

In regards to the areas in the County that will see development, a broader discussion will be held within the community in hopes of getting agreement on where development should occur. There is a need to refocus growth where services are available and some areas will need to modify their zoning to allow for multi-type development that will allow for mixed communities. This will make communities more stable. He noted that the housing fund is considering both large and small-scale projects.

APPROVAL OF MINUTES

It was Moved by Mr. Haynes, seconded by Mr. Grippen and unanimously adopted by voice vote of members present to approve the minutes of January 26, 2010, as presented.

DIRECTOR'S REPORT

SUMMER YOUTH EMPLOYMENT

Ms. Mattick stated in 2009 both federal ARRA funding as well as State TANF funding was available to fund the summer youth employment program. In 2010 there has been no inclusion of TANF funding in the Governor's budget; however, there is a lot of advocating to the Senate, Assembly, and Governor's office to have some level of funding passed in the State budget. It is anticipated that the State Legislature will authorize an allocation of approximately \$325,000 in TANF funds to the Tompkins County Workforce Investment Area for a Summer Youth Employment Program; however, it is not clear when that approval will occur.

At the federal level, nearly all of the Tompkins ARRA Youth funding has been depleted because we were encouraged to use the bulk of that funding in the first year and we did. Ms. Mattick stated federal efforts continue to pass legislation to create a federally funded Summer Youth Employment Program for 2010.

AUTHORIZATION TO RELEASE REQUEST FOR PROPOSALS-2010 SUMMER YOUTH EMPLOYMENT PROGRAM

It was Moved by Ms. Zahler, seconded by Ms. McPheeters and unanimously adopted by voice vote of members present to approve the Release of the Request for Proposals for the 2010 Summer Youth Employment Program contingent upon funding being made available in the New York State budget and/or federal legislation creating a Summer Youth Employment Program.

BIOCAREER CONNECTIONS CAREER FAIR

The second annual Biocareer Connections Career Fair was held at TC3 on March 16, 2010 from 12:45-5 p.m. The event targeted college and graduate students and provided an opportunity for job seekers and bioscience related companies in Upstate NY to connect with one another. Overall, the event was very well received and 23 businesses exhibited and approximately 90 individuals attended. The Central New York Career Development Consortium has indicated they would like to sponsor the event next year and this will open the event up to a wide network of colleges in New York State.

TEACHER IN THE WORKPLACE

Planning for this year's pilot program continues and information will be going out to teachers in April. The program will be held in July 2010 and will provide 10 teachers the opportunity to job shadow in businesses as well as help with curriculum development to make the connection to the classroom.

ONE-STOP CENTER MANAGER'S REPORT

Ms. Bradac distributed her report and it is included at the end of the minutes.

WORKFORCE STRATEGY: CURRENT WORKFORCE ACTIVITIES

Ms. Mattick provided a PowerPoint Presentation that identified many of the activities already occurring in the workforce system in relationship to each of the six goals in the workforce strategy. Mr. Pedersen stated that the goal moving forward on the workforce strategy is it to make sure that the work is focused and not overwhelming. Activities that are already being worked on in the community need to continue to be identified and then the WIB will be asked to help identify two to three areas to be worked on. Metrics also need to be discussed. Ms. Patz stated the alignment of staff also needs to be considered and what will have the most impact within the community. Mr. Coldren stated services are being delivered to displaced workers, but more work is needed to provide services to employers that can help them create opportunities. Discussion will continue at the next WIB meeting.

ADJOURNMENT

The meeting adjourned at 9:55 a.m. The next WIB meeting is scheduled for Tuesday, May 25, 2010 at 8:30 a.m. in the Borg Warner Room at the Tompkins County Public Library.

ANNOUNCEMENTS

Ms. Zahler congratulated Ms. Bradac who has been named among the 20 Outstanding Women You Should Know, presented by Cayuga Radio Group and Cayuga Medical Center. The Women's Expo will be held May 6, 2010 at Tompkins Cortland Community College.

**Tompkins Workforce New York
One Stop Center Report, 3/23/2010**

US Unemployment Rate = 9.7
New York State's Unemployment Rate = 8.4 (revised)
Tompkins County Unemployment Rate = 6.5

Impact on Tompkins Workforce New York One Stop Center:

			2009 over or under 2008	2009 over or under 2008
	7/1/09 to 12/31/09	7/1/08 to 12/31/08	Number	Percent
Active Participants	2,143	1,406	737	52.42
New Registrations	1,224	1,003	221	22.03
Exiters in Period	803	848	(45)	(5.31)

2400 establishments with employees

60,000 workers

1,500 first time workers enter the workforce

525 retire

1,700 persons unemployed and looking for work at any given time

2500 individuals served by the One Stop Center annually

(based on research from Chmura Economics and Analytics)

Goal 4, 5 & 6 - SMART 2010: new service for job seekers, a computer software system that matches skills and experiences of job seekers to jobs posted on Americas Job Exchange, Sends email messages about leads - listing of possible positions that they may want to consider (within 50 miles)

Two New Monthly Workshops: Green Careers and Mature Workers

Goal 2 & 4 - Guidelines for identifying true green jobs

Tools for searching for green jobs at the Local, State and National level

Training and certifications in the green industry

Anticipated sectors in the near future

Goal 3 & 6 - Is age discrimination real? Have you been called over-qualified? Are older adults stereotyped?

Discussion on these topics and more in a forum for job seekers who are mature, experienced or entering the workforce late in life

Highlight myths, changes in job search methods, realities of the current labor market and techniques to deal with them

Staff Development Day: March 12, Recognition & Motivation, Joe, Julia and Michael, Bob Blenn

TC3 StrengthQuest Event: Job LINK Youth Staff (Janie, Cecelia, Amy and Diane)

April 23: Labor Standards, JSEC and SHRM Co-Sponsored Event, 8:30-10:00, Country Club

April 29: World of Skills Job Fair, 9:00-12:00, Holiday Inn

Pre-Fair Workshops - **Fri, 4/23rd at 1:00** with Mary de Souza on and **Mon, 4/26 at 10:00** with Ramona Emery

May 4: Skilled Trades Construction Fair, (Green, HVAC, Construction, Electrical Tech, etc)

Prepared by Diane Bradac, Manager of Tompkins Workforce New York
607-272-7570 ext 129, DBradac@tompkins-co.org