

**WORKFORCE DEVELOPMENT BOARD**

**SEPTEMBER 28, 2004**

**8:30 A.M.**

**TOMPKINS COUNTY PUBLIC LIBRARY**

**PRESENT:** T. Colbert, L. Dillon, D. Herath, L. Leonard, J. Little, D.Marsh, J. McPheeters, M. Opperman, L. Patz, A. Pedersen, J. Rossi, M. Stamm, J. Wesche, J. Mattick, M. Turnbull

**EXCUSED:** T. Mallinson, B. Fortier, P. McKee, N. Zahler

**ABSENT:** B. Blanchard, R. Bohman, P. Carey, W. Cooke, D. Czerwonka, A. Edelman, P. Gardner, C. Haynes, J. Maglione, R. Pass, S. Pronti, I. Stein, S. White

**GUESTS:** V. Zeppelin, Tech-Prep Program, TC3; B. Heath, Office of Employment and Training; J. Sorbello, NYSDOL; J. Flynn, NYSDOL

**STAFF:** Jennifer Luu

**CALL TO ORDER**

Chair Turnbull called the meeting to order at 8:43 a.m. Due to a lack of quorum the action items will be deferred to later in the meeting.

**ANNOUNCEMENTS**

There were no announcements.

**INTRODUCTION OF NEW EMPLOYMENT AND TRAINING DIRECTOR**

Mr. Rossi introduced and welcomed Julia Barrett Mattick to the Board. Ms. Mattick is replacing Connie Sowards as the Director of Employment and Training for Tompkins County. Ms. Mattick has over 15 years experience in workforce development. Ms. Mattick gave a brief overview of her experience and stated she is getting settled into her position and familiarizing herself with the staff and operations. She stated Tompkins County is recognized as a leader in New York State and she is excited for the opportunity to work with the Board.

**OFFICER ELECTIONS AND APPOINTMENTS TO THE BOARD**

Mr. Dillon announced the results of the recent officer elections. Officers for September 2004 through August 2005 will be as follows:

- Chairperson.....*Martha Turnbull (2<sup>nd</sup> Term)
- Vice-Chairman.....*Doug Czerwonka (2<sup>nd</sup> Term)
- Secretary.....*Lee Dillon (2<sup>nd</sup> Term)
- Treasurer.....*Jean McPheeters (2<sup>nd</sup> Term)

**STATE OF THE WORKFORCE 2004 REPORT OUTLINE**

Mr. Hall reviewed the planning process thus far for the State of the Workforce Report. The most recent event, a special session of the Board, was held on September 10<sup>th</sup> for the Board to address where and how it would choose to assert its leadership. Four themes rose to the top of each discussion group; the need for outreach to school boards to discuss issues in an effort to work together; a need for human resource assistance within small businesses; greater marketing and assistance to retain and/or draw younger workers and dual career couples to this area, and the need for a formal mechanism to bring industry clusters together to energize them.

The Board discussed ways to facilitate the necessary changes and it was decided that working closely with the Chamber of Commerce leadership and the TCAD Board could help to meet the objectives. The Executive Committee was asked to consider the needed structures for work groups and committees and once the report is released, the standing committees of the Board should be realigned with the report. The implementation of the report will depend on the efforts of the Board and staff to be successful. Once Mr. Hall completes the report, it will be sent out to all Board members to provide feedback to Mr. Hall via email.

## **BOARD ACTION ITEMS**

### **APPROVAL OF THE MINUTES OF MAY 18, 2004 AND JULY 27, 2004**

It was Moved by Ms. McPheeters, seconded by Mr. Little and unanimously adopted by voice vote of members present to approve the minutes of May 18, 2004 and July 27, 2004, as submitted.

### **BOARD APPOINTMENT**

It was Moved by Ms. Dillon, seconded by Mr. Rossi and unanimously adopted by voice vote of members present to approve the appointment of Julia Barrett Mattick to the Board.

### **WIA YOUTH PROPOSALS**

It was Moved by Ms. Opperman, seconded by Ms. McPheeters to approve the WIA Title I Youth contracts as recommended in the overview below. A voice vote resulted as follows: Ayes – 14 (T. Colbert, D. Herath, L. Leonard, J. Little, D. Marsh, J. McPheeters, M. Opperman, L. Patz, A. Pedersen, J. Rossi, M. Stamm, J. Wesche, J. Mattick, M. Turnbull), Noes – 0, Abstain – 1 (Ms. Dillon). MOTION CARRIED.

The WIB and YEC Proposal Review Committee have concluded their review of the proposals and amendments submitted in response to the WIA Title 1 Youth RFP. The Committee recommends the following four (4) awards for the period covering October 1, 2004 – June 30, 2005, with an additional one-year extension, dependent on funding levels for 2005 and the performance of each contractor. The Committee further recommends that the Executive Director be authorized to negotiate contracts on behalf of the WIB with each contractor, pursuant to the parameters outlined in the RFP, County policies, and federal and state laws, rules, regulations and policies.

#### **1. County Youth Services**

\$17,007 intake coordination and support  
\$3,000 to continue work on work readiness and passport projects

#### **2. Challenge Industries (& Cornell Cooperative Extension)**

\$98,650 to serve 30 - 35 eligible out-of-school participants  
\$6,000 to serve 6 eligible in-school participants

#### **3. Ithaca Youth Bureau**

\$59,080 to serve 27 eligible in-school participants

#### **4. Tompkins Community Action**

\$86,101 to serve 52 eligible in-school participants

Ms. Turnbull thanked Ms. Opperman and the group providing the review for their work.

## **WORKFORCE ISSUES**

Ms. Turnbull introduced Victoria Zeppelin from the Tech-Prep Program at TC3. Ms. Zeppelin stated she is filling in for Kim Kathan who is on a one-year leave of absence. The Tech-Prep program partners with schools and provides curriculum development with a major emphasis on college exposure.

Ms. McPheeters stated Wal-Mart will be opening in the next few months and asked how they are doing their recruiting. Mr. Rossi stated that there are approximately 650 retail positions available in the community and the system is straining to keep up with the demand. He stated that outreach to part-time and older workers is being done to meet the need. Ms. Opperman asked if outreach is occurring in surrounding counties. Mr. Rossi stated that there is often a commutation problem with these types of jobs. There was discussion about ways to alleviate this problem, possibly ride-share or discounted bus passes and other employer incentives. Mr. Flynn stated a regional approach is needed to bring workers in from other areas. Ms. Opperman stated that the structure of TCAT is changing and it is a challenge to keep it funded. She stated more partners are needed to keep it operational and perhaps there are linkages that can occur

between that organization and employers. Ms. Mattick spoke about the new transportation system that began providing service in Seneca County in September. She stated that they did reach out to TCAT, but there seems to be an area in Interlaken that doesn't have service from either bus line.

There are other large retailers opening downtown, but little is known about what processes are being used for recruiting. Ms. Heath will contact the stores to see if she can obtain information and will provide it to the Board as soon as possible.

The Board also discussed construction occurring downtown. Route 13 will be completed in October 2004. Several streets are torn up because of different projects underway. NYSEG is working in the area burying wires; there is lighting work that is being done, and Seneca Place is still under construction. It was noted that the room tax for the summer was up by 9 percent, so it doesn't appear that the construction is affecting tourism.

## **ADJOURNMENT**

The meeting adjourned at 9:40 a.m. The next meeting is scheduled for November 16, at 8:30 a.m. in the Borg-Warner Room at the Tompkins County Public Library.