

TOMPKINS COUNTY WORKFORCE DEVELOPMENT BOARD

June 22, 2021

8:30 A.M.

Zoom Platform

PRESENT: S. Pronti, A. Bishop, D. Burrows, L. Dillon, B. Forrest, K. Franzese, A. Iles, K. Kephart, K. Kersey, P. Levesque, J. Matteson, H. McDaniel, K. Shanks-Booth, C. Whitmore, J. Tavares, K. Cerasaro, T. Bruer

EXCUSED: M. Abdelrehim, J. Cometti, J. Lance, C. Malcolm, J. Shapiro, T. Tarshus

EX-OFFICIO: J. Mouillesseaux, A. Hendrix

GUESTS: D. Mohlenhoff, Tompkins Cortland Community College; D. Goodness, Workforce Development Institute; C. Harris, New York State Department of Labor

STAFF: N. Branosky, S. Alvord

CALL TO ORDER

Chairman Pronti called the meeting to order at 8:33 a.m.

Chairman Pronti welcomed C. Malcolm, Wegmans and J. Clemons, Unbroken Promise Initiative as new members of the Youth Oversight Committee.

Ms. Branosky reported that all Board will be re-appointed at the next Legislature meeting and will be announced at the next full Board meeting on Tuesday, September 18th.

BOARD ACTION ITEMS

APPROVAL OF MINUTES – May 18, 2021

It was moved by Mr. Bishop, seconded by Mr. Bruer, and unanimously adopted by voice vote of members present to approve the minutes of May 18, 2021 as written.

APPROVAL OF WDB FOR PROGRAM YEAR 2021-2022

It was moved by Ms. Iles, seconded by Ms. McDaniel, and unanimously adopted by voice vote of members present to approve the Workforce Development Board Fiscal Budget for Program Year 2021-2022.

APPROVAL OF OET FOR PROGRAM YEAR 2021-2022

It was moved by Mr. Matteson, seconded by Ms. Iles, and unanimously adopted by voice vote of members present to approve the Office of Employment and Training Fiscal Budget for Program Year 2021-2022.

PRESENTATION

Ms. McDaniel, Ithaca Area Economic Development (IAED) presented on Tompkins County Economic Recovery Strategy. Presentation attached.

WDB DIRECTOR UPDATE

Ms. Branosky shared a presentation on Summer Youth Employment Program and Tompkins County rates. Ms. Branosky reported that Tompkins County has the highest vaccination rate in New York and the lowest unemployment rate. With decrease in Summer Youth Employment Program allocation the Board has received an additional \$85,000 from Park Foundation, Community Foundation (Lane Family Fund) and United way to supplement the difference to serve approximately 150 youth this summer.

COMMITTEE REPORTS

A. EXECUTIVE COMMITTEE

Mr. Pronti reported that the Executive Committee has been discussing the budget, information that Natalie has shared in her presentation, and engagement of Board members through-out the pandemic. The Committee is looking at how the meeting environment will look in the future and hopefully will be a hybrid model.

B. ONE STOP OPERATIONS AND OVERSIGHT COMMITTEE

Mr. Bishop reported that the One Stop Operations and Oversight Committee has a meeting July, but there are conflicts. Mr. Bishop reported that the Career Center re-certification has been completed but will need to be revisited with new guidelines moving to a hybrid Career Center. Mr. Bishop would like to Thank Career Center and Board staff for moving forward throughout the pandemic in serving the public.

YOUTH OVERSIGHT COMMITTEE

Ms. Shanks-Booth reported that the Youth Oversight Committee is moving forward with the reduction in Summer Youth Employment Allocation but is grateful that we have received the \$85,000 donation from Park Foundation, Community Foundation (Lane Family Fund) and United way to help serve Youth that were on a waiting list.

C. GOVERNANCE AND MEMBERSHIP COMMITTEE

Mr. Burrows reported that the Governance and Membership Committee are having discussions

around re-appointments of Board members, Board meeting day/time, and filling the seat for Challenge Workforce Solutions.

ADJOURNMENT

The meeting adjourned at 9:45 a.m.

Tompkins County Workforce Development Board 2021-2022 Fiscal Budget

	2020-2021 Budget	Projected 2020-2021 Year-End	2021-2022 Budget
Expenditures			
Staff Wage	230927	42,879	275289
Fringe	112739	18,635	143660
Rent/Taxes	19632	400	19926
Professional Services	107	0	3500
Office Supplies	1350	133	1000
Office Furniture	0	0	1000
Heat/Electric	1200	300	1275
Software/Hardware	3770	549	1000
Computer Equipment	5624	9	500
Postage	35	35	35
Travel Training	2000	1,500	6000
Local Travel	100	100	1000
Phone	1700	80	2000
Membership Dues	4000	1,000	5000
Sub Contracts	1334583	375,000	1156917
IT Services	824	0	1100
Books, Subs & Periodicals	0	0	630
Advertising	426	45	360
Meeting Expenses (Food/Supplies/ Meeting Space)	0	0	0
Program Expenses	5615	4,500	6400
Printing	200	30	3000
Total	1,724,832	445,195	1,629,592
Revenue			
WIOA Admin	79,633	13,000	68,911
WIOA Adult	209,700	115,000	149,632
WIOA Dislocated Worker	88,080	30,000	111,722
WIOA Youth	401,000	140,000	327,095
Disability Employment Initiative	50,064	12,000	70,064
ER-NDWG	0	0	8,139
TET-NDWG	30,000	0	73,500
DEI Round 8	262,571	45,000	74,000
SYEP	411,775	0	351,969
Park Foundation	0	0	85,000
County	161,000	103,075	280,960
Tourism	4,825	0	3,600
Misc	0	0	0
Ticket to Work	26,184	5,000	25,000
Total	1,724,832	463,075	1,629,592

Office Of Employment and Training 2021-2022 Fiscal Budget

	2020-2021 Budget	Projected 2020-2021 Year-End	2021-2022 Budget
Expenditures			
Staff Wage	284,758	72,000	360,539
Fringe	138,907	22,775	188,148
Rent/Taxes	12,990	0	14,981
Copier Contract	672	105	647
Phone Maintenance	1,120	1,120	1,285
Office Supplies	244	150	452
Postage	229	162	376
Travel Training	3,798	2,000	5,259
Local Travel	950	750	3,903
Phone & Internet	5,543	151	6,404
Membership Dues	137	137	226
Books, Subscription & Periodicals	163	114	2,523
Computer Software/Hardware	482	381	753
IT Services	2,243	2,243	2,714
Printing	586	400	1,379
Supportive Services	26,000	20,000	26,000
Tuition/OJT	59,458	43,000	59,458
Participant Wages	105,000	70,000	105,000
Participant Fringe	10,500	6,500	13,350
Total Expenditures	653,780	241,988	793,397

Summer at the Workforce Development Board

June 22, 2021

Natalie Branosky
Executive Director
Tompkins County Workforce Development Board





- ❖ Homewood Suites by Hilton
- ❖ Cornell University
- ❖ GrammaTech
- ❖ Hilton Garden Inn
- ❖ BorgWarner
- ❖ Holt Architects
- ❖ Wegman's
- ❖ Cayuga Medical Center
- ❖ Rheonix
- ❖ Ithaca College
- ❖ Tompkins Trust Company
- ❖ Sciarabba Walker & Co, LLP
- ❖ Challenge Workforce Solutions

- ❖ Teamsters Local 317
- ❖ IBEW Local 241 Electrician Union
- ❖ Tompkins Community Action
- ❖ TANF Progs, Social Services, Tompkins Cty
- ❖ ACCES-VR Vocational Rehabilitation
- ❖ Tompkins Seneca Tioga BOCES
- ❖ Ithaca Area Economic Development (IAED)
- ❖ Tompkins Cortland Community College
- ❖ Tompkins County Youth Services
- ❖ Tompkins County Chamber of Commerce
- ❖ Tompkins Workforce NY (Career Center)
- ❖ Tompkins County Administration
- ❖ NYS Dept of Labor

Industry Share in Tompkins County

Pre-pandemic (Jan 2020)

- 61,000 jobs
- Regional economy of “Eds + Meds”

Current (Dec 2020)

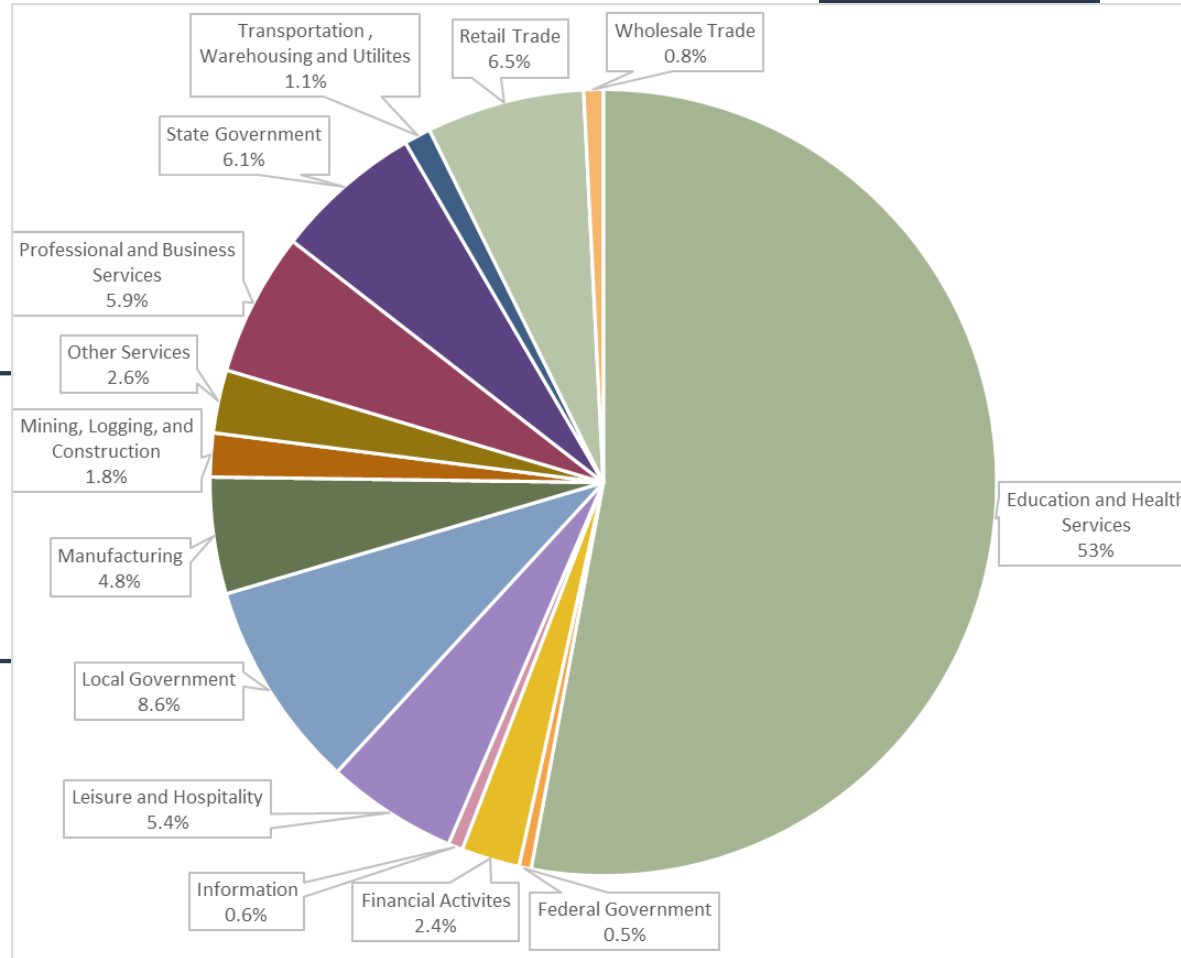
- 62,700 jobs (net gain +1,600)

GROWTH

- “Eds + Meds” (+1,800)
- State Govt (+1,400)

LOSS


- Leisure + Hospitality (-800)
- Retail (-500)
- Other Srvcs (-300)
- Local Govt (-200)
- Construction (-100)
- Information (-100)



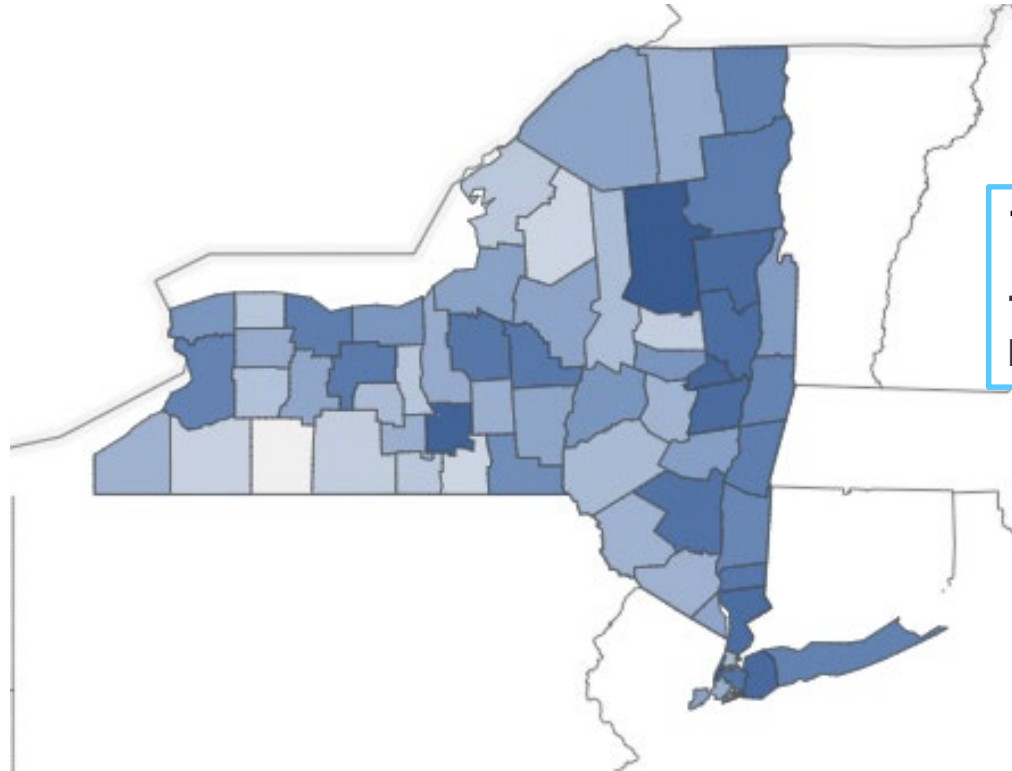


SUMMER

at the
Workforce Development
Board



Tompkins County: Vaccination Rate



102,793 Total County Population

75.1% of 18+ Population with at least one Vaccine Dose



Summer Youth Employment Program

\$85,000

Park Foundation
Community Foundation (Lane Family Fund)
United Way





Good News

Turn no one away:

“I have just found the best employees of my professional career.
This has been life-changing.”

--Cathy Hart
General Manager, Ithaca Marriott Downtown on the Commons



Manufacturing Pathway for Entry-Level Jobs

- ❖ Reach more candidates
- ❖ An agreed skill set for the manufacturing industry
- ❖ A new curriculum
- ❖ “Earn and Learn” at the same time



Health Care

- ❖ Health Care Career Expo
- ❖ Ithaca College
- ❖ Week of Thanksgiving



In-Demand Occupations: Definition for Tompkins County

- ❖ Expected to be “in-demand” / needed by employers in 2021-2022
- ❖ Expected to go unfilled with our current skills available
- ❖ Pay **above the living wage** (Alternatives Credit Union: \$15.37/hr in TC)
- ❖ Not expected to be further affected by the pandemic*

High School

2-Year Degree

4-Year Degree



In-Demand Occupations

High School+

- ❖ Maintenance & Repair Workers
- ❖ Receptionists & Information Clerks
- ❖ Janitors & Cleaners, Except Maids/Housekeeping
- ❖ Agricultural Workers
- ❖ Security Guards
- ❖ Laborers & Freight, Stock & Material Movers, Hand
- ❖ Transportation Workers
- ❖ Cooks
- ❖ Highway Maintenance
- ❖ Personal Care Aides
- ❖ Home Health Aides

2-Year Degree+

- ❖ Nursing Assistants
- ❖ Childcare Workers
- ❖ Dental Hygienists
- ❖ Bookkeeping, Accounting & Auditing Clerks
- ❖ Office Clerks
- ❖ Front-Line Supervisors of Construction Trades & Extraction Workers

4-Year Degree

- ❖ Industrial Engineers
- ❖ Technical Writers
- ❖ Software Developers
- ❖ Project Management Specialists
- ❖ Registered Nurses

Priorities

The Green Economy and climate jobs: Prepared by members of the Tompkins County Climate and Sustainable Energy Advisory Board.

- ❖ **2016:** Tompkins County Energy Roadmap – 80% greenhouse gas reduction by 2050
- ❖ **2019:** Tompkins County Energy Strategy – from 80% to a focus on net-zero emissions

This requires a skilled workforce:

- ❖ Jobs in the building, energy & transportation sectors
- ❖ High tech and manufacturing jobs
- ❖ Jobs in agriculture and forestry
- ❖ Skilled solar installers, construction workers, energy managers, and contractors to retrofit buildings for greater efficiency and electrification
- ❖ Skilled and knowledgeable workers to facilitate the move to electric vehicles





ILR School 75

Research Recommendations



1. Develop a compendium of short-term courses for businesses, employees and jobseekers
2. Expand the National External Diploma Program
3. Make Racial Equity a priority and measurement for Workforce Development Programs
4. Prioritize Green Jobs for the design and delivery of Workforce Development



Next Meeting

September 28, 2021 8:30am

Natalie Branosky
Executive Director

Tompkins County Workforce Development Board

Email: nbranosky@tompkins-co.org

Phone: 202 868 0975



Tompkins County Economic Recovery Strategy

Prepared by
Ithaca Area Economic Development

Dedicated to building a thriving and sustainable economy that improves the quality of life in Ithaca and Tompkins County by fostering the growth of business and employment

info@IthacaAreaED.org / www.IthacaAreaED.org



Tompkins County Economic Recovery Strategy

An action plan to position Tompkins County for success as the economy recovers from the COVID-19 pandemic



Ithaca Area
Economic
Development



TOMPKINS
CHAMBER



DOWNTOWN
ITHACA



AMERICA'S
SBDC
NEW YORK
at Binghamton University



Alliance for Manufacturing & Technology



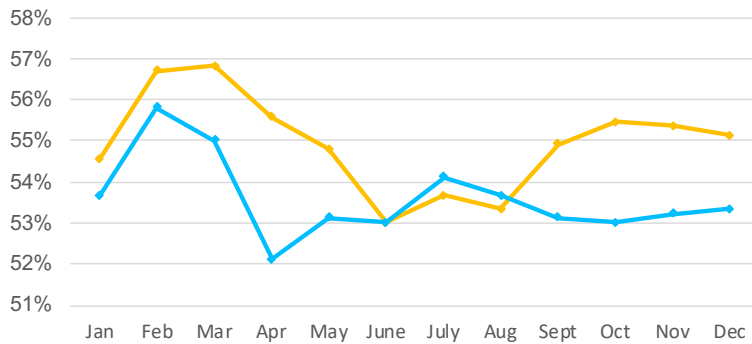
Tompkins
Workforce
New York



Economic Impacts

Labor Force Participation
Ithaca MSA

— 2019 — 2020

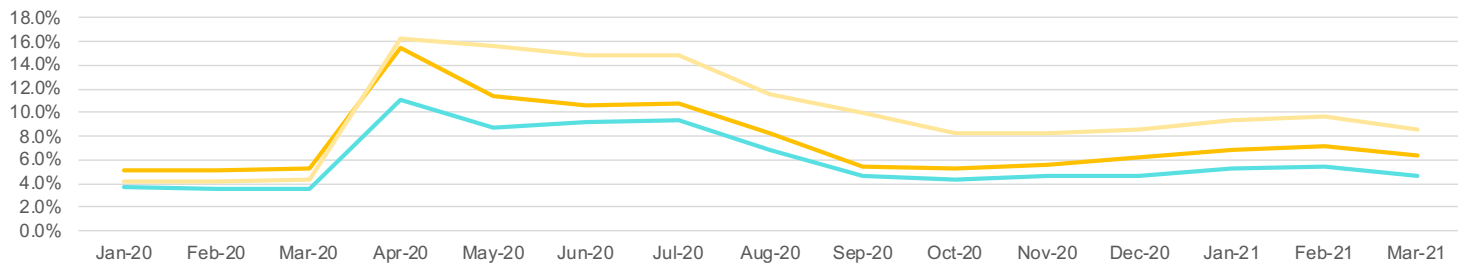


The unemployment rate increased from a steady 3.5% in March 2020 to a high of 10.1% in April 2020 before steadily declining back to near pre-pandemic lows.

The rate of participation in the labor market declined 2.5% since the pandemic, indicating that 2,200 workers are no longer working or looking for work.

Unemployment Rate

— Ithaca MSA — Southern Tier — New York State



Challenges & Opportunities.....



Phase I RESPONSE



Phase II STABILIZATION



Phase III REDEVELOPMENT & REVITALIZATION

TARGETED SECTORS

- ▶ *Local Businesses*
- ▶ *Tourism & Hospitality*
- ▶ *Office Market*
- ▶ *Manufacturing, R&D & Hi-Tech*

WORKFORCE

- ▶ *Demand Occupations*
- ▶ *Work From Home*
- ▶ *Green Jobs*
- ▶ *Entry-Level Manufacturing*
- ▶ *Talent Attraction*

INFRASTRUCTURE

- ▶ *Downtown Ithaca*
- ▶ *Transportation*
- ▶ *Key Development/ Redevelopment Sites*
- ▶ *Broadband*

The Economic Recovery Strategy identifies actions in each of these areas



Short Term Initiatives...

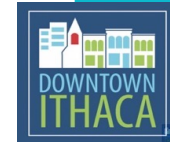
Actions not yet funded that are ready to go or in development and could be ready to go in short order!

	Initiative	Cost
TARGETED SECTORS	Buy/Shop Local Campaign	\$100,000
	Retail Mini-Grant Program - Marketing/Web	\$400,000
	Hospitality Ambassador & Visitor Services (2021)	\$55,000
	Visitor Messaging & Marketing	\$200,000
WORKFORCE	Talent Attraction	\$100,000
	Workforce Development & Training	\$250,000
INFRASTRUCTURE	Route 13 Couplet - Buffalo/Court	\$200,000
	Total	\$1,305,000



Longer Term Initiatives...

...A snapshot of a handful of the longer-term actions in the recovery strategy



TARGETED SECTORS

Initiative	Cost
Small Business Financing (RISE & Crowdfunding)	\$300,000
Office Recruitment Campaign	\$100,000
Cluster Tech Business Center Growth & Attraction	\$100,000
Small-Scale Manufacturing Support	\$100,000
Gateway Signage/Placemaking/Beautification	\$350,000
Workforce Development & Training	\$500,000
Broadband Last Mile	\$1,000,000
Route 13 west end 3-way 5th street intersection	\$1,200,000
Key Development Site Infrastructure Fund	\$1,000,000
Micro-mobility (bike share)	\$600,000
Retail Recruitment Study & Program	\$100,000
Total	\$5,350,000

WORKFORCE INFRASTRUCTURE



Thank You,



**Ithaca Area
Economic
Development**



**TOMPKINS
CHAMBER**



Tompkins County Economic Recovery Strategy - May 2021



Tompkins County

New York

Inclusion through Diversity

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Tompkins County New York

Appointment (Leg. Office Use Only) 10177

Chair's Appointments

Information

Department:	Clerk of the Legislature	Sponsors:	
Category:	Advisory Boards/Committees	Functions:	Workforce Development

Resolution/Document Body

Workforce Development Board

John M. Cometti, 20 Percent Requirement - Labor Organization representative; term expires June 30, 2024
Kit Kephart, Key Community Partner TANF Representative; term expires June 30, 2024
Lee Dillon, 20 Percent Requirement - Community Based Organization representative; term expires June 30, 2024
Teri Tarshus, Business representative; term expires June 30, 2024
Amy Iles, Business representative; term expires June 30, 2024
Carrie Coates-Whitmore, Mandated Partner Higher Education representative; term expires June 30, 2024
Heather McDaniel, Mandated Partner Economic Development; term expires June 30, 2024
Derek Burrows, Business representative; term expires June 30, 2024
Allan Bishop, Business representative; term expires June 30, 2024
Scott M. Pronti, Business representative; term expires June 30, 2024