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## NORTHWEST MICHIGAN WORKFORCE DEVELOPMENT BOARD

Monday, February 13, 2012

### MEETING MINUTES

#### Roll Call - WDB

Present: D. Adams, J. Barnard, K. Bollman, T. Breithaupt, G. Crum, D. Eichberger, J. Ezop, G. Fedus, A. Jeannot, J. (Dunbar) Johnsen, G. Kaminski, J. Korthase, D. McLaughlin, D. Parkes, S. Perdue, S. Peters, D. Pratt, J. Rives, J. Smith, P. Ward

Absent: E. Bachman, C. Case, C. Dillon, N. Kalchik, D. Marsh, K. Osborne, C. Pettibone, M. Ryan, J. Toth, R. Vanderwal

Guest: J. Jeffrey

**Staff present:** Elaine Wood, Denise Culman, Janie McNabb, Charlene Schlueter, Steve Shugart

#### Call to Order and introductions

Dave Adams, WDB Chair, called the meeting to order at 6:02 p.m. on Monday, February 13, 2012 at the Traverse City MI Works! Center. He welcomed everyone and introduced the new WDB member, Judy Ezop, from the Workforce Development Agency, State of MI, and then he asked for introductions around the room.

#### Approval of the Agenda

Dave asked for approval of the agenda

Motion by D. Pratt, supported by G. Crum to approve the agenda as presented. Motion passed unanimously.

#### Public Comment

No public comment

#### Minutes of December, 2011

Dave asked if there were any additions or corrections to the minutes of December 12, 2011. Hearing none, he asked for approval.

Motion by D. Parkes, supported by J. Toth, to approve the minutes as presented. Motion passed unanimously.

#### Election of Officers 2012

Elaine Wood, CEO, took over and asked for nominations for Chairman.

Motion by K. Bollman, supported by J. Barnard nominating Dave Adams as Chairman. There were no other nominations. Motion passed unanimously

Dave took over and asked for nominations for Vice-Chair

Motion by D. Parkes, supported by G. Crum nominating Sue Peters as Vice-Chairman. There were no other nominations. Motion passed unanimously

Dave asked for nominations for Secretary/Treasurer

Motion by G. Crum supported by G. Kaminski nominating for Gary Fedus as Secretary/Treasurer. There were no other nominations. Motion passed unanimously

### **Financial Report**

Charlene Schlueter, CFO, presented the Amended Budget and Actual Expenditures thru December 2011, for FY 2012 (10/1/2011 – 9/30/2012). She pointed out a few new funding sources and answered questions. Dave asked for approval.

Motion by J. Barnard, supported by D. Eichberger to accept the December financial report as presented.  
Motion passed unanimously.

### **Customer feedback presentation**

Elaine explained there was supposed to be a guest, and he was a former WDB member, Paul Hresko, with a customer testimony from the employer perspective. There was a call today saying he would not be able to attend the meeting because he had to go down state for a court matter. In place of Paul's presentation, Elaine read a short, very nice email from a client who had a great experience at MI Works.

### **CEO's report**

Elaine went over several topics from her written CEO report. A few highlights are that on March 2<sup>nd</sup> NWMCOG is co-hosting a Regional Economic Summit in Traverse City for the 10-county region. The Governor will give a brief speech and then answer questions. Also present will be the MDOT Director, Kirk Steudle and Bill Rustem, the Governor's Chief Policy Advisor. Tractor Supply did their interviews at the Petoskey MI Works! and it was very successful. Youth Build is now operational in Petoskey & Cadillac – check out the website for more information. Matt McCauley, Director of Regional Planning & Community Relations, went to provide testimony to the U.S. Senate Agriculture Committee on how rural community and economic development can be handled more effectively on a regional basis, and how the federal government's Rural Development funding could be more streamlined and useful in the field. Elaine went to the Benton Harbor Area to help facilitate their Workforce Board Retreat; they are trying to do some of the things NWMCOG is doing. The NWMCOG website has been revamped with a newer look. Judy Ezop gave praises to the Petoskey MI Works! staff for their handling of the Tractor Supply's employee search.

### **Update on transformation to a demand model**

Elaine said at the October meeting J. Barnard asked what would be different in a demand-driven system. Since that meeting the staff has put together more information about what it means and what changes to expect. Elaine gave some examples and then went over the key things that are pushing these changes: funding decreasing, needs increasing, changing economy, skills gaps, obsolete federal legislation, new state direction, conflicting ideas about what we should be & what we should do, tighter ties to economic development, technology impacts, and need to focus our resources. Questions were answered.

### **Update on transition to internal program delivery**

Elaine gave a quick update saying that things were going very well. The process with TBAISD is going extremely well - Mike Hill and staff have been very corporative and great to work with. The document in the packet highlighted the things that have already been done and the checklist of things that still need to be done. The official changeover date is July 1.

### **Michigan Works communication plan**

#### **a. Presentation of Plan**

Janie McNabb, Director of Program Development & Community Relations, went over some of the important features of the plan explaining some of the goals related to changing the perception of the MI Works and what they have to offer. Janie also let the board know that the agency is on Facebook and Twitter for communications and would love to hear from anyone that may have ideas. She reminded the board that the communications plan came out of the last board retreat and subsequent strategic plan. Questions were answered.

#### **b. Formation of communications committee**

Dave said that Elaine had called him and asked to form a communications team to help with all the changes. Elaine added that it would be for maybe a year or two. The discussion tonight has been very helpful and staff would like to have the Board's feedback, ideas & participation to make the changes necessary to be most effective. Dave said he called some board members to see if they would be interested. He appointed Gary Fedus (Chair), Gretchen Crum, Ken Osborn, Joanne Johnson, and Steve Perdue. Dave said anyone else interested should contact him. The first committee meeting will be before the April WDB meeting.

### **Membership card report**

Elaine said that in the last seven months there have been 14,000 visits to the MI Works! offices. Janie added that there are almost 30,000 people in the membership system. The membership card is working out great and has been a valuable investment, and a great tool helping with management decisions. Questions were answered.

### **Michigan Works Dashboard**

Elaine said that the Governor wants any state agency or sub-department of a state agency to have a dashboard. MEDC has an overall dashboard, but there was a need to create a dashboard specific to the MI Works! system. There was a group of about six, including Elaine, that served on a committee to work with the state on what the MI Works dashboard should contain. Things that will be counted on the dashboard will be: jobs filled, number of placements that were prepared for demand jobs, visitors to the centers, unemployment rate, federal performance measures, continuous improvement projects, and customer satisfaction levels. Only five of the 25 MI Works Agencies can report all of this information because they use some type of membership card system. The dashboard is filled out each month and submitted to the state. It will be included in future board packets for Board members to see how MI Works! is performing. Questions were answered.

### **Michigan Works System Plan**

Janie reminded the board that this plan is brought before the Board every year. The plan is a summary of the administrative procedures and the stipulations that NWMCOG is required to comply with. It's this particular plan that designates the Workforce Development Board (WDB) as the One-Stop Operator, and that is the factor that allows the board to operate the programs itself rather than contracting them out.

Motion by J. Barnard, supported by D. Pratt to approve the Michigan Works System Plan as presented.  
Motion passed unanimously.

### **Correspondence**

Correspondence was included with the packet.

Next meeting is Monday, April 9<sup>th</sup>.

### **Adjourn**

The WDB meeting was adjourned by consensus at 7:31 p.m.

Respectfully submitted,

*Denise Culman*

Denise Culman  
Recording Secretary

# Please check off your name, Sign In Sheet

## Workforce Development Board

Roll Call Vote	Please Check	Name	Outside Affiliation	WDB Representation
	<input checked="" type="checkbox"/>	1. Adams, David	Owner/Operator, Bear Lake Hardware	Business/Manistee
	<input type="checkbox"/>	2. Bachmann, Eric	Supervisor, MI Rehab. Services	Rehabilitation
	<input checked="" type="checkbox"/>	3. Barnard, Jim	Owner, Barnard Engineering	Business/Antrim
	<input checked="" type="checkbox"/>	4. Bollman, Ken	President, Saber Tool Company	Business/Wexford
	<input checked="" type="checkbox"/>	5. Breithaupt, Tino	VP, Traverse City Chamber of Commerce	Economic Development
	<input type="checkbox"/>	6. Case, Corey	Business Representative, United Asso. Plumbers & Steamfitters Local 85	Labor
	<input checked="" type="checkbox"/>	7. Crum, Gretchen	Personnel Director, Boyne USA	Business/Charlevoix
	<input type="checkbox"/>	8. Dillon, Charles	President, West Shore Community College	Post Secondary Ed
	<input checked="" type="checkbox"/>	9. Eichberger, Don	Manager, H.W. Jencks Inc.	Business/Benzie
	<input checked="" type="checkbox"/>	10. Ezop, Judy	Workforce Development Agency, State of MI	Region
	<input checked="" type="checkbox"/>	11. Fedus, Gary	President, Mitchell Graphics	Business/Emmet
	<input checked="" type="checkbox"/>	12. Jeannot, Art	Owner, jdc Jeannot Development Company	Business/Benzie
	<input checked="" type="checkbox"/>	13. Johnsen (Dunbar), Joanne	Employee Relations Manager, Martin Marietta	Business/Manistee
	<input type="checkbox"/>	14. Kalchik, Nathan	Project Manager, Kal Excavating Co	Business/Leelanau
	<input checked="" type="checkbox"/>	15. Kaminski, Gene	H.R. & V. P., Northern Michigan Hospital	Business/Emmet
	<input checked="" type="checkbox"/>	16. Korthase, Jane	Human Resource Dir. Grandvue Medical Care Facility	Business/Charlevoix
	<input checked="" type="checkbox"/>	17. McLaughin, Dawn	Director, Grand Traverse, Leelanau, Kalkaska	DHS
	<input type="checkbox"/>	18. Marsh, Don	Owner, Marsh Industrial, Kalkaska	Business, Kalkaska
	<input type="checkbox"/>	19. Osborne, Ken	VP Manufacturing, Boride Engineered Abrasives	Business/Grand Traverse
	<input checked="" type="checkbox"/>	20. Parkes, Doug	Manistee County School Board	K12 Education
	<input checked="" type="checkbox"/>	21. Perdue, Steve	Exec. Director GTP Industries Inc.	Community Based Org.
	<input checked="" type="checkbox"/>	22. Peters, Sue	VP/Human Resources Munson	Business/Grand Traverse
	<input type="checkbox"/>	23. Pettibone, Christine	Kalkaska Screw Products	Business/Kalkaska
	<input checked="" type="checkbox"/>	24. Pratt, David	Deputy Warden, Pugsley Correctional Facility	Community Corrections
	<input checked="" type="checkbox"/>	25. Rives, Jerald	President, Elk Lake Tool Co.	Business/Antrim
	<input type="checkbox"/>	26. Ryan, Martha	Owner, Martha's Leelanau Table	Business/Leelanau
	<input checked="" type="checkbox"/>	27. Smith, Jim	NMC/ Tool North, Inc.	Students
	<input type="checkbox"/>	28. Toth, John	President, Central Labor Council	Labor
	<input type="checkbox"/>	29. Vanderwal, Ryan	President, Star City IBA, Inc & Premium Farm Solutions	Business/Missaukee
	<input checked="" type="checkbox"/>	30. Ward, Pam	Director, Child Care Connections	Community Based Org.

**WDB**

**February 13, 2012**

# Others

Please Print Legibly

	Name	Organization
1.	<u>Jason Jeffrey</u>	<u>TBA ISD Assistant Superintendent for General &amp; Career and Technical Education</u>
2.	<u>Charlene Schlueter</u>	<u>NWMCOG</u>
3.	<u>Janie McNabb</u>	<u>NWMCOG</u>
4.	<u>Steve Shugart</u>	<u>NWMCOG</u>
5.	<u>Elaine Wood</u>	<u>NWMCOG</u>
6.	<u>Denise Culman</u>	<u>NWMCOG</u>
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