



**Phoenix Business and Workforce Development Board
Meeting Minutes
January 14, 2021 ~ 8:30 a.m.**

VIRTUAL MEETING

Board Members Present:

Audrey Bohanan (Chairwoman)
Melissa Trujillo
Steven Cramer
Bethany Woodard
Edward Abramowitz
Latasha Causey
Meghan McGilvra
Daniel Barajas
Nick DePorter
Dean Van Kirk

Brenda Schmidt
Travis Hardin
Jennifer Grondahl
Michelle Jameson
Jan Davis
Erick Garcia
Yolanda Bejarano
Kaaren-Lyn Graves
Susan Ciardullo
Jesus Love

Board Members Absent:

Nick Bielinski
James Frolov
Brandon Ramsey

City of Phoenix Staff:

LaSetta Hogans (Executive Director)
Hayden Maynard
Kweilin Waller
Rob Stenson

Public Attendees:

Mary Alejandro
Dana Mosley
Stacey Van Emst

1. Call to Order

Phoenix Business and Workforce Development (PBWD) Board Chair, Audrey Bohanan, called the January 14, 2021 PBWD Board Meeting to order at 8:34 a.m. Roll call was completed and a quorum of 20 members were present virtually. Audrey introduced new PBWD Board Members Jennifer Grondahl and Meghan McGilvra.

2. Approval of November 12, 2020 PBWDB Meeting Minutes

A motion to approve the November 12, 2020 PBWDB Meeting Minutes was made by PBWD Board Member, Jan Davis, and seconded by PBWD Board Member Kaaren-Lyn Graves.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Nick DePorter, Erick Garcia, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

3. Consent Items

The following Consent Items were presented for approval:

- One-Stop Operator November Report
- ARIZONA@WORK City of Phoenix Draft Policy Review and Approval:
 - A. 300.308 Draft Youth Support Services Policy
 - B. 700.702 Draft WIOA Program Monitoring Policy

A motion to approve the consent items was made by PBWD Board Member Susan Ciardullo and seconded by PBWD Board Member Steven Cramer.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Audrey Bohanan, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

4. COVID & Unemployment Insurance; Labor Force Participation and Non-Participation

ARIZONA@WORK City of Phoenix Business Services Supervisor Rob Stenson shared information related to labor force participation in the Phoenix-area, using information from the Bureau of Labor Statistics (BLS) and the Arizona Office of Economic Opportunity (OEO). After a drop at the onset of COVID-19, the labor force participation rate has recovered, but at 61.5% it is still below the normal labor force participation rate (63%).

Industries with public-facing positions, such as hospitality, transportation, and healthcare, have seen significant reduction in workforce because of COVID-19 and are projected to continue experiencing reductions. When evaluating unemployment insurance claims made during COVID-19, women, younger workers, and workers with lower education levels were the most affected by layoffs.

Employers are posting jobs, but because not all laid off workers have returned to the workforce, positions are not being filled. The number of individuals not in the labor force, people who have not looked for work in the past four weeks, rose dramatically in June 2020. The rate of the number of individuals not in the labor force due to discouragement is not as high as anticipated; BLS does not survey beyond discouragement and other commitments, so individuals may have stopped looking for work due to other commitments such as childcare.

PBWD Board Member Susan Ciardullo asked how the information is related to employers. Rob Stenson said that there is opportunity to collaborate with Title II providers to assist jobseekers without a high school degree and prepare them for careers outside of the hospitality industry and there is an opportunity to learn about certifications to fill positions in high-growth industries, such as medical research. It is an ideal time for jobseekers to upskill but connecting with jobseekers who have other commitments right now is difficult. PBWD Board member Jesus Love shared that Title II providers are still open and providing services.

PBWD Board Member Daniel Barajas asked if it was possible to breakdown the information by zip code to provide services to underserved areas. Rob Stenson will work with the Arizona OEO and other agencies to find the information and that getting the information by zip code may be difficult, but the data between the Phoenix-MSA or Arizona is relatively similar.

5. WIOA Budget Update

PBWD Board Executive Director LaSetta Hogans shared the Workforce Innovation and Opportunity Act (WIOA) Budget. The report included the overall amount of WIOA funds allocated to the Dislocated Worker, Adult, Youth and Rapid Response programs, including carryover funds from the 2019-20 program year and the amount of expenditures for the 2020-21 program year to-date. PBWD Board Member Jan Davis asked if all the funds were obligated, LaSetta Hogans said that not all funds have been spent yet. Local boards are given two years to spend allocated funds and the Phoenix Local Area is utilizing the roll-over funds from 2019-20 before utilizing the 2020-21 allocation.

PBWD Board Member Bethany Woodard asked if the funds are taken away if they are not spent in the allotted time. LaSetta Hogans responded that the state has three years to use the funds and can give local areas a third year to

spend the funds, but the local areas need to have a plan in place to spend the funds. Otherwise, the state can use the funds for Governor set aside funds or other projects. Bethany Woodard asked if not utilizing funds will affect funding levels in the future. LaSetta Hogans responded that currently, funds are based on demographic information and how the allocations are dispersed, and funding should not be affected if funds are not used.

A motion to approve the WIOA Budget Update was made by PBWD Board Member, Steven Cramer, and seconded by PBWD Board Member Brenda Schmidt.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

6. WIOA Funds Transfer – Dislocated Worker Program to Adult Worker Program

Human Services Department Deputy Director Kweilin Waller shared that ARIZONA@WORK City of Phoenix Job Center staff has actively worked to recruit jobseekers into the Dislocated Worker program. Many jobseekers who were displaced due to COVID-19 had marketable skills that allowed them to quickly find work or have remained on unemployment insurance, but there has been a high demand for training among Adult program participants. The Human Services Department staff is requesting that the PBWD Board authorize a request to the Arizona Department of Economic Security (DES) that \$1,750,000 be transferred from the Dislocated Worker Program Funds to the Adult Program Funds, to meet the needs of the Adult Program.

A motion to approve the WIOA funds transfer request was made by PBWD Board Member, Steven Cramer, and seconded by PBWD Board Member Dean Van Kirk.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Brenda Schmidt, Melissa Trujillo, and Bethany Woodard.

Opposed: None

Motion passed unanimously

7. PBWD Board Vacancies

PBWD Board Chair Audrey Bohanan reminded the PBWD Board members that the vice-chair position was vacant. She said an interim vice-chair would be appointed for the duration of the program year and in June, a new chair and vice-chair would be elected for the 2021-22 program year. She encouraged anyone interested in being interim vice-chair to volunteer. PBWD Board Executive Director LaSetta Hogans shared that the vice-chair role must be assumed by a member representing business.

Audrey Bohanan also shared that there were two business board vacancies and encouraged members to nominate members. PBWD Board member Susan Ciardullo asked if members could represent small businesses. LaSetta Hogans said there is no size threshold, but they do ask that the potential members represent the industries the PBWD Board has identified as key sectors. PBWD Board member Steven Cramer asked if prior candidates were disqualified from re-applying, LaSetta Hogans said they were not.

8. Committee Reports

Business and Workforce Engagement Committee

Date: December 17, 2020

Committee Name: Business and Workforce Engagement Committee (BWEC)

Committee Members: Present: Susan Ciardullo, Nick DePorter, James Frolov, Kaaren-Lyn Graves, Fred Lockhart, Jesús Love, Brandon Ramsey, Patrick Winters.

Absent: Robert Cain, Brenda Schmidt.

Up to three (3) items to share with the PBWDB:

1. Upon recommendation from BWEC Vice Chair Brandon Ramsey, the BWEC will work closely with the Communications Outreach Committee as they create a single outreach message to provide visibility among the committees. With this practice, the BWEC seeks to ensure better alignment in strategic plan goals and to improve services to the local workforce and businesses.
2. BWEC decided that our next Virtual Bagels and Business event, on Wednesday March 17th, will have a presentation and discussion around the impact on businesses of the recently voter-passed Marijuana Legalization Initiative, Arizona Proposition 207.

What do you need from Board Members?

1. Save the date for our next Virtual Bagels and Business on Wednesday March 17th, 2021 9:00 to 10:30AM.
2. Help promoting Virtual Bagel and Business via their social media networks
3. Suggestions on new marketing/promotional channels for Virtual Bagel and Business and all other PBWDB activities.

Communication and Outreach Committee

Date: December 17, 2020

Committee Name: Communications and Outreach Committee

Committee Members: Present: Nick Bielinski, Steven Cramer, Bethany Woodard, Bethany Bejarano, Travis Hardin, Kandi Tillman.
Absent: Dean Van Kirk, Jenna Kohl, Zack Hiscock, Ryan Brama

Up to three (3) items to share with the PBWDB:

- 1) Motion to have Bethany Woodard be our Committee Liaison to attend Performance Excellence & Business Workforce & Engagement Committee to bring awareness to our community events; motion for Bethany Woodard and Kandi Tillman to assist in posting events on the ARIZONA@WORK events page.
- 2) To provide additional content for the ARIZONA@WORK Events page. The COC provided a webinar for the Eligible Training Providers List (ETPL) on January 13, 2021; allowing Eligible Training Providers to talk about their programs to career advisors across the state.
- 3) Improve communication channels to distribute information.

What do you need from Board Members?

Approval from our Chair a new appointed Vice-Chair to replace Dean Van Kirk.

Program Excellence Committee

Date: 01/06/2021 @ 9:00a-10:30a

Committee Name: Program Excellence Committee (PEC)

Committee Members: Present: Latasha Causey, Daniel Barajas, Michelle Jameson, Samantha Hansen, Edward Abramowitz, Jan Davis, Absent: Erick Garcia, Melissa Trujillo

Up to three (3) items to share with the PBWDB:

We approved some proposed changes to the action items for Strategy 1 (all changes in red):

Action Item # 1: Pilot (Establish) a formal peer-to-peer mentor and support network.

Research with Youth Providers about peer-to-peer mentor and support network and support a formal youth mentorship program.

Action Item #2: Capture and share success stories.

Capture success stories from partners and collaborate with the Board Committees to disseminate success stories to the community at large.

Action Item #3: Convene outreach from in-demand industries to serve vulnerable populations.

The workgroup recommends this Action Item be given to the Business and Workforce Engagement Committee and remove this strategy.

Action Item #4: Use dedicated, face-to-face outreach and supportive service approaches modeled by Marcos De Niza staff and management with vulnerable populations.

Explore supportive services approaches modeled by Marcos de Niza and Aeroterra staff and management with vulnerable populations.

Action Item #5: Include link to Marcos de Niza for educating all relevant partners and supporters.

Highlight new programs and exceptional outcomes about the Marcos de Niza, Aeroterra and other programs on the ARIZONA@WORK website, to educate all relevant partners and supporters.

Action Item #6: Stimulate services for youth at convenient locations.
No Change

Action Item #7: Support dislocated workers to instill hope.
No Change

Action Item #8: Implement an initiative to coordinate services to support the employment of those who may be close to eviction.

Explore and support an initiative to coordinate services to support the employment of those who may be close to eviction.

Action Item #9: Coordinate and implement programs to activate financial self-sufficiency.

Research and support programs to activate financial self-sufficiency.

Leads for each strategy are listed below:

- Strategy 1 – Michelle Jameson (lead), Samantha Hansen (co-lead)
- Strategy 2 – Erick Garcia
- Strategy 3 – Edward Abramowitz

What do you need from Board Members?

- 1) Partners from Marcos De Niza and Aeroterra will be at the February 4, 2021 meeting, all members welcome to attend.

Executive Leadership Committee

Date: January 2021

Committee Name: Executive Leadership Committee (ELC)

Committee Members: Audrey Bohanan, Latasha Causey, Daniel Barajas, Erick Garcia, Jesus Love, James Frolov, Brandon Ramsey, Nick Bielinski, Steven Cramer

Up to three (3) items to share with the PBWDB:

Since the ELC met last month, we are now in yellow for our MOU/IFA, Shared Governance Agreement and Board Recertification. Staff have worked with our partners to complete our MOU/IFA which was approved by the ELC last month and is awaiting approval by Council which will happen on January 20th. Once Council approves, the partners will sign, and the final document will be sent to the State. The Shared Governance Agreement has been sent to the State with the Board Recertification documents for the States review. Once we receive feedback from the State staff will work with ELC to make updates as recommended.

What do you need from Board Members?

Be consistent in attending your committee meetings. Bring your innovative ideas to your committee members and chairs and do not be afraid to speak up with whatever ideas or questions you have. It is helpful to your committee chairs to have the whole committee's participation.

9. Matters for Future Discussion

- PBWDB Chair Audrey Bohanan would like to see an update on education and how schools, including higher education, and training providers have been affected by COVID-19; PBWDB Members Susan Ciardullo, Daniel Barajas, and Jesus Love volunteered to participate in the presentation

10. Call to The Public

- Quarterly Partner Meeting is on February 26, 2021; information will be available on BoardBookIt.
- US Vets has funds available to help veterans pay back-rent as far back as March 2020; contact Michelle Jameson for more information.

13. Adjournment

A motion to adjourn the meeting was made at 10:31 a.m. by PBWD Board Member, Travis Hardin, and seconded by PBWD Board Member, Jesus Love.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Michelle

Jameson, Meghan McGilvra, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

All were in favor and the meeting adjourned at 10:23 a.m.