

**Phoenix Business and Workforce Development Board  
Meeting Minutes  
September 9, 2021 ~ 8:30 a.m.**

**VIRTUAL MEETING**

**Board Members Present:**

Latasha Causey (Chair)  
Melissa Trujillo  
Jon Ellerston  
Bethany Woodard  
Alli Benezra  
Dean Van Kirk  
Meghan McGilvra  
Dawna Cato  
Jeff Clark  
Daniel Barajas

Nick Bielinski (Vice Chair)  
Travis Hardin  
Jennifer Grondahl  
Karen Carter  
Jesus Love  
Brendan Mahoney  
John Soto  
Kaaren-Lyn Graves  
Adam Hawkins

**Board Members Absent:**

Steven Cramer  
Luke Tate  
Erick Garcia

**City of Phoenix Staff:**

LaSetta Hogans (Executive Director)  
Mary Alejandro  
Rob Stenson  
Kweilin Waller  
Christina Edwards (Board Liaison)  
James Montoya  
Eric Johnson  
Angela Boozer  
Demitria Robles  
Laura Whitehead  
Susan Roger  
Todd Berndt  
Jovanna Parkhouse  
Sylvia Hokey  
Gretchen Wolfe  
Ricky Duran  
Eddie Barojas  
Tamara John  
Nicole Ayoola  
Kate Norman  
Sandra Enriquez  
David Chavez

**Public Attendees:**

Reeti Devi  
Kandi Tillman  
Gina Harper  
Amy Schofield  
Camille Padilla  
Jessica Pierce  
Stacey Van Emst  
Nancy Avina

**1. Call to Order**

Phoenix Business and Workforce Development (PBWD) Board Chair, Latasha Causey, called the September 9, 2021 PBWD Board Meeting to order at 8:33 a.m. Roll call was completed and a quorum of 19 members were present virtually.

**2. Approval of July 8, 2021 PBWDB Meeting Minutes**

**A motion to approve the July 8, 2021 PBWDB Meeting Minutes** was made by PBWD Board Member, Karen Carter, and seconded by PBWD Board Member Travis Hardin.

**Approved:** Latasha Causey, Nick Bielinski, Daniel Barajas, Alli Benezra, Karen Carter, Dawna Cato, Jon Ellerston, Adam Hawkins, Jeff Clark, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk, John Soto and Bethany Woodard.

**Opposed:** None

**Motion passed**

**3. Consent Items**

The following Consent Items were presented for approval:

- One-Stop Operator July Report
- Title II Adult Education 4<sup>th</sup> Quarter Report
- ARIZONA@WORK City of Phoenix Draft Policy Review and Approval:
  - A. 900.903 Draft WIOA Data Validation Policy

**A motion to approve the consent items** was made by PBWD Board Member Daniel Barajas and seconded by PBWD Board Member Nick DePorter.

**Approved:** Latasha Causey, Nick Bielinski, Daniel Barajas, Alli Benezra, Karen Carter, Dawna Cato, Jon Ellerston, Adam Hawkins, Jeff Clark, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk, John Soto and Bethany Woodard.

**Opposed:** None

**Motion passed**

**4. Career Connectors Presentation**

Jessica Pierce, Founder and CEO of Career Connectors, gave a presentation to the PBWD Board members regarding her company's services to job seekers and how the company is working with Maricopa County's Workforce Development Board.



## About Us


**VISION:** Building a better community-one organization, one career at a time.

**MISSION:** To empower career seekers and organizations to succeed by connecting them with deep market insights and high-caliber coaching.

**APPROACH:** Provide outreach programs offering career connections, hiring companies, education workshops, networking, resources and job leads in targeted networking groups. Offer a web portal of career resources, job leads and social media connections.

- Launched in July 2009, 501c3 Nonprofit organization in 2011
- Over 42,000 jobseekers, Over 800 companies and Over 100 community partners served
- Phoenix Business Journal*: #5 Networking Organization and Features on ABC, NBC, CBS and more
- 2-4 monthly events (currently virtual) with 3 fulltime staff and 125 active volunteers

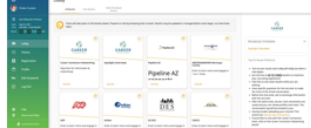






## ARIZONA@Work | Maricopa County Purpose - Partnership

We are currently working with [ARIZONA@Work | Maricopa County](#) to serve jobseeker and employer customers. Below is an overview of that partnership. We have a proven model that would be an excellent fit to support [ARIZONA@Work | City of Phoenix](#) and would like to discuss that opportunity with you.

- Partnership with Pipeline AZ, Greater Phoenix Chamber of Commerce and [ARIZONA@Work|Maricopa County](#)
- Work with employers and jobseekers to refer on to Pipeline AZ platform
- Collaborate with Maricopa County Human Services Dept
  - Referrals to/from [ARIZONA@Work|Maricopa County](#).
  - Collaborate and share resources.
  - Support coordination of job fairs and hiring events.
- Create industry specific and city-focused LIVE Virtual Career Events for high need industries
- Grant period February 2021 - February 2022
- Expenses:
  - Total Cost: \$287,650
  - Grant Funds: \$175,650
  - Matching Funds: \$112,000



**ARIZONA@Work | City of Phoenix**  
**Objective - Why We Should Partner**

- Ensure residents awareness of opportunities and job-related quality resources available with [ARIZONA@Work](#) | City of Phoenix.
- Connect Phoenix resident jobseekers (both active and passive) to employers and career pathway positions.
- Elevate Phoenix area employer connection to workforce by featuring company cultures, job openings and company benefits.
- Feature training, education and certification programs available through WIOA.
- Provide a high quality, customer-centric experience for all employers and jobseekers through targeted virtual and onsite experiences.

**5. WIOA Budget**

PBWDB Executive Director, LaSetta Hogans, reviewed the WIOA budget with the Board members for approval.

<u>PY20 Funds Allocated to WIOA Services</u>		
Adult		
Budget	Actuals	
\$ 4,578,012.00		<b>Total Program Budget (includes program, personnel and non-personnel costs)</b>
\$4,121,716.00		PY20 Carryover included in the Budget above
Breakdown of key Program details		
Budget	Actuals	
\$125,000.00	\$8,961.22	Adult Basic Services Contracts
\$610,000.00	\$101,708.33	ITA's
\$126,000.00	\$2,236.56	Support Services
\$314,612.00	\$0.00	One-Stop Operator Contract
\$300,000.00	\$0.00	On the Job Training Contracts

Youth					
Budget	Actuals				
\$ 4,905,673.00		<b>Total Program Budget</b> (includes program, personnel and non-personnel costs)			
\$2,399,991.00		PY20 Carryover included in the Budget above			
Breakdown of key Program details					
Budget	Actuals		Budget	Actuals	
In-School			Out of School		
\$850,000.00	\$94,441.27	Youth Services Contracts	\$850,000.00	\$172,830.63	Youth Services Contracts
\$176,239.00	\$0.00	ITA's	\$518,032.00	\$51,289.66	ITA's
\$260,000.00	\$11,623.86	Work Experience	\$795,000.00	\$34,871.58	Work Experience
\$290,000.00	\$7,806.23	Support Services	\$300,000.00	\$23,418.00	Support Services
\$98,420.00	\$0.00	One-Stop Operator Contract			

Dislocated Worker		
Budget	Actuals	
\$ 4,517,425.00		<b>Total Program Budget</b> (includes program, personnel and non-personnel costs)
\$3,035,087.00		PY20 Carryover included in the Budget above
Breakdown of key Program details		
Budget	Actuals	
\$3,478,415.00	\$59,296.02	ITA's
\$168,000.00	\$1,985.00	Support Services
\$975,000.00	\$0.00	Incumbent Worker Training Contracts
\$280,500.00	\$0.00	One-Stop Operator Contract

PBWD Board Budget		
(\$ Amount)	PY20 Carryover included in the Budget above	
Budget	Actuals	
\$ 41.40		Total Board Non-Staff Budget

**A motion to approve the WIOA Budget** was made by PBWD Board Member Jennifer Grondahl and seconded by PBWD Board Member Nick DePorter.

**Approved:** Latasha Causey, Nick Bielinski, Daniel Barajas, Alli Benezra, Karen Carter, Dawna Cato, Jon Ellerston, Adam Hawkins, Jeff Clark, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk, John Soto and Bethany Woodard.

**Opposed:** None

**Motion passed**

## 6. Procurement Plan

City of Phoenix Community and Economic Development Department Procurement Manager, Gretchen Wolfe, presented the following 2021-2022 procurement items to the PBWD Board for their approval.

Description of Goods/Services	Estimated Cost
Board Meeting Equipment (microphones/name plates) (existing contracts)	\$13,000 (one-time)
Branded Items (Polo Shirts, Portfolios) (existing contract)	\$500 (one year)
Employment Analytics and Job Board Data (new solicitation)	\$55,000 (five years)
Event Registration System (new solicitation)	TBD
Online Survey System (new solicitation)	\$3,000 (five years)

Description of Goods/Services	Estimated Cost
Entrepreneurship Training Consulting Services (new solicitation)	\$100,000 (one year)
Local Workforce Board Consulting Services (Strategic and Local Plans) (existing solicitation)	\$110,000 (one-time)
Truck Driving Training Services (new solicitation)	\$1,700,000 (four years)

**A motion to approve the 2021-2022 Procurement Plan** was made by PBWD Board Member Adam Hawkins and seconded by PBWD Board Member Kaaren-Lyn Graves.

**Approved:** Latasha Causey, Nick Bielinski, Daniel Barajas, Alli Benezra, Karen Carter, Dawna Cato, Jon Ellerston, Adam Hawkins, Jeff Clark, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk, John Soto and Bethany Woodard.

**Opposed:** None

**Motion passed**

**7. 2021 Global Mayors Challenge**

PBWD Board Executive Director, LaSetta Hogans, gave an overview of the 2021 Global Mayors Challenge and the current status of the Mobile Career Units project. Director Hogans invited Board member to attend an event at the Burton Barr Library, where the mobile career vans will be present and available for tours. The goal of the Mayors Challenge is to be selected as a winning City to receive \$1MM in funding for the project to continue after the challenge ends.

**8. One-Stop Operator Presentation**

Stacey Van Emst, One-Stop Operations Director, and Camille Padilla, Equus Workforce Solutions, gave an overview of the new One-Stop Operator roles and responsibilities within the ARIZONA@WORK City of Phoenix workforce system.

**9. Committee Reports**

**Business and Workforce Engagement Committee (BWEC):** Chair, Jesus Love, shared the committee continues to work on their Bagels and Business event planning and is currently planning an event for the 4<sup>th</sup> quarter of 2021.

**Communication and Outreach Committee (COC):** No report provided.

**Program Excellence Committee (PEC):** Chair, Daniel Barajas, indicated they continue to work with the providers in addressing any needs that arise. The committee is focused on their scorecard and assigning members to individual strategies. Daniel thanked Meghan McGilvra for stepping into the Vice Chair role, along with Melissa Trujillo.

## 9. Matters for Future Discussion

- Kandi Tillman and Nick Bielinski are working on guest speakers for the Veteran focused November PBWD Board meeting.
- An update on the Mayor's Challenge will be given at the November PBWD Board meeting.

## 10. Call to The Public

- Erick Garcia has resigned from the PBWD Board.
- Patrick Winters resigned as an Ad-Hoc member of the Business and Workforce Engagement Committee (BWEC)
- Christina (Board Liaison) will send Outlook calendar invites to all of the PBWD Board members.
- Kweilin Waller, Deputy Director over the Business and Workforce Development Division, introduced Jovanna Parkhouse as a new Workforce Special Projects Supervisor.
- LaSetta Hogans, PBWDB Executive Director, introduced Sylvia Hokey as the new ARIZONA@WORK City of Phoenix Eligible Training Provider List (ETPL) Coordinator.

## 11. Adjournment

**A motion to adjourn the meeting was made at 10:11 a.m.** by PBWD Board Member, Nick DePorter, and seconded by PBWD Board Member, Karen Carter.

**Approved:** Latasha Causey, Nick Bielinski, Daniel Barajas, Alli Benezra, Karen  
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Carter, Dawna Cato, Jon Ellerston, Adam Hawkins, Jeff Clark, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Melissa Trujillo, Dean Van Kirk, John Soto and Bethany Woodard.

**Opposed:** None

**All were in favor and the meeting adjourned at 10:11 a.m.**