



**Phoenix Business and Workforce Development Board
Meeting Minutes
November 12, 2020 ~ 8:30 a.m.**

VIRTUAL MEETING

Board Members Present:

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

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

Board Members Absent:

James Frolov
Michael Hale (Vice Chair)
Jenna Kohl

City of Phoenix Staff:

LaSetta Hogans (Executive Director)
Christina Edwards (Board Liaison)
Kweilin Waller
Laura Whitehead
Rob Stenson
Christine Mackay

Public Attendees:

Demitria Robles
Stacey Van Emst
Ricky Duran
David Chavez
Teresa Riza

1. Call to Order

Phoenix Business and Workforce Development (PBWD) Board Chair, Audrey Bohanan, called the November 12, 2020 PBWD Board Meeting to order at 8:33 a.m. Roll call was completed and a quorum of 20 members were present virtually.

2. Approval of September 10, 2020 PBWDB Meeting Minutes and September 26, 2020 Job Center Certification Workgroup Meeting Minutes

A motion to approve the September 10, 2020 PBWDB Meeting Minutes and September 26, 2020 Job Center Certification Workgroup Meeting

Minutes, was made by PBWD Board Member, Jan Davis, and seconded by PBWD Board Member Nick Bielinski.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Nick Bielinski, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Travis Hardin, Michelle Jameson, Jesus Love, Brandon Ramsey, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

3. Consent Items

The following Consent Item was presented for approval:

- One-Stop Operator August & September Monthly Reports
- ARIZONA@WORK City of Phoenix Draft Policy Review and Approval:
 - A. 300.311 Draft Youth Incentive Policy
 - B. 400.407 Draft Performance Measures Policy
 - C. 900.912 Draft Conflict of Interest & Code of Conduct Policy

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

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Nick Bielinski, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Travis Hardin, Michelle Jameson, Jesus Love, Brandon Ramsey, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

4. ARIZONA@WORK City of Phoenix Job Center Certification

PBWD Board Liaison, Christina Edwards, reviewed the Job Center Certification materials and assessments for the ARIZONA@WORK City of Phoenix comprehensive and affiliate locations with the Board members for approval.

A motion to approve the Job Center Certification assessments and tools for all ARZIONA@WORK City of Phoenix locations was made by PBWD Board Member Travis Hardin and seconded by PBWD Board Member Steven Cramer.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Nick Bielinski, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Travis Hardin, Michelle Jameson, Jesus Love, Brandon Ramsey, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

5. Open Meeting Law Presentation

Teresa Riza, OML and Council Support Supervisor for the City of Phoenix Clerk's Office gave a presentation to the Board members on Open Meeting Law.

6. City of Phoenix Economic Development and Recovery Efforts

Community and Economic Development Director, Christine Mackay, gave a presentation to the Board regarding economic development and recovery efforts in the City of Phoenix. Director Mackay shared that recovery efforts are uncertain as a result of the health pandemic. The good news is that Arizona's economy, of all the states in the union, has been affected the least. Business development in the City has not slowed down. Business grant opportunities have been communicated to 22,000 businesses and the business hotline remains open. Phoenix City Council authorized \$15 million in grants to help local businesses stay afloat. Director Mackay shared that approximately 2,300 businesses in Phoenix have received grant funding.

There is a huge influx of businesses moving to Phoenix and this is something we haven't seen before. About 70 percent of businesses are manufacturing. These jobs start at good wages and their economic multiplier is extensive. Biomedical and healthcare businesses have a large presence in Phoenix and continue to grow.

During the recession, construction has not been affected and there are several cranes in the sky over the downtown Phoenix area. Construction is supporting growth in Phoenix and has not been disrupted during the pandemic. Construction is up 89 percent in Phoenix as compared to negative numbers in national markets.

Large venues have suffered during the pandemic and most have closed. This has impacted the hospitality industry severely.

Arizona is better positioned than most markets nationally to recover quickly. Fifty percent of jobs lost due to the pandemic have been recovered and are individuals are working in different industries. We are working directly with workforce to promote jobs through fairs and events.

We remain optimistic that spending trends will continue and tax revenue for the City will recover. We have currently lost 11 percent of small businesses in Phoenix. We are optimistically awaiting the next stimulus package in hopes of providing more grant relief funds to businesses in Phoenix.

Consumer spending is up in the Phoenix area, and furniture sales are up 400 percent in year over year sales. Because families are home more, many are upgrading or adding new furniture pieces.

The PBWD Board is instrumental in helping lower skilled workers gain training and certifications to work towards self-sufficiency and a new career. Helping those who have lost their jobs due to COVID who are looking to open their own businesses is something the Board can assist with.

In closing, the PBWD Board is key in the economic recovery and focusing on workforce is going to enable a stronger bird (the Phoenix) to come out of the ashes once this pandemic is over.

7. Future of Work

Mr. Rodrigo Dorador, former Summer Fellow with the City of Phoenix Mayor's Office, presented to the Board on the work he completed in the Mayor's Office. The focus of the research was on the Future of Work and findings showed that the Phoenix economy and economic policies will balance housing and businesses moving forward.

High-tech industry clusters have developed due to the business-friendly environment that Phoenix has. The discussion further demonstrated how public demands for resources will be impacted by the increased workforce and low cost of doing business. The trends indicate that workforce development will be an important in the years to come and should focus on the existing, established industry clusters within the City.

All opinions expressed during this presentation were not endorsed by the City of Phoenix Mayor's Office.

8. Committee Reports

Program Excellence Committee

Date: 11/05/2020 @ 9:00a-10:30a

Committee Name: Program Excellence Committee

Committee Members: Latasha Causey – Chair, Daniel Barajas – Vice Chair, Erick Garcia – Vice chair, Michelle Jameson, Samantha Hansen, Edward Abramowitz, Jan Davis, Melissa Trujillo, Fabian Sandez (absent)

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

1. We received an update from Jan Davis regarding the vocational rehabilitation report. The team has continued to stay busy helping job seekers find positions. They are seeing an increase in employers seeking “unique” skills or “specialty” types of employees. While numbers of both job seekers and employment placements are slightly down compared to this time last year due to COVID. The numbers continue to track with the average of previous years.
2. We have decided to move forward with leads for each of the strategic priority areas (all are listed below).
 - Strategy 1 – Michelle Jameson (lead), Samantha Hansen (co-lead)
 - Strategy 2 – Erick Garcia
 - Strategy 3 – Edward Abramowitz
 - Strategy 5 – (pending lead at this time)

The teams will begin to form and start officially having meetings in the upcoming weeks. We are still working on getting a leader for strategy #5.

3. Since our team is new and some team members have never met in person, due to COVID. We decided to spend a good amount of time doing a team builder. Daniel Barajas – lead the session focused on Simon Sinek’s – The Golden Circle Rule. We will follow up in our next session with everyone providing their personal why. This session they spent time talking about who they are, their professional journey and what they have been doing during COVID. If teams haven’t done this, we had great engagement and really had the opportunity to learn much more about each other.

What do you need from Board Members?

Please feel free to attend the next meeting being held on **Thursday December 3, 2020 at 9:00a-10:30a** – or any future meeting.

Business and Workforce Engagement Committee

Date: October 15, 2020
Committee Name: Business and Workforce Engagement Committee
Committee Members: Present: Robert Cain, Susan Ciardullo, James Frolov, Kaaren-Lyn Graves, Fred Lockhart, Jesús Love, Brandon Ramsey, Brenda Schmidt, Patrick Winters. Absent: Nick DePorter.

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

- 1) BWEC Member Brenda Schmidt, aided by BWEC Ad-Hoc Member Robert Cain, continues planning our upcoming Bagels & Business; forming an Industry Impact Roundtable Workgroup that meets every other week. The upcoming *Virtual* Bagels and Business event will feature a panel that will discuss the manufacturing sector in Phoenix, and will take place on Wednesday December 9th, from 9:00 to 10:30AM. Please refer to attached flyer.

- 2) The BWEC continues working on the Strategic Plan, and the champions that lead each strategy will present an updated timeline for each action items at our next meeting.

What do you need from Board Members?

Please get the word about our upcoming Virtual Bagels and Business on Wednesday December 9th, 9:00 to 10:30AM, and please plan to attend.

Communication and Outreach Committee

Date: 10.22.2020
Committee Name: Communication & Outreach Committee (COC)
Committee Members:
Chair – Nick Bielinski
Vice – Steven Cramer
Vice – Dean Van Kirk
Member – Yolanda Bejarano
(Absent) Member – Travis Hardin
Member – Jenna Kohl (Absent)
Member – Zack Hiscock
Member – Bethany Woodard
Ad Hoc – Ryan Brama
Ad Hoc – Kandi Tillman (Absent)

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

- 1) *Steven Cramer* is helping take ownership of Collaborating events to start formalizing a 2021 Awareness Calendar for Workforce Opportunities. – **Strategy 8 & 10**
 - a. Each event will be directly tied to one of our specific metrics for **Strategy 10**
- 2) *Nick Bielinski* is taking point on Veteran Event Awareness Strategy for 2021 Awareness Calendar for Workforce Opportunities. – **Strategy 8, 10, 12**
- 3) Will have 2021 Draft for Executive Committee Dec 10th Meeting to confirm strategy/plan.

What do you need from Board Members?

- 1) Identified we need additional support with “Outside advertising & Social Media” to gather the right ROI & data needed for **Strategy 12**
 - a. **Solution** – Create RFP Bid Process for vendor support
 - i. This will help drive:
 1. News Releases/Stories, Brand/Social Media, Testimonials

9. Matters for Future Discussion

- PBWDB Member, Jan Davis, shared there is an issue with individuals not being able to get to work – would like to discuss potential solutions for individuals with transportation barriers.
- PBWDB Member, Susan Ciardullo, would like to see a Women in Workforce report to the PBWDB. What is the impact to women in the workforce due to the pandemic?
- PBWDB Member, Steven Cramer, shared that the Communication and Outreach Committee is focusing on a calendar of workforce events and asked Board members to share any events they may have.
- PBWDB Member, Jesus Love, shared that he referred someone for the Community Based Organization vacancy on the PBWDB.
- PBWDB Member, Nick DePorter, suggested a future agenda item be focused on housing insecurity.

10. Call to The Public

- Upcoming Bagels & Business virtual event on December 9, 2020.
- Be A Leader Foundation is hosting a three-day virtual summit with college access sessions. Contact Melissa Trujillo for further details.

13. Adjournment

A motion to adjourn the meeting was made at 10:23 a.m. by PBWD Board Member, Jesus Love, and seconded by PBWD Board Member, Nick Bielinski.

Approved: Edward Abramowitz, Daniel Barajas, Yolanda Bejarano, Nick Bielinski, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Erick Garcia, Kaaren-Lyn Graves, Travis Hardin, Michelle Jameson, Jesus Love, Brandon Ramsey, 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.