



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

The meeting of the Phoenix Business and Workforce Development Board was held on March 12, 2020, located at the Phoenix Business and Workforce Development Center, 302 N. 1<sup>st</sup> Ave., 6<sup>th</sup> Floor, Phoenix, AZ 85003.

**Board Members Present:**

Audrey Bohanan (Chairwoman)  
Melissa Trujillo  
Steven Cramer  
Jenna Kohl  
Ali Gamero-Hernandez  
Janice Mrkonjic  
Nick Bielinski  
Dean Van Kirk  
Nick DePorter  
Latasha Causey

Michael Hale (Vice Chair)  
Travis Hardin  
Erick Garcia  
Michelle Jameson  
Jan Davis  
Jesus Love  
Daniel Barajas  
Kaaren-Lyn Graves  
Bethany Woodard  
Brenda Schmidt

**Board Members Absent:**

Susan Ciardullo  
Brandon Ramsey

**City of Phoenix Staff:**

LaSetta Hogans (Executive Director)  
Christina Edwards (Board Liaison)  
Patti Kirkland  
Kweilin Waller  
Stan Flowers  
Chris Mackay  
Rob Stenson

Mark Carr  
James Montoya  
Nichole Ayoola  
David Chavez  
Sandra Enriquez  
Laura Whitehead

**Public Attendees:**

Michael Burchett  
Patrick Brown  
Stacey Van Emst  
Tracey Regenold

Anne Mbugua  
Tim Tucker  
Sheila Murphy

## 1. Call to Order

Phoenix Business and Workforce Development (PBWD) Board Chair, Audrey Bohanan, called the January 9, 2020 PBWD Board Meeting to order at 8:36 a.m. Roll call was completed and a quorum of 20 members were present, including in person and on the phone.

## 2. PBWDB Chair Update

1. Thank you, Janice Mrkonjic, for providing the refreshments for the Mix & Mingle event this morning.
2. Welcome New Board Members:  
**Brenda Schmidt**, Founder & Executive Chairman of Solera Health Filled a Small Business vacancy on the PBWDB.  
  
**Erick Garcia**, HR Program Manager for Banner Health Filled a Business vacancy on the PBWDB.
2. Thank you to everyone who attended the Strategic Planning Retreat on February 27 & 28.
3. BoardBookit is up and running! You can access board meeting materials NOW! Email Christina if you do not have access or need help.
4. Delbert Hawk resigned from the PBWD Board effective March 11<sup>th</sup>. Delbert occupied a Labor seat on the Board.

## 3. Approval of January 9, 2020 Meeting Minutes

**A motion to approve the January 9, 2020 Meeting Minutes**, was made by PBWD Board Member Janice Mrkonjic, and seconded by PBWD Board Member Jan Davis.

**Approved:** Daniel Barajas, Nick Bielinski, Audrey Bohanan, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Ali Gamero-Hernandez, Erick Garcia, Kaaren-Lyn Graves, Michael Hale, Travis Hardin, Michelle Jameson, Jenna Kohl, Jesus Love, Janice Mrkonjic, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard

**Opposed:** None

## **Motion passed unanimously**

### **4. Consent Items**

The following Consent Items were presented for approval:

- A. One-Stop Operator Monthly Report for December & January
- B. Hive@Central December and January Reports
- C. WIOA Title II Quarterly Update

**A motion to approve consent items A-C** was made by PBWD Board Vice Chair Michael Hale and seconded by PBWD Board Member Brenda Schmidt.

**Approved:** Daniel Barajas, Nick Bielinski, Audrey Bohanan, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Ali Gamero-Hernandez, Erick Garcia, Kaaren-Lyn Graves, Michael Hale, Travis Hardin, Michelle Jameson, Jenna Kohl, Jesus Love, Janice Mrkonjic, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard

**Opposed:** None

## **Motion passed unanimously**

### **5. State Reentry Services Presentation**

Tim Tucker, Deputy Administrator with the Workforce Development Administration at the Arizona Department of Economic Security gave an overview of the reentry services around the state. Some highlights from Mr. Tucker's presentation include:

#### **Second Chance Centers in Prison:**

- DES' Division of Employment and Rehabilitation (DERS) teamed up with Arizona Department of Corrections to create the state's first Second Chance Centers.
- Locations: ASPC Perryville -Piestewa Unit (50), Goodyear, AZ - ASPC Lewis – Eagle Point Unit (265), Buckeye, AZ- ASPC Tucson –Manzanita Unit (48), Tucson, AZ
- Veterans Unit ASPC Tucson –Whetstone Unit, Tucson, AZ- \* Not a Second Chance Center\*
- Eligible inmates - at risk to recidivate and are within 60 days of release. They learn job readiness skills through an 8-week activity cycle to prepare them for post-prison employment

- Monthly onsite Job Fairs.
- ADCR&R peer mentor administered classes.
- Community Kitchen Knife Skills Program, CDL written test, Masonry

**As of February 2020:**

- 4,224 inmates have successfully completed the program.
- 2,674 of them have already started work upon release and the employment rate is 63%.

**6. WIOA Budget Update**

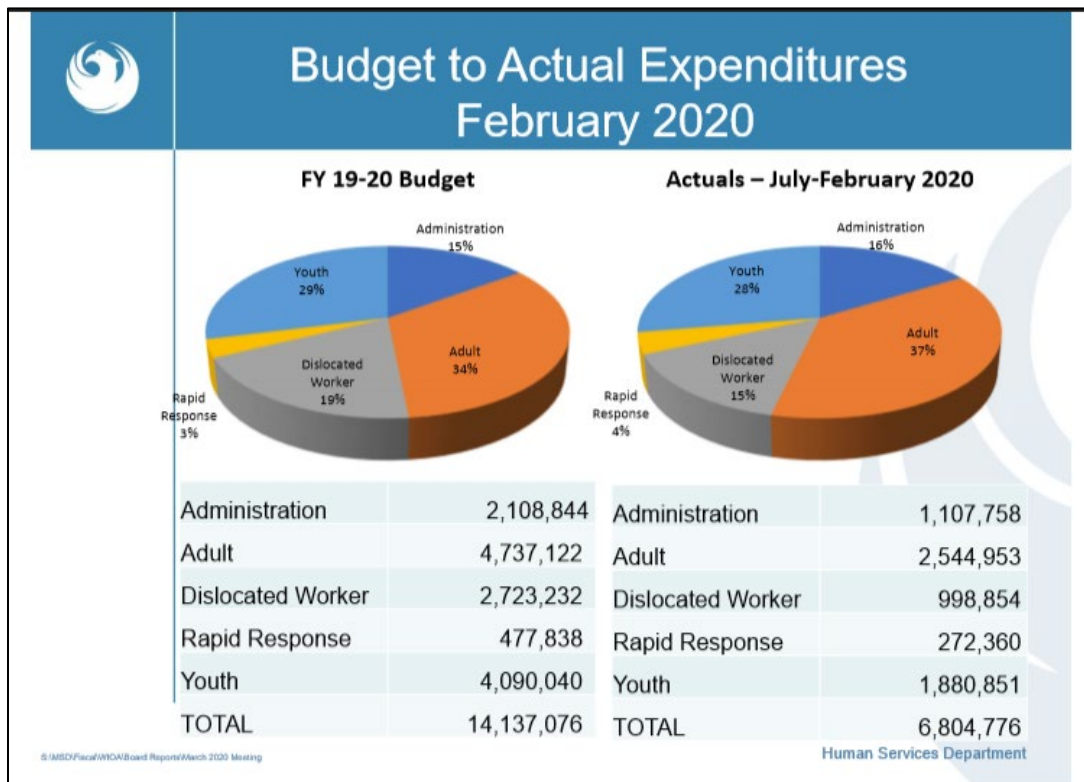
Human Services Deputy Director, Nichole Ayoola, presented the following information to the PBWDB:

Summary

*\*Please reference attached graph*

The total budget for PY 2019 is \$14,137,076. To date \$6,804,776 has been spent so far this program year and we are on target to spend 75% of the budget as expected. The remaining 25% will be carried over and expensed next fiscal year.

On February 6, 2020 a transfer of Dislocated Worker funds to Adult funds in the amount of \$ 1,093,091 was approved by board Chair.



PBWDB Chair, Audrey Bohanan, asked the question around why the program provider does not do more with our youth considering only 1.8 million of 4 million has been spent. Deputy Director, Kweilin Waller, explained that there is a delay with work experiences, and occupational skills training is not paid until the training is complete.

Chair Bohanan called attention to not being on track to spend down the youth funds this fiscal year. Deputy Director Waller reminded the PBWDB that one of the youth providers contract ended in September 2019 and services, including funding, were transitioned to the other providers. The local area has two years to spend the funds.

Chair Bohanan reiterated that available funding should be spent and asked how the PBWDB could help spend down the funds? Deputy Director Ayoola stated there isn't anything the board can do and that the program directors and managers are working with the providers.

PBWDB Vice Chair, Michael Hale, asked where we are in terms of dollars spent versus individuals served. Deputy Director Waller stated youth cost per person, per year, is \$2,900, and for the adult program the cost per person, per year is \$2,200. Vice Chair Hale wanted to know if the return on investment (ROI) is comparative to other local areas and pointed out by stating, "Even if the RIO is low, it is a starting point." Deputy Director Ayoola said they would look at that and bring the information back to the PBWDB. Deputy Director Waller stated she will have a data manager on staff soon who will be able to provide that type of information.

Chair Bohanan stated the board really wants to be educated on the dollars being spent. The board receives a high-level overview but needs more specific information in order to make approvals and move the needle. The board needs a strong understanding of the information they are looking at and where they need to be in terms of spending. The board requested that the requests made today be available at the next board meeting.

## **7. Family Centered Employment (FCE) Presentation**

Deputy Human Services Director, Kweilin Waller gave the PBWD Board an update on Family Centered Employment initiative to include:

- Program Overview
- Program Initiatives
- Partnership Goals
- Partnership Updates

The FCE initiative will include holding informational sessions to educate and inform Head Start staff and supervisors about WIOA services, support Head Start families through partnerships and communicate and provide joint case management to Head Start families.

- 8. WIOA Title II Arizona Department of Education Application Review Status**  
 PBWDB Executive Director, LaSetta Hogans, shared information on the Title II Adult Education application review process. The review committee was established, and the members are Steven Cramer, Michelle Jameson, and Dean Van Kirk. Steven Cramer will be the point of contact with Patrick Brown, Adult Education. The following timeline was shared:

### Timeline

Date	Required Action
<b>January 13, 2020</b>	Title II Grant Application Released
<b>February 3, 2020</b>	<b>Training Webinar for LWBs on Application Review Process</b>
<b>March 5, 2020</b>	Title II Grant Application Due Date
<b>March 13 - April 17, 2020</b>	<b>LWDB Review of Applicable Title II Grant Applications</b>
<b>April 17, 2020</b>	<b>Deadline for LWB to Submit Comments and Recommendations Regarding Title II Applications to ADE</b>

**9. Strategic Planning Retreat Update and Next Steps**

Dr. Sheila Murphy, PBWD Board Consultant, discussed the progress already made towards Strategic Plan completion and discussed next steps. Teleconference calls are scheduled to flush-out strategies and actions to complement each goal. A draft Strategic Plan will be presented to the PBWDB on May 14.

**10. Phoenix Youth R.I.S.E. Summer Employment Presentation**


Youth Program Manager, Mark Carr, gave a presentation to the PBWDB on the Phoenix Youth RISE Summer employment program. The RISE program is sperate from the WIOA program and funding is provided by the City of Phoenix general fund dollars. Mr. Carr went on to say that out of 400 applications, approximately 83 youth will be placed in the program. Chair Bohanan inquired

why this was the case and Mr. Carr confirmed that this is due to lack of funding. Applicants not chosen for RISE are referred to other youth-serving agencies for services.

## 11. Committee Updates

The following reports were submitted by the PBWDB Committee Chairs for review and discussion.

### **BEC:**



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### Phoenix Business and Workforce Development Board Committee & Workgroup Report

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Committee/ Workgroup Chairs and/or Vice Chairs, please complete this report and email to [christina.edwards@phoenix.gov](mailto:christina.edwards@phoenix.gov) and [lasetta.hogans@phoenix.gov](mailto:lasetta.hogans@phoenix.gov) after each committee or workgroup meeting.

These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.

**Date:** February 20, 2020

**Committee Name:** Business Engagement Committee

**Committee Members:** Jesús Love (BEC Chair), Janice Mrkonjic (BEC Vice-Chair)  
Alineth Gamero-Hernandez, Dean Van Kirk, Patrick Winters  
Kaaren Lyn-Graves (via teleconference)

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

- 1) The "Numbers at Work" report, generated by the Business Engagement Team (sample attached).
- 2) Next Bagels and Business event is on March 19th, at 8:30AM; invitations will be sent.
- 3) Arizona@Work City of Phoenix is supporting recruiting efforts for the Customer Service Cohort 4-week training through the Boys and Girls Club of East Valley and Metro Phoenix. This is an example of regional recruitment efforts engaging community partners.

**What do you need from Board Members?**

- 1) Include the "Numbers at Work" report as a standing agenda item on future PBWDB meetings.
- 2) Please attend the Next Bagels and Business events on March 19th, share with your networks and bring a guest.

**CIC:**



**Phoenix Business and Workforce Development Board  
Committee & Workgroup Report**

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Committee/ Workgroup Chairs and/or Vice Chairs, please complete this report and email to [christina.edwards@phoenix.gov](mailto:christina.edwards@phoenix.gov) and [lasetta.hogans@phoenix.gov](mailto:lasetta.hogans@phoenix.gov) after each committee or workgroup meeting. |

These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.

**Date:** 2/13/2020

**Committee Name:** Continuous Improvement Committee

**Committee Members:**

- Nick Bielinski
- Steven Cramer
- Jan Davis
- Fred Lockhart
- Kandi Tillman
- Dilbert Hawk (Absent)

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


- Updated One-Stop questions from (8) to (4) to simply the keystone questions with Goodwill.
- Collaborate efforts for Social Media budget options for events around workforce with One-Stop
- LMI Metrics for 2020 moving forward (Employer vs Employee)

**What do you need from Board Members?**

- A Great Retreat!



## SDC:



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**Phoenix Business and Workforce Development Board  
Committee & Workgroup Report**

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Committee/ Workgroup Chairs and/or Vice Chairs, please complete this report and email to [christina.edwards@phoenix.gov](mailto:christina.edwards@phoenix.gov) and [lasetta.hogans@phoenix.gov](mailto:lasetta.hogans@phoenix.gov) after each committee or workgroup meeting.

These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.

**Date:** 2/13/2020

**Committee Name:** Service Delivery Committee (SCD)

**Committee Members:** Stacie ~~Garlieb~~, Susan Ciardullo, Michelle Jameson, Brandon Ramsey, Jim Sorenson

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

1. Discussed social media platforms and how they are used to recruit hiring events. After much discussion, the committee recognized they have the tools (website, twitter, etc), but lack the structure to effectively advertise and get the word out to a vast audience. LaSetta Hogans will be sending a list of the tools prior to the PBWDB Strategic Planning Meeting. The SDC will be discussing the implementation of a Standard Operating Procedure on how to Market Hiring Events; pending the Board's Strategic Planning Meeting.
2. Michelle Jameson updated the SDC regarding her conversation with Dawn ~~Karber~~ from the Spokane Washington Workforce Development Department. Since the implementation of the Spokane Washington Model changes, the site has increased funding from 3-5 million dollars to 10 million dollars, staff is happier, funding streams increased from 23-25 funding streams and the site does not turn any job seekers away. To learn more about how and what changes they made, we would have to go through a 2-day training(\$4000 + flight/hotel/food) or a one-day training (\$4000 + flight/hotel/food). This model would require the Workforce Department to undergo internal and external infrastructure changes. The SDC Workgroup decided to 1) Reach back out to Spokane Model and get a breakdown of what is included in the training and inquire if any other sites have implemented this model. 2) Research other Workforce Development Sites similar to our city and client demographics such as Philadelphia. 3) Ask Board Members who are going to the NAWB Conference to learn about what other workforce programs look like.
3. The SDC discussed the scorecard and Moved Pilar 1: Goal2 Action item 1 to yellow due to the implantation of the Wiki Page in early March. We were unable to move Goal 9 Action item 3 from red as the SDC has not established metrics to be posted on the Boards Website.

**What do you need from Board Members?**

- 1) Discuss Marketing Strategy @ the PDWDB Strategic Planning Meeting

## AYWC:

Advancing Youth Workforce Committee Chair, Daniel Barajas, shared the committee did not meet in February due to the Strategic Planning retreat. Chair Barajas stated the committee is working through some of the scorecard metrics and is very interested in employer engagement. The AYWC has been working with City staff on an employer survey. Lastly, the AYWC is taking their meetings on the road and will rotate visits with our contracted youth program providers. This will allow the partners to share about their services and will offer tours for those that are interested.

## 12. Matters for Future Discussion

- Overview of the SOAR program
- Economic Development presentation from Chris Mackay
- Overview of Title III program (Wagner-Peyser)
- Overview of Title II program (next Program Year)
- Budget review regarding the following:
  - What can the Board do when available funding is not spent?
  - Where are Adult/DW and Youth programs as it relates to spending vs. individuals served, and how does this compare to other local areas?
  - Education on budget details to provide better insight on approvals.
  - Better understanding of budget information being reviewed and where the WIOA budget is in terms of spending.

## 13. Call to The Public

- Stacey Van Emst, One-Stop Operator (OSO), asked the PBWD Board to save the date for the next Quarterly Partner Meeting on May 21<sup>st</sup>. The OSO is looking for a location to host the meeting and requested that the Board let her know if they have available space. Snacks & beverages donation is much appreciated.
- Stacey thanked Board member Jesus Love for hosting the previous Quarterly Partner Meeting.

## 14. Adjournment

**A motion to adjourn the meeting was made at 10:31a.m.** by PBWD Board Member Jesus Love seconded by PBWD Board Member Steven Cramer.

**Approved:** Daniel Barajas, Nick Bielinski, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Jan Davis, Nick DePorter, Delbert Hawk, Ali Gamero-Hernandez, Michael Hale, Travis Hardin, Michelle Jameson, Jenna Kohl, Jesus Love, Janice Mrkonjic, Brandon Ramsey, Melissa Trujillo, Dean Van Kirk and Bethany Woodard

**Opposed:** None

**All were in favor and the meeting adjourned at 10:31a.m.**