

**Phoenix Business and Workforce Development Board  
Executive Leadership Committee Meeting Minutes  
February 13, 2020 ~ 8:30 a.m.**

The meeting of the Phoenix Business and Workforce Development Board Executive Leadership Committee was held on December 12, 2019 located at Phoenix City Hall, 200 W. Washington St., 20<sup>th</sup> Floor, Phoenix, AZ 85003.

**Committee Members Present:**

Audrey Bohanan (Chair)  
Michael Hale (Vice Chair)  
Bethany Woodard  
Nick Bielinski  
Jesus Love  
Steven Cramer

Janice Mrkonjic  
Susan Ciardullo  
Michelle Jameson  
Daniel Barajas  
Nick DePorter

**Public Attendees:**

James Frolov  
Stacey Van Emst  
Erick Garcia  
Rob Stenson  
Stan Flowers  
LaSetta Hogans  
Christina Edwards

Samantha Hansen  
Patrick Brown  
Christine Mackay  
Michael Burchett  
Kweilin Waller  
Mark Carr  
Eric Johnson

Action items taken are noted in **bold** print.

**1. Call to Order/ Roll Call/ Chair Update**

PBWDB Chair Audrey Bohanan called the February 13, 2020 Phoenix Business and Workforce Development (PBWD) Board Executive Leadership Committee (ELC) Meeting to order at 8:45 a.m. Roll call was completed, and quorum was met with 11 members in attendance.

Chair Update The following items were discussed during the Chair Update:

1. Prepare for the Retreat- February 27th & 28th. Reading materials were emailed to everyone last week.
2. New PBWDB Member Brenda Schmidt from Solera Health filled a Small Business vacancy.

**2. Approval of Minutes for December 12, 2020 Meeting:**  
 ELC Vice Chair Michael Hale made a **motion to approve minutes for the December 12, 2020 meeting**, and ELC member Nick Bielinski seconded.

**Approved:** Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Nick DePorter, Michelle Jameson, Jesus Love, Janice Mrkonjic and Bethany Woodard


**Opposed:** None

**Motion passed unanimously**


**3. Attendance Records- PBWDB & ELC**

ELC Chair, Audrey Bohanan, reviewed the attendance logs for the PBWDB and ELC meetings with committee members. Chair Bohanan reminded ELC members of the importance of being present at Board and committee meetings. Chair Bohanan thanked the members for attending meetings and highly encouraged members to email Christina Edwards, Board Liaison, and LaSetta Hogans, PBWDB Executive Director, in advance when they are unable to attend a meeting. The email is forwarded to Chair Bohanan and the absence will likely be excused.

**4. PBWDB Committee Updates  
 AYWC:**

 <p style="text-align: center;"><b>Phoenix Business and Workforce Development Board          Committee &amp; Workgroup Report</b></p> <hr/> <p style="text-align: center;"><b>Committee/ Workgroup Chairs and/or Vice Chairs, please complete this report and email to <a href="mailto:christina.edwards@phoenix.gov">christina.edwards@phoenix.gov</a> and <a href="mailto:lasetta.hogans@phoenix.gov">lasetta.hogans@phoenix.gov</a> after each committee or workgroup meeting.</b></p> <p style="text-align: center;">These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.</p> <p><b>Date:</b> January 28, 2020</p> <p><b>Committee Name:</b> Advancing Youth Workforce Committee</p> <p><b>Committee Members:</b> Daniel Barajas (Chair), Bethany Woodard (Vice Chair), Travis Hardin, Jenna Kohl, Melissa Trujillo, Charlie Boyce, Victoria Pettit, Nick <del>Deposter</del>, Roman Ryan <del>Buona</del></p> <p><b>Up to three (3) items to share with the PBWDB:</b></p> <p>Work persists with:</p> <ol style="list-style-type: none"> <li><b>Development of ARIZONA@WORK City of Phoenix Youth Incentive Policy Research:</b>          AYW member, Roman Ryan <del>Buona</del>, briefly shared the research he did on other states' WIOA youth incentive policies and practices. Currently the ARIZONA@WORK City of Phoenix Youth Incentive Policy is being revised. Providers will have a chance to provide feedback on the policy in January. Once AYW reviews and approves the policy, it will go to the full Phoenix Business and Workforce Development Board (PBWDB) for final approval before it becomes a final revision. Finalization of Policy is slated for March AYW meeting.</li> <li><b>PBWDB Employer Survey, Youth consideration:</b>          AYW reviewed the employer survey that is currently being used by the Phoenix Business and Workforce Development Center to poll and reach out to industry. Per PBWDB Executive Director, LaSetta Hogans the survey was developed by the Continuous Improvement Committee (CIC) for the purposes of getting feedback from business customers who work with the adult population. This feedback would typically be reviewed by the Business Engagement Committee (BEC) and/or the CIC, but the information can be pulled and gathered for the AYW, if the committee would like to review it.</li> </ol> <p style="text-align: right;">1   Page</p>	<p>Per Mary Alejandro, Human Services Department Community &amp; Business Liaison, this survey is not disseminated to the businesses participating in the youth programs. Because the youth providers work directly with the businesses, the providers would provide their own/if any surveys and these would be unique to the individual providers.</p> <p>AYWC Vice Chair, Bethany Woodard posed several questions about the survey, such as: "What do we want to use it for?", "What do we want the goal to be?", and "If we have these results already, what is some of the data that has been received?" Given this, Chair Barajas suggested that Mary Alejandro, Human Services Department Community &amp; Business Liaison, and her team look at the survey from the youth services provision perspective and assess how the survey can become useful and how we might want to engage employers. AYW Member, Charlie Boyce also suggested that the survey be utilized as an outreach mechanism to employers, to determine if any of them would be interested in serving on the CTE Advisory Board.</p> <p>City Staff are to bring a final draft version of a survey for the AYW to review in March.</p> <p><b>3. AYW will modify its meeting schedule, specifically meeting locations.</b> AYW implemented scheduling its meetings at our Youth Provider locations during Fall 2019. This allowed Committee members the opportunity to visit sites, tour facilities, meet Staff, and observe constituency.</p> <p>AYWC expects to continue this practice moving forward into the Spring of 2020. Finalized schedule will be forthcoming.</p> <p><b>What do you need from Board Members?</b></p> <p style="text-align: right;">2   Page</p>
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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:** 1/9/2020

**Committee Name:** Continuous Improvement Committee

**Committee Members:**

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


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

- User Access, Best Practices and Training with new Communication Platform.
- Requested Workflow for Customer with One-Stop (Observations of Monthly Reports)
  - Understanding the experience and areas to focus higher demands
- Scorecard on Strategic Plan is current and in Green

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

- Additional ad-hoc members 1-2

**SDC:**

  
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**Phoenix Business and Workforce Development Board  
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These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.

**Date:** January 16<sup>th</sup>

**Committee Name:** Service Delivery Committee

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

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

- 1) The committed discussed the varying numbers of clients (2-26) attending Job Fairs. The committee talked about how the job fairs are being advertised and how we can get to more audiences. Stacy VanErnst shared that she could send e-mail blasts that target unemployment insurance recipients. Brandon Ramsey suggested to partner with agencies that are active on social media.
- 2) The committed discussed how the West One-Shop has more survey responses; Ms. VanErnst stated that survey responses are leadership driven.
- 3) Stacy VanErnst shared that a Wiki Page will soon be piloted for customer referrals.

## 5. PBWDB Membership Application Review and Recommendation

The Executive Leadership Committee (ELC) will reviewed the application, resume and letter of recommendation for two board vacancies, consisting of three candidates.

1. An application and resume were received from James Frolov, Apprenticeship Instructor for U.A. Local 469, for a vacant Labor position on the PBWD Board. This applicant is recommended by PBWDB Member Dean Van Kirk.
2. An application and resume were received from Samantha Hansen, Director of Workforce Development and Career Pathways at the Boys & Girls Clubs of Metro Phoenix, for a vacant Labor position on the PBWD Board. This applicant is recommended by PBWDB Member Susan Ciardullo.
3. An application and resume were received from Erick Garcia, Human Resources Program Manager at Banner Health, for a vacant Business position on the PBWD Board. This applicant is recommended by former PBWDB Member Derek Anderson.

Note: A membership application was received from Theron Conner that was incomplete. The committee will review Mr. Conner's application packet once a resume is received.

ELC member Jesus Love **motioned to recommend all three candidates to the City of Phoenix Mayor and City Council for review and appointment to the PBWD Board** and ELC member Steven Cramer seconded.

**Approved:** Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Nick DePorter, Michelle Jameson, Jesus Love, Janice Mrkonjic and Bethany Woodard

**Opposed:** None

**Motion passed unanimously**

## 6. Incumbent Worker Training Contract Extension Request

City of Phoenix Business Services Supervisor, Rob Stenson, shared information on an employer seeking to enter into an Incumbent Worker Training (IWT) contract. The training contract amount is \$50,000.00 and will be the employer's second IWT contract during this program year.

ELC member Nick DePorter **motioned to approve the IWT contract** and ELC member Steven Cramer seconded.

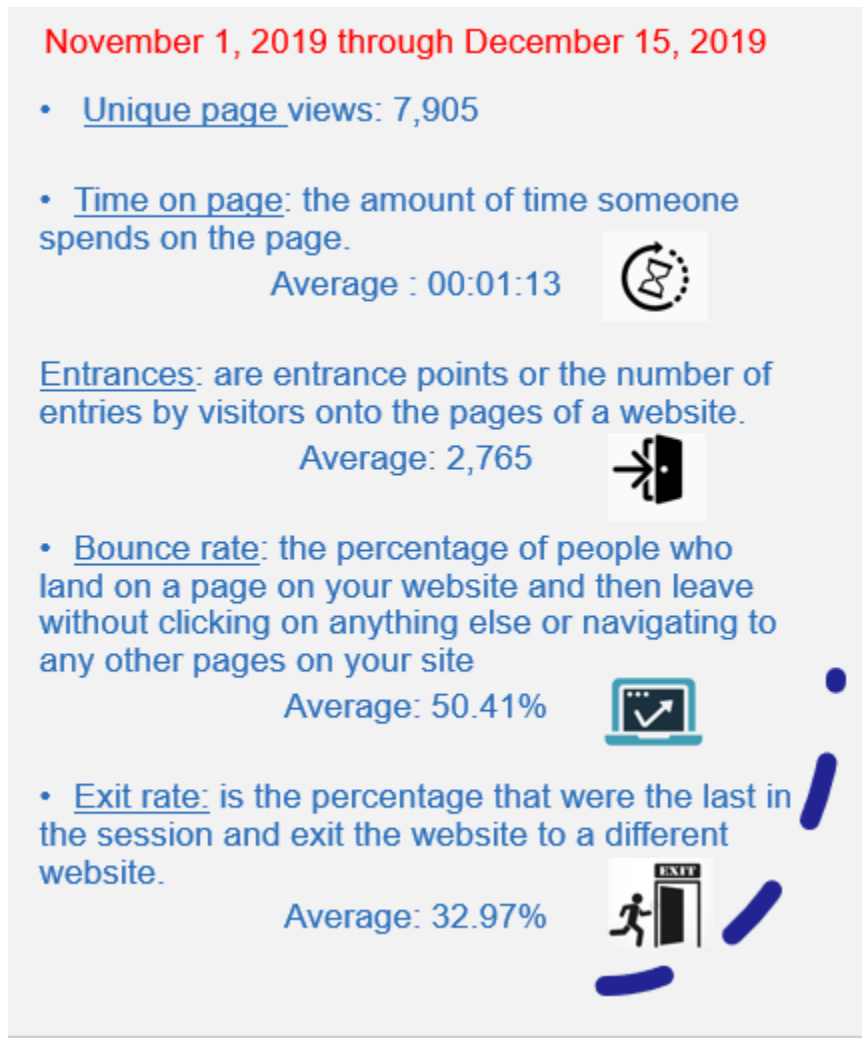
**Approved:** Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Nick DePorter, Michelle Jameson, Jesus Love, Janice Mrkonjic and Bethany Woodard

**Opposed:** None

**Motion passed unanimously**

## 7. ARIZONA@WORK Website Data Analytics

PBWDB Executive Director, LaSetta Hogans, shared data analysis information gathered from the ARIZONA@WORK City of Phoenix website. A summary of the data, from November 1, 2019 through December 15, 2019, is shown below.



Director Hogans stated she will provide this information monthly to the BoardBookit platform. It will be decided whether this information shall be sent to the Continuous Improvement Committee or remain with the Executive Leadership Committee at the next meeting.

#### **8. Client Referral System Research Update**

One-Stop Operator, Stacey Van Emst, and Michael Burchett, Manager, gave the committee an update on progress towards a Client Referral System (CRS) among the workforce system partners. OSO met with Maricopa County's OSO and agreed a regional approach to the CRS would be best. Another meeting is scheduled to see if the regional approach will work with existing technologies and permissions. The first pilot meeting with all four core partners will occur in March. OSO is looking into Google forms for more flexibility with permissions.

#### **9. Board Member Recognition**

ELC Chair, Audrey Bohanan, recognized the following PBWD Board members for their extra efforts and time dedicated to the PBWDB:

Title II Application Review Team: Michelle Jameson, Steven Cramer, Dean Van Kirk

NAWB Board of Directors Application Submissions: Nick DePorter, Nick Bielinski and Steven Cramer

#### **10. PBWD Board Strategic Plan ELC Scorecard-Year Three Goals**

ELC Chair, Audrey Bohanan, asked the committee if they had any questions about the scorecard or if there is anything that needs to be addressed. All goals, with the exception of one, are green status. ELC member, Susan Cairdullo, shared that the Service Delivery Committee will be looking at social media efforts in their committee.

#### **11. Matters for Future Discussion**

- Add PBWDB membership application follow-up to the April ELC agenda to discuss the results of the three applications.

- In the future, when PBWDB membership applications are reviewed by the ELC, the next ELC meeting will have an agenda item to discuss the results of each applicant. See if any applicants not selected by Mayor would like to be an ad-hoc member.
- Add update on Title II Addendum-Shared Costs to the April ELC agenda.
- Add Client Referral System update on all future ELC agendas.

## **12. Call to the Public and Open Discussion**

- Chair Bohanan wants the following items added to BoardBookit:
  - Phoenix City Council Meetings Calendar 2020
  - Workforce System Partner Directory
  - February Quarterly Partner Meeting Information
- ELC Member Jesus Love shared that this week is Adult Literacy week.
- ELC Member Janice Mrkonjic- tonight is the 26<sup>th</sup> Annual Rio Salado National Honor Society induction ceremony.

## **13. Adjournment**

**A motion to adjourn the meeting was made at 10:28 a.m.** by ELC Vice Chair Michael Hale and seconded by ELC member Steven Cramer.

**Approved:** Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Nick DePorter, Michelle Jameson, Jesus Love, Janice Mrkonjic and Bethany Woodard

**Opposed:** None

**All were in favor and the meeting adjourned at 10:28 a.m.**