



**Phoenix Business and Workforce Development Board
Executive Leadership Committee Meeting Minutes
April 13, 2023 ~ 8:30 a.m.**

The meeting of the Phoenix Business and Workforce Development Board Executive Leadership Committee was held virtually on December 8, 2022.

Committee Members Present:

Daniel Barajas
Nick Bielinski (Vice Chair)
Steven Cramer

Kaaren-Lyn Graves
Jesus Love
Meghan McGilvra

Committee Members Not Present:

Latasha Causey (Chair)

Public Attendees:

Eddie Barojas
Steven Bennett
David Chavez
Deb Furlong
Matalie Hastings
LaSetta Hogans (Executive Director)
Hayden Maynard
James Montoya
Sheila Murphy
Dustin Panoff
Jovanna Parkhouse

Alexandra Platas
Christina Quijada
Tracey Regenold
Demitria Robles
Amy Schofield
Tracee Spire
Brenda Urquidi
Ken Valencia
Ariadna Valentino
Cynthia Vega
Laura Whitehead

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

1. Call to Order/ Roll Call:

PBWDB Vice-Chair Nick Bielinski called the April 13, 2023, Phoenix Business and Workforce Development (PBWD) Board Executive Leadership Committee (ELC) Meeting to order at 8:34 a.m. Roll call was completed, and quorum was met with four members in attendance.

2. Approval of Minutes for ELC December 8, 2022 Meeting Minutes:

ELC Member Daniel Barajas made a **motion to approve minutes for the December 8, 2022 ELC Meeting** and ELC Vice-Chair Nick Bielinski seconded.

Approved: Jesus Love

Opposed: None

Abstained: Kaaren-Lyn Graves.

Motion passed.

3. PBWD Board Chair Update:

ELC Member Daniel Barajas shared that he felt the strategic planning session in March led by Sheila Murphy and Tracey Regenold was very successful, and he felt there were many good discussions during the day. ELC Chair Jesus Love shared that the Business and Workforce Engagement Committee (BWEC) is planning the next Bagels & Business event. The event is tentatively planned for late May and will be hosted at South Mountain Community College, focused on construction.

All members shared.

4. Board Officer Discussion:

PBWD Center Administrative Assistant Hayden Maynard, shared the results of a poll on Govenda shared with PBWD Members to nominate board members to an executive position for 2023-25. PBWD Chair Latasha Causey's and PBWD Vice-Chair Nick Bielinski's terms end on June 30, 2023, and the new executive officers will begin their term on July 1, 2023.

Along with the number of nominations, staff shared the number of absences each member had during their time on the board. ELC Vice-Chair Nick Bielinski asked if each candidate could have open time during the May PBWD Board meeting to speak with the Board about their experience and why they would like to be an executive officer on the Board. PBWD Board Executive Director LaSetta Hogans, noted that attendance has been brought to the ELC's attention as they decide who to nominate as candidates to gauge interaction and engagement with the Board. Based on attendance, ELC Members opted not to include PBWD Board Member Karen Hartson in their nominations. ELC Member Daniel Barajas asked if they could ask nominees to send a short bio and answers to the questions:

- 1) Why do you want to be an executive officer on the Phoenix Business and Workforce Development Board?
- 2) What is your current level of engagement with the Phoenix Business and Workforce Development Board?

The nominees will send their answers to staff before the May PBWD Board meeting, so staff can include the answers in the meeting materials.

Meghan McGilvra joined the meeting at 8:45 am.

ELC Vice-Chair Nick Bielinski motioned the following to nominate Patrick Fitzhugh and Sam Wolo as candidates for 2023-25 PBWD Board Chair, to nominate Steven Cramer, Patrick Fitzhugh, and Sam Wolo for 2023-25 PBWD Board Vice-Chair, and to ask all candidates to share a short biography and answers to Board engagement questions, to be shared with PBWD Board members in advance of the May 11, 2023 meeting. Each nominee will have an opportunity to speak to PBWD Board members at the May 11, 2023 meeting, with voting to occur through Govenda after the meeting. ELC Member Jesus Love seconded the motion.

Approved: Daniel Barajas, Kaaren-Lyn Graves, Meghan McGilvra

Opposed: None

Motion passed.

Steven Cramer joined the meeting at 9:05 am.

5. Board Strategic Plan 2023 Update:

Sheila Murphy shared the goals and strategies that were developed based on the discussion during the March 9, 2023 Strategic Planning sessions. PBWD Board members and stakeholders convened and considered the Six Purposes of the Workforce Innovation and Opportunity Act and the Thirteen Functions of a Workforce Board. Discussions around the purposes and functions generated the goals and strategies:

Vision: Phoenix provides an inclusive, world-class, sustainable quality of life that delivers opportunities for individuals, businesses, and communities to earn, learn, grow, and prosper.

Goals	Goal 1 Instill hope in job seekers by meeting them where they are and providing access and opportunities through a single "front door" to services.	Goal 2 Align investment in workforce services to stimulate, measure, and reward the earning of credentials, employment, retention, and economic prosperity.	Goal 3 Create a socially conscious, entrepreneurial, and economic development-focused culture that empowers all stakeholders.	Goal 4 Be the national model for creating positive economic mobility.
Strategies	Raise awareness of workforce services and opportunities through outreach to adults and youth facing barriers.	Oversee alignment of investment and ROI through a fiscal committee of the Board.	Establish outreach strategy for businesses and individuals that integrates social media, personal connections, and institutionalizes organizational partnerships.	Convene, broker, and leverage education partners in guiding business and education to support and sustain economic mobility.
	Provide inspiration, connections, and support to individuals that foster participation in education and career services.	Braid funding to ensure access to services to specialty populations (justice-involved individuals, individuals facing homelessness, refugees, youth populations), ensuring equitable access to programs and services.	Invest in strong relationships between Business Services, industry, and the Board to meet skill and employment needs.	Expand outreach to businesses, education, and community organizations through events such as Bagels and Business, summits, and town halls.
	Simplify access to education and career preparation for individuals facing barriers, involving diverse workforce systems partners in outreach.	Publicize achievements in earning of credentials, employment, retention, and indicators of economic prosperity.	Foster diversity, equity, belonging, and culture for individuals, businesses, and communities as primary value builders for the City.	Apply labor market information to stimulate participation by businesses and job seekers in workforce development system.
	Design Career Pathways in partnership with education, focusing on in-demand industries and occupations, including entrepreneurship.	Ensure that workforce services remain relevant, well-known, and used by businesses and job seekers.	Establish an advocacy program for Board members and committee members that ensures wide-reaching engagement and dialogue with the community.	Publicize performance results and success stories on a regular basis, emphasizing employer and job seeker services and benefits to the community.

Sheila shared that if the goals and strategies are approved, they will schedule implementation sessions for each goal to discuss actions and metrics that should be measured, and possible timelines.

ELC Member Daniel Barajas shared that there is an overlap between the current plan that committees are working through, and the proposed strategies and it should be emphasized that strategic plan work does not stop while the next one is prepared.

ELC Member Kaaren-Lyn Graves voted to approve the Goals and Strategies for the 2023-26 Strategic Plan, ELC Member Steven Cramer seconded the motion.

6. PBWD Board Committee Updates:

ELC Member Steven Cramer shared that Branding and Engagement Strategy Team (BEST) workgroup met with City of Phoenix Community and Economic Development Department (CEDD) Marketing Manager Athena Sanchez. The BEST workgroup is working through outreach metrics and will work with Athena to implement an effective outreach plan.

ELC Member Daniel Barajas shared that ELC Member Jesus Love shared a success story from a Literacy Volunteers of Maricopa County participant on behalf of Title II providers during the April Program Excellence Committee (PEC) meeting. He also shared that PBWD Board Member Scott

Holman has been appointed to the Workforce Arizona Council (WAC), a statewide workforce governance board.

7. Matters for Future Discussion:

- ELC Member Meghan McGilvra shared an invitation to the YearUp Workforce Breakfast
- ELC Member Jesus Love shared he would like to consider a discussion about the Title II Memorandum of Understanding at a Full Board meeting.

8. Call to the Public and Open Discussion:

ELC Member Steven Cramer shared that Jesus Love was a panelist at an event hosted by the Association of Arizona Economic Development.

9. Adjournment:

A motion to adjourn the meeting was made at 9:39 a.m. by ELC Member Jesús Love and seconded by ELC Member Steven Cramer.

Approved: Daniel Barajas, Nick Bielinski, Kaaren-Lyn Graves, Meghan McGilvra

Opposed: None

All were in favor and the meeting adjourned at 9:39 a.m.