

**Phoenix Business and Workforce Development Board
Meeting Minutes
July 13, 2023 ~ 8:30 a.m.**

HYBRID MEETING

Board Members Present:

Daniel Barajas	Meghan McGilvra
Nick Bielinski	Kevin Parker
Karen Carter	Emily Paulson
Steven Cramer	Brandon Ramsey
Nick DePorter	Alison Rapping
Patrick Fitzhugh (Vice-Chair)	Claudia Reilly
Kaaren-Lyn Graves	Stephanie Rimmer
Scott Holman	Raghu Santanam
Ginger Lane	Dean Scheinert
Juvenal Lopez	John Soto
Jesus Love	Sam Wolo (Chair)

Board Members Absent:

Suzanna Armijo

Public Attendees:

LaSetta Hogans (Executive Director)	Matalie Hastings
Michelle Gillis	Jovanna Parkhouse
Ariadna Valentin	Amy Schofield
Grace Koube	Deb Furlong
Hayden Maynard	James Montoya
Reeta Sanchez	Alexandra Platas
Christina Quijada	Laura Whitehead
Eddie Barojas	Eric Johnson
Demitria Robles	Cynthia Vega
Sandra Enriquez	Nancy Quinn
Diana Figueroa	Al Jernigan
Mari Hicks	David Chavez
Erica Bennett	

1. Call to Order:

Phoenix Business and Workforce Development (PBWD) Board Chair, Sam Wolo, called the July 13, 2023 PBWD Board Meeting to order at 8:33 a.m. Roll call was completed and a quorum of 19 members were present.

2. Approval of May 11, 2023 PBWDB Meeting Minutes:

A motion to approve the May 11, 2023 PBWDB Meeting Minutes was made by PBWD Board Member Kevin Parker, and seconded by PBWD Board Member Daniel Barajas.

Approved: Nick Bielinski, Karen Carter, Steven Cramer, Nick DePorter, Patrick Fitzhugh (Vice-Chair), Kaaren-Lyn Graves, Scott Holman, Ginger Lane, Juvenal Lopez, Jesus Love, Meghan McGilvra, Kevin Parker, Emily Paulson, Brandon Ramsey, Alison Rapping, Claudia Reilly, Raghu Santanam, John Soto, Sam Wolo (Chair)

Opposed: None

Abstained: None

Motion passed

Dean Scheinert joined at 8:38 a.m.

3. Chair Update:

PBWD Board Chair Sam Wolo shared his and PBWD Board Vice Chair Patrick Fitzhugh's appreciation for being trusted with the responsibility of leading the workforce efforts over the next two years. He mentioned the letter that was shared with the board marking the start of the year and thanked those who reviewed it. He shared that the letter asked what commitment means from a participation standpoint, what an actively engaged board looks like, and suggested the creation of the team agreement. Furthermore, Chair Sam Wolo asked for thoughts regarding what support from the PBWD Board would look like for board activities and flagship events such as Bagels and Business and board meetings. Sam and Patrick asked for a commitment from PBWD Board Members to sponsor Board meetings, Board flagship events, and to sign up for/host career fairs or information sessions utilizing ARIZONA@WORK City of Phoenix business services.

Ginger Lane left the meeting at 8:50a.m. Ginger Lane rejoined the meeting at 8:58a.m.

PBWD Board Member Claudia Reilly shared that her company would be happy to sponsor and she asked what it would look like for them to sponsor. Chair Sam Wolo shared information about the partnerships with four community colleges for Bagels and Business, with two already completed and the last two being hosted in collaboration with Phoenix College and Gateway College. PBWD Board Member Jesus Love shared members could volunteer space to be used for future Bagels and Business and to increase PBWD Board Member attendance. PBWD Board Member Claudia Reilly asked who gets invited. Jesus Love said everyone that she feels should be invited will.

Stephanie Rimmer joined at 9:04 a.m.

Vice Chair Patrick Fitzhugh shared a goal of being national model of what workforce programs could look like and that they will need to reconvene and re-engage to meet that goal.

PBWD Board Member Nick Bielinski shared that he believes that several companies are having the discussion and resetting goals and expectations as well as reenergizing. He is excited about redefining engagement.

PBWD Board Member Daniel Barajas shared he was looking forward to having the chance to sit together to review the new strategic plan. PBWD Board Member Jesus Love shared that it's important for PBWD Board Members to truly be ambassadors for the workforce system beyond the meeting room.

PBWD Board members were invited to introduce themselves to the other members.

Chair Sam Wolo shared the three main PBWD Board stakeholders are Employers, Job Seekers, and Education and Upskilling Providers. He asked about thoughts on who else could be included in visual representation of PBWD Board stakeholders.

4. Strategic Plan Update:

PBWD Board Liaison Hayden Maynard shared the newly adopted Strategic Plan. The strategic plan will be effective from July 1, 2023 through June 30, 2026. She shared that priority strategies were identified with Bloomberg and with the help of board members, they are held implementation sessions to begin forming an action plan to move toward accomplishing the PBWD Board goals.

IV. STRATEGIC PLAN UPDATE

GOAL 1: INSTILL HOPE IN JOBSEEKERS BY MEETING THEM WHERE THEY ARE AND PROVIDING ACCESS AND OPPORTUNITIES THROUGH A SINGLE FRONT DOOR TO SERVICES.

Strategy 1.1: Raise awareness of workforce services and opportunities through outreach to adults and youth facing barriers.

Strategy 1.2: Provide inspiration, connections, and support to individuals to foster participation in education and career services.

Strategy 1.3: Simplify access to education and career preparation for individuals facing barriers by involving diverse workforce system partners.

Strategy 1.4: Design Career Pathways in partnership with education, focusing on in-demand industries and occupations, including entrepreneurship.

IV. STRATEGIC PLAN UPDATE



GOAL 2: ALIGN INVESTMENT IN WORKFORCE SERVICES TO STIMULATE, MEASURE, AND REWARD THE EARNING OF CREDENTIALS, EMPLOYMENT, RETENTION, AND ECONOMIC PROSPERITY.

Strategy 2.1: Oversee alignment of return on investment (ROI) and value on investment (VOI) through a fiscal committee of the Board.

Strategy 2.2: Braid funding to ensure access to services to specialty populations (e.g., justice-involved individuals, individuals facing homelessness, refugees, youth populations), ensuring equitable access to programs and services.

Strategy 2.3: Reward achievements in earning of credentials, employment, retention, and indicators of economic prosperity.

Strategy 2.4: Ensure that workforce services remain relevant, well known, and used by businesses and job seekers.



GOAL 3: CREATE A SOCIALLY CONSCIOUS, ENTREPRENEURIAL, AND ECONOMIC DEVELOPMENT-FOCUSED CULTURE THAT EMPOWERS ALL STAKEHOLDERS.

Strategy 3.1: Establish outreach to businesses and individuals that integrates social media, personal connections, and institutionalizes organizational partnerships.

Strategy 3.2: Invest in strong relationships between Business Services, industry, and the Board to meet skill and employment needs.

Strategy 3.3: Foster diversity, equity, belonging, and culture for individuals, businesses, and communities as primary value builders for the City.

Strategy 3.4: Establish an advocacy program for Board members and committee members that ensures wide-reaching engagement and dialogue with the community.

IV. STRATEGIC PLAN IMPLEMENTATION

GOAL 4: BE THE NATIONAL MODEL FOR CREATING POSITIVE ECONOMIC MOBILITY.

Strategy 4.1: Convene, broker, and leverage education partners in guiding business and education to support and sustain economic mobility.

Strategy 4.2: Expand outreach to businesses, education, and community organizations through events such as Bagels and Business, summits, and town halls concerning economic mobility.

Strategy 4.3: Apply labor market information to stimulate participation by businesses and job seekers in the workforce development system.

Strategy 4.4: Publicize performance results and success stories regarding economic mobility on a regular basis, emphasizing employer and job seeker services and benefits to the community.

PBWD Board Vice Chair Patrick Fitzhugh shared that the PBWD Board could consider redistributing or resizing some of the committees and working groups. He shared that with committees there are several regulations that need to be considered as opposed to working groups. He added that they need to ensure the working groups and committees support the goals that the PBWD Board want to accomplish. PBWD Board Chair Sam Wolo shared that there will be a survey to see where everyone's interests align so they can feel energized about what they are doing. Vice Chair Patrick Fitzhugh also shared that if there is something that speaks to them, they should go for it. And that if they have been

in one area for a while to consider moving to another area.

5. Arizona Workforce Summit Reflection:

PBWD Board Chair Sam Wolo asked PBWD Board Members thoughts after the Arizona Workforce Summit. He shared that he attended the second day and asked for takeaways from everyone, especially those who were able to attend on both days. PBWD Board Member Daniel Barajas shared that the Phoenix Board, Maricopa County Board, and the Pinal County Board really came together to make it happen. He shared that participants they serve blend into one another and that it would be positive for there to be increased communication and collaboration between the Local Workforce Development Areas (LWDA).

PBWD Board Member Kaaren-Lyn Graves shared that it was one of the best conferences focused on a specific topic and that the info was timely and very helpful.

PBWD Board Member Stephanie Rimmer shared that there was a lot of information presented but she felt a discussion about causes for turnover was missing, including examining how domestic violence, healthcare, or religion that often lead to turnover.

PBWD Board Member Steven Cramer said that the Summit was focused and that all the players were in the room and that the structure was good, and the presentation was well put together. He shared that the next step is to establish better relationships and that it would be better every 6 months rather than annually because those relationships take time to build.

PBWD Board Executive Director LaSetta Hogans shared a survey for attendees to share their input and feedback about the event, which will be used in preparation for next time.

Chair Sam Wolo also suggested discussing role of Diversity, Equity, and Inclusion (DEI) in the workforce and transportation needs of the workforce. PBWD Board Members Claudia Reilly and Brandon Ramsey suggested including people former addicts and their reintegration to the workforce and accessibility for people living with disabilities. PBWD Board Member Stephanie Rimmer noted about the importance of hearing from youth and college students because it would be a disservice to make policies that do not match the needs of future workforce participants.

6. PBWD Board Bylaws:

PBWD Board Chair Sam Wolo opened the discussion of the Board bylaws,

having that completed by August 31, 2023. ARIZONA@WORK City of Phoenix Business and Workforce Supervisor Deb Furlong shared staff can share Federal guidelines to be considered while amending the bylaws.

Sam Wolo asked for input regarding attendance, what is working well and what is not how to reflect that in the bylaws. Board Members Jesus Love and Steven Cramer shared that it is important to attend scheduled meetings and very important to have a rigid attendance structure and that achieving objectives depend on that. Board Member Daniel Barajas also shared that it is nothing worse than to call a meeting and not meet quorum.

Board Member Brandon Ramsey proposed a policy that states having to attend and having a clear course of action if someone does not meet attendance policy.

PBWD Board Vice Chair Patrick Fitzhugh asked about the need to mandate in-person meetings. Board Member Stephanie Rimmer said that virtual is still important especially as it relates to the way things are working now, especially considering homebound people. Board Member Ginger Lane said there is more participation in-person and suggested once a quarter could be a minimum. Board Member Brandon Ramsey shared that it could be made in-person, but with virtual options if requested for travel or medical reasons.

7. Work-Based Learning/Layoff Aversion Programs

ARIZONA@WORK City of Phoenix (COP) Project Manager James Montoya shared a presentation about ARIZONA@WORK Work-Based Learning/Layoff Aversion Programs.



Job Postings and Outreach

Arizona Job Connections Includes promotion to local agencies.

Job Search and Screening

Customized search for candidates and pre-screening based on company guidance.

Business Center Space

Meeting, training, and interview rooms.

Talent Acquisition

Recruiting Events

Individual or multi-company events are hosted regularly at job center locations or client specified location.

Job Description Feedback

Assistance with developing job descriptions and job postings that increase connections.

Mobile Career Unit

Work Based Learning

Incumbent Worker Grant

Provides 50-90% reimbursement for layoff aversion and increased pay.

Customized Training Grant

Provides up to 50% reimbursement for pre-hire training.

On-The-Job Training Grant

Provides 50% reimbursement of hourly wage, up to \$4,000 for on the job learning / mentorship

Apprenticeships

Provides training funding for job seekers to join. Provides funding to assist employers with developing.

Rapid Response

Job Search Assistance

Job search assistance through the state's online job matching service, Arizona Job Connection (AJC), helps connect job seekers to open positions.

Customized Recruiting Event:

Onsite or offsite recruiting event customized to organization based on the positions. The event will be exclusive to affected staff.

Customized Workshops

Designed to prepare staff with Unemployment Insurance, resume, & interview workshops.

PBWD Board Member Kevin Parker asked where the MCU goes for events. James answered that there are dates lined up at various businesses and community-based organizations they are working with, beginning in August. PBWD Board Member Brandon Ramsey asked about visibility awareness of the program and if there is a way to find where the MCU is going. James shared that the information is available on the website, which will be shared with members.

PBWD Board Vice Chair Patrick asked if anyone used a Rapid Response and what that looks like. James shared that the Business Service team shares resources, arranges workforce readiness workshops, and organizes hiring events for affected employees, with positions that translate to their skillset.

ARIZONA@WORK City of Phoenix Business and Workforce Supervisor Deb Furlong shared that all business services are also available for board members and their companies.

8. Matters for Future Discussion:

- Jesus Love suggested a discussion of MOU IFA for Title II Partners
- Stephanie Rimer Mayor at shared there were workforce elements in the GO Bond and suggested the PBWD Board offer their support to the efforts
- Daniel Barajas suggested hosting a board meeting at a One-Stop, because their work which is critical to the work the PBWD Board does.

9. Call to The Public and Open Discussion:

None

10. Adjournment:

A motion to adjourn the meeting was made at 10:17 a.m. by PBWD Board Member, Kevin Parker, and seconded by PBWD Board Member, Juvenal Lopez.

Approved: Daniel Barajas, Nick Bielinski, Karen Carter, Steven Cramer, Nick DePorter, Patrick Fitzhugh (Vice-Chair), Kaaren-Lyn Graves, Scott Holman, Ginger Lane, Jesus Love, Meghan McGilvra, Kevin Parker, Emily Paulson, Brandon Ramsey, Alison Rapping, Claudia Reilly, Raghu Santanam, John Soto, Sam Wolo (Chair)

Opposed: None

All were in favor and the meeting adjourned at 10:17 a.m.