



**Phoenix Business and Workforce Development Board  
Continuous Improvement Committee  
Meeting Minutes**

**Phoenix Business and Workforce Development Center  
302 N. 1<sup>st</sup> Avenue, 6<sup>th</sup> Floor West Conference Room  
December 5, 2018**

**Members Present**

Audrey Bohanan  
Beth Salazar

**Members Present via Teleconference**

Nick Bielinski

**Members Absent**

Derek Anderson  
Kelley Coates

**City of Phoenix Staff**

Kerri Barnes  
Christina Edwards  
LaSetta Hogans  
Rob Stenson

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

Audrey Bohanan, Continuous Improvement Committee Chairwoman, called the December 5, 2018, meeting to order at 4:06 p.m. Roll call was completed, and a quorum was present, two members were in person and one member was available via teleconference.

**2. Review and approval of November CIC Meeting Minutes:**

Nick Bielinski, Committee Vice Chair, motioned to approve the November 7, 2018 Meeting Minutes, Beth Salazar, Committee Member, seconded the motion. **Motion passed 3:0**

Yes: 3 - Audrey Bohannan, Nick Bielinski and Beth Salazar  
No: 0  
Absent: 2 – Kelly Coates and Derek Anderson

**3. Strategic Scorecard for the Committee Year 2 Goals:**

Audrey Bohanan, Committee Chair, reviewed the goals and strategies on the CIC Scorecard Year 2 with the committee members and the committee agreed on the status of each goal. A proposal was made to remove Goal 8.1 from the CIC Scorecard, as that goal is currently assigned to the Executive Leadership Committee's Scorecard for Year 2.

Nick Bielinski, Committee Vice Chair, motioned to remove Goal 8.1 from the CIC Scorecard and remove the "board staff" language from Goal 8.2, Beth Salazar, Committee Member, seconded the motion. **Motion passed 3:0**

Yes: 3 - Audrey Bohannon, Nick Bielinski and Beth Salazar  
No: 0  
Absent: 2 – Kelly Coates and Derek Anderson

**4. PBWDB Strategic Plan Survey Feedback:**

The CIC committee members reviewed the Survey Monkey dashboard, presented by Subject Matter Expert (SME) Kerri Barnes, as it related to the PBWD Board Survey that was previously sent out to all PBWDB members. Audrey Bohanan, Committee Chairwoman, requested the PBWD Board Survey results be placed in a Word document and emailed to CIC committee members, LaSetta Hogans, PBWDB Executive Director and Christina Edwards, PBWD Board Liaison.

**5. Ad-Hoc Membership:**

Audrey Bohanan, Committee Chairwoman, discussed continuing efforts to recruit members for Ad-Hoc vacancies on the committee. Christina Edwards, PBWD Board Liaison, requested potential Ad-Hoc members be directed to her via email.

**6. Business Engagement Committee Marketing Feedback:**

The CIC committee is revising the Marketing Plan and has asked the Business Engagement Committee (BEC) to revise the "elevator speech" located in the Marketing Plan. Rob Stenson, Business Center Supervisor, stated the BEC is working to develop several elevator speeches, directed at different audiences, to present to the CIC for review.

**7. Requesting Board Members Attendance at Events:**

The CIC was asked to discuss methods for staff and providers to communicate with PBWD Board Members regarding events they want board members to attend. As

events are shared with the PBWDB Executive Director and PBWD Board Liaison, the information will be forwarded to PBWDB members. Any requests for board members to speak at events will be shared via email as well. This information will be shared by the CIC at the January 10, 2019 full PBWDB meeting during the Committee Updates agenda item.

**8. Matters for Future Discussion:**

Nick Bielinski, Committee Vice Chair, recommended taking five minutes after each CIC meeting to post on Google Community and encouraged other committee members to do this as well, being leaders in this effort for all PBWDB members to see.

**9. Call to the Public and Open Discussion:**

LaSetta Hogans, PBWDB Executive Director, spoke to Goal 6.1 of the CIC Year 2 Scorecard and asked for clarification on intent and action related to the goal. Audrey Bohanan, Committee Chair, stated the goal is in the “completed” status and required no further action.

**10. Adjournment:**

Beth Salazar, Committee Member, motioned to adjourn the meeting at 4:55 p.m., Nick Bielinski, Committee Vice Chair, seconded, **Motion passed 3:0.**

Yes: 3 - Audrey Bohannan, Nick Bielinski and Beth Salazar  
No: 0  
Absent: 2 – Kelly Coates and Derek Anderson