

**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
BUSINESS ENGAGEMENT COMMITTEE
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
August 16, 2018
9:00 a.m.**

Members Attending:

Michael Hale, Chair
Jesus Love, Vice-Chair
Lorenzo Sierra
Dave Stakebake
Susan Ciardullo
Janice Mrkonjic
Patrick Winters

**City of Phoenix Community and
Economic Development Staff:**

LaSetta Hogans
Hayden Maynard
James Montoya

Members Absent:

Rachel Galusha
Malcolm Green

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair Michael Hale called the August 16, 2018 meeting to order at 9:01 a.m. Roll call was completed and a quorum of four members were present. Chair Michael Hale thanked BEC Ad-Hoc Committee Members Susan Ciardullo, Janice Mrkonjic, and Patrick Winters for agreeing to participate as Ad-Hoc members of the BEC for another term.

2. For Approval: Approval of May 17, 2018 Meeting Minutes

BEC Vice-Chair member Jesus Love motioned for approval of the August 16, 2018 minutes, BEC Member Dave Stakebake seconded.

Michael Hale, Jesus Love, Lorenzo Sierra, Dave Stakebake voted to approve. No members were opposed.

3. For Discussion Only: July 19, 2018 Meeting Minutes

There was no quorum during the July 19 meeting. BEC Chair Michael Hale presented the meeting minutes to the BEC so they could review the discussion during the previous meeting.

4. For Information Only: Business Engagement Committee Leadership Roles

BEC Chair Michael Hale shared that the PBWD Board Executive Leadership Committee (ELC) approved Jesus Love being named the BEC Vice-Chair.

5. For Discussion and Possible Action: Business Engagement Committee Member Expectations

BEC Chair Michael Hale asked what expectations BEC Members have of committee leadership. BEC Members requested that leadership update BEC regarding PBWDB and ELC meetings. BEC Chair Michael Hale shared the PBWDB By-Laws regarding attendance and he requested that BEC Members let staff and himself know when they will not be able to attend a meeting.

6. For Discussion and Possible Action: Business Engagement Committee Meeting Date and Time

BEC Members discussed whether the current standing meeting date and time needed to be changed so that members could be physically present at the meetings. Committee members present saw no imminent conflicts and decided to maintain the current meeting date and time.

7. For Information and Discussion Only: Committee Assignment Process

BEC Chair Michael Hale presented an outline of considerations for when the PBWDB assigns members to committees, so that members are vetted for availability, interest, and expertise. He suggested that potential members for committees know the meeting schedule in advance and they commit to attending meetings in accordance with the PBWDB By-Laws.

PBWDB Executive Director LaSetta Hogans shared the By-Laws with committee appointments, which states the PBWDB Chair, Nick DePorter, assigns members to committees. The PBWDB members are asked where their interests are, and they are assigned accordingly. PBWDB Ad-Hoc applicants fill out an application and express their interest in certain committees. There is potential for committee Chairs and Vice-Chairs to interview potential new Ad Hoc members and it could be considered as PBWDB By-Laws are updated.

8. For Discussion and Possible Action: Strategic Plan Committee Action Items

PBWDB Board Executive Director LaSetta Hogans shared that the ELC recently approved the adoption of a strategic plan scorecard as a tool to help committees track the progress toward their strategic plan goals. There were some adjustments being made to the tool and it will be shared with the full board and the committees in coming meetings.

9. For Discussion and Possible Action: Market Disruption Analysis

BEC Chair Michael Hale asked for thoughts on the labor shift analysis that was sent out to BEC members. BEC Members considered market disruption as a potential topic for a future Bagels & Business event, as a topic that could engage business members and how to respond to the challenges that labor shifts raise.

10: For Discussion Only: By the Numbers Report

City of Phoenix Community and Economic Development Workforce Project Manager James Montoya presented the By-The-Numbers Report for the Business Services Team and the Phoenix Business and Workforce Development Board for the fiscal year 2017-2018. Metrics discussed were the numbers of Phoenix businesses served, recruitment efforts on behalf of Phoenix businesses, Earn and Learn contracts completed and in process, and the usage of the Phoenix Business and Workforce Development Center.

BEC Vice-Chair asked if the Phoenix Business and Workforce Development Center was available for use at no cost, and City of Phoenix staff shared that if a group is charging participants, there is a fee associated with use, however workforce partners and businesses are able to use the space at no cost when they do not profit from the event, so the only cost associated with usage is paying for participant parking.

11. For Discussion and Possible Action: Sector Strategies Update

BEC Chair Michael Hale spoke about the Advanced Business Services (ABS) Sector July meeting and their open discussion about an ABS-only job fair, adding a value proposition to participation in the ABS sector, and a Return on Investment (ROI) calculator that assigns a value to employee retention that could be used as justification for pilot programs that focus on recruiting and retaining talent.

CEDD Workforce Project Manager James Montoya shared that YouthBuild is accepting applications in the Construction sector. PBWDB Executive Director LaSetta Hogans said that the WIOA youth providers are working with the Arizona Builders Association and ADOT on a pre-apprenticeship program. Craft Your Future is a partnership with the Phoenix Library College Depot and they are partnering with Rummel Construction.

BEC Chair Michael Hale suggested a Sector Summit for participants to share progress and best practices.

James Montoya shared information from a recent Arizona Office of Economic Opportunity report that projects construction, healthcare, and education as the highest growth sectors for the next ten years. Michael Hale pointed out the volatility of the Construction sector and how do they prepare for imminent changes in the economy. BEC Ad-Hoc Member Susan Ciardullo suggested movement toward the certifications that are recession-proof such as electricians and plumbers, that still fit in the Construction sector. BEC Ad-Hoc Member Janice Mrkonjic suggested utilizing associations that are under the Construction sector to drive participation in sector efforts.

12. For Discussion Only: Business Outreach and Volunteer Hours Discussion

BEC Chair Michael Hale shared that he shared information about ARIZONA@WORK at the Arizona Hispanic Chamber. BEC Member Lorenzo Sierra shared information at the Arizona

Hispanic Chamber and a SHRM meeting. BEC Ad-Hoc Member Susan Ciardullo spoke with Phoenix Children's Hospital and the Commission for Post-Secondary Education.

PBWD Board Chair LaSetta Hogans shared that BEC members can use Google Community to share information about their community outreach.

BEC members asked staff to send out an updated version of the Roadshow presentation.

13. Matters for Future Discussion

Bagels & Business: BEC members asked that calendar dates and a potential panel be proposed by the next meeting.

Engaging associations.

14. Call to the Public and Announcements

None.

15. Adjournment

BEC Member Lorenzo Sierra motioned to adjourn the meeting, BEC Member Dave Stakebake seconded.

Michael Hale, Jesus Love, Lorenzo Sierra, and Dave Stakebake approved the motion and the meeting was adjourned at 10:40am.