

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

**Located at: Phoenix Business and Workforce Development Center  
302 North First Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003-1611  
January 17, 2019  
9:00 a.m.**

**Members Attending:**

Susan Ciardullo  
Jesus Love, Vice-Chair  
Janice Mrkonjic  
Patrick Winters

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

LaSetta Hogans  
Hayden Maynard  
James Montoya

**Members Attending via Phone:**

Malcolm Green

**Members Absent:**

Michael Hale, Chair

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

The Business Engagement Committee (BEC) Vice-Chair, Jesus Love, called the January 17, 2019 meeting to order at 9:01 a.m. Roll call was completed and a quorum of four members were present.

**2. For Approval:** Approval of November 15, 2018 Meeting Minutes

BEC Member Susan Ciardullo motioned for approval of the November 15, 2018 minutes, BEC Member Janice Mrkonjic seconded.

**Jesus Love and Patrick Winters voted to approve. No members were opposed.**

**3. For Consent:** Review Committee Attendance Hours

BEC Ad-Hoc Member Patrick Winters motioned to approve the consent agenda item, BEC Member Janice Mrkonjic seconded.

**Susan Ciardullo and Jesus Love voted to approve. No members were opposed.**

BEC Member Malcolm Green joined at 10:05 am.

**4. For Information, Discussion and Possible Action:** Strategic Plan Scorecard Review

CEDD Business Services Team Project Manager James Montoya reviewed the changes to the second year of Strategic Plan Scorecard to the BEC.

### **GOAL ONE**

- **Action 1, Strategy 1.3:** BEC Vice-Chair Jesus Love asked about an integrated referral system between mandated partners; the One-Stop Operator is currently piloting a referral program.

### **GOAL 9**

- **Action 1, Strategy 9.1:** Staff presents the By-The-Numbers (BTN) Report, but they can track additional data as necessary. The BTN report is currently under revision to give more robust updates.
- **Action 2, Strategy 9.1:** Possibly a redundant statement, needs to be reviewed with board staff.

#### **5: For Information, Discussion, and Possible Action: Business and Bagels Event**

The BEC discussed February 6, 2019 as a potential date for the soft skills Business and Bagels event and decided to move forward with that date. Staff has retained Karen Laughlin as the facilitator for the event. BEC Vice-Chair Jesus Love suggested changes to the draft invitation to make the objective clearer. BEC Member Janice Mrkonjic suggested adding information about the facilitator to the agenda.

The BEC tentatively identified the follow-up Bagels and Business event be scheduled for March 27, 2019.

#### **6. For Information, Discussion and Possible Action: Phoenix Business and Workforce Development Board Marketing Plan: Elevator Speech**

The Continuous Improvement Committee (CIC) asked the BEC to review the updated Elevator Speech and return any suggestions. Upon review, the BEC had no additional comments.

#### **7. For Information, Discussion and Possible Action: PBWDB Committee Summary**

The BEC was asked to review the PBWDC Committee Summary for amendments and additions to the document. Upon review, the BEC suggested grammatical changes, but believe the objectives are still pertinent to the committee and no additions need to be made.

#### **8. For Information Discussion Only: By the Numbers Report**

CEDD Business Services Workforce Project Manager James Montoya announced that the By the Numbers (BTN) report was under revision, with changes being made to offer more robust

information about the progress toward Earn & Learn goals and including information about the sector strategy initiatives that the City of Phoenix (COP) participates in. BEC Vice-Chair Jesus Love asked when the report would be available and staff said they would have a report available at the February 2019 meeting.

BEC Member Janice Mrkonjic asked what other reports are available. James Montoya shared that the Business Services team also provides a Labor Market Information (LMI) report and Industry Guides. Industry guides have been produced for Construction and Advanced Business Services.

## **9. Matters for Future Discussion**

None.

## **10. Call to the Public and Announcements**

Cheri Czerwinski, an apprenticeship training representative from the Arizona Department of Economic Security introduced herself to the BEC and announced she is available for information regarding other Earn and Learn programs available.

BEC Vice-Chair Jesus Love announced he toured youth provider facilities with PBWD Board Chair Nick DePorter.

The next BEC meeting will be Thursday, February 21, 2019.

## **11. Adjournment**

BEC Ad-Hoc Member Patrick Winters motioned to adjourn the meeting, BEC Member Janice Mrkonjic seconded.

**Susan Ciardullo, Malcolm Green, and Jesus Love approved the motion and the meeting was adjourned at 9:50am.**