



**Phoenix Business and Workforce Development Board
Full Board Meeting Minutes
January 11, 2018**

The meeting of the Phoenix Business and Workforce Development Board meeting was held on January 11, 2018, located at Phoenix City Hall, 200 W. Washington St., 1st Floor Assembly Rooms A & B, Phoenix, AZ 85003.

Board Members Present:

Derek Anderson	Stacie Garlieb
Daniel Barajas	Malcolm Green
Nicholas Bielinski	Michael Hale
Audrey Bohanan	Travis Hardin (Chair)
Kelley Coats	Delbert Hawk
Andres Contreras	Michelle Jameson
Rachel Galusha	Bethany Woodard

Cynthia Spell Tweh (PBWD Board Executive Director)

Board Members Absent:

Nick DePorter (Vice-Chair)	Jeff Kulaga
Tony Gauthier	Jesus Love
Jeff Holly	

Board Members via Phone:

Jan Davis	Beth Salazar
Ali Gamero-Hernandez	Lorenzo Sierra

City Staff:

Kimberly Cruz	LaSetta Hogans
Isis Sanchez	Alicia Springs
Stan Flowers	Michelle Pierson
Esther Atempa	Mark Carr
Sandra Enriquez	Kerri Barnes
Jessica Gonzalez	Manuel Gongora

Public Attendees:

Michael Burchett	Samantha Hansen
Emily Ellis	Trina Jenkins
Stacey VanEmst	Ashley Wilhelm
Tracee Spire	Sarah Yuma
Dustin Panoff	

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

1. Call to Order:

Chairman Travis Hardin, called the January 11, 2018, Phoenix Business and Workforce Development (PBWD) Board Meeting to order at 9:09 a.m. Roll call was completed by the Board Liaison and a quorum of 18 was present.

2. Approval of the November 9, 2017 Meeting Minutes:

A motion to approve the November 9, 2017 meeting minutes was made by Derek Anderson, seconded by Stacie Garlieb.

Motion passed unanimously

3. Consent Items:

A. Attendance Hours/Volunteer Time

Chairman Hardin directed each Board Member to review their attendance and volunteer time for accuracy.

B. PBWD Board Calendar

Chairman Hardin stressed the importance of each Board Member reviewing and noting key dates and times listed on the PBWD Board 2018 Calendar.

4. Business Roadmap at HIVE Report and Update:

Phil Bradstock, Economic Development Program Manager, Community and Economic Development Department, Liaison to the HIVE and Jessica Gonzalez, HIVE Program Manager, Library Department, presented an update on the evolution of the HIVE program. The HIVE is a program for individuals interested in entrepreneurship. In January 2014, ASU created the Alexandria Co-working Network to help people start their own businesses. They used space at the Phoenix Public Libraries to broadcast webinar classes. Since the initial rollout, the Library developed additional training opportunities, the Business Roadmap Program, which has been more successful. The HIVE is normally located in the Burton Barr Library and its mission is to help small businesses. While the Burton Barr Library is being reconstructed, the HIVE has utilized other Libraries for training opportunities. The Business Roadmap Program is contracted with ABC until October 2018. There are eight workshops, three in Spanish and five in English. The HIVE has currently occupied Cesar Chavez library and will use Co+Hoots in February, and Mapa Para Su Negocio at the Palo Verde Library in March and May which is designed for Spanish speaking clientele. The curriculum for Spanish clientele is slightly different and is targeted to the specific audience it's serving. There are additional programs that help support and nurture clients. Phil Bradstock, CEDD, offers assistance through one-on-one mentoring sessions for interested

clients by helping to provide entrepreneurs with navigation through the City of Phoenix. Other program speaker series which help with different needs are: Startup Mentor Network, Mentor with Score, Business Law, IRS Financial & Tax, Marketing & Social Media, Productivity, Nonprofit Navigator, and Special Programs.

The Phoenix Public Library holds a Business Expo which encourages the community to interact with entrepreneurs and share their product with the community and receive feedback. A "Pitch Competition" was offered in August 2017 which provided access to capital assistance. The top three winners received \$5,000 (Imelda's Happy Tamales, Mi Vegana Madre, and Ties That Bind Store.com).

Since launching the Business Roadmap program, there have been more than 64,000 visitors, 546 workshops, over 120 startups, and 3,000 co-working hours.

5. Basic Computer Skills Training Services Procurement:

Stan Flowers, Career Services Program Manager, discussed the Request for Proposals for Basic Computer Skills Training. The criteria and scope of work consisted of three modules; 1) Basic Computer Use, 2) Overview of Microsoft Office products, and 3) individual Microsoft Office classes. There is no minimum for class participation required. However, the class location is required to be near major transportation lines and convenient to the Job Centers. Nine proposals were received and Maricopa Corporate College at Rio Salado was selected and will begin February 1, 2018.

A motion for the PBWD Board to accept the recommendation of the evaluation panel to enter into contract with Maricopa Corporate College as the Basic Computer Skills Training Services provider for a five-year contract not to exceed \$150,000 was made by Michelle Jameson, seconded by Ali Gamero-Hernandez.

Motion passed unanimously*

Daniel Barajas recused himself from the vote due to his affiliation with Maricopa Corporate College.

6. Board Strategic Plan Discussion:

Chairman Travis Hardin briefly discussed the Board Strategic Plan from its inception. As of December 2017, the Board Strategic Plan was finalized and hard copies will be available in the near future.

Cynthia Spell Tweh, Executive Director, discussed some of the recommendations from Thomas P. Miller and Associates (TPMA). TPMA suggested the Board have two Champions who will drive and keep the

Strategic Plan in the Committees' forefront. Each Committee is responsible for a specific goal and will be responsible to review and make sure the goal is a part of the business of the committee. This Strategic Plan is in addition to the Local Plan, it will drive the Board and the workforce development area.

7. Job Center Certification Part II:

Cynthia Spell Tweh, Executive Director, explained the Job Center Certification Part II Assessment Tool was approved by the Executive Leadership Committee this morning and requires final approval from the Full PBWD Board. Ms. Spell Tweh briefly explained the Job Center Certification Part I and Part II Assessment Tools. The Part II Assessment is due by January 12, 2018.

A motion to approve the Final Workforce Arizona Council Part II Job Center Certification Assessment Tool for the ARIZONA@WORK City of Phoenix, identifying three areas for improvement (**A**-Extensive Knowledge of Local Economy, **D**-Workplace Learning Opportunities, and **G**-Career Pathways) was made by Stacie Garlieb, seconded by Derek Anderson.

Motion passed unanimously

8. PBWD Board and ARIZONA@WORK City of Phoenix Policy Protocol Review:

A. Protocols

Cynthia Spell Tweh, Executive Director, explained this subject was discussed this morning at the Executive Leadership Committee meeting. The idea is to standardize Policies, Procedures and Guidelines. Moving forward there will be standardized forms and templates. All policies will initially be reviewed by the Executive Leadership Committee and then be presented to the Full PBWD Board for final approval. It is recommended the procedures remain with the Program Managers since they have the knowledge of the daily process. It is also recommended to delegate the approval of procedural attachments to the PBWD Board Executive Director.

A motion to recommend the PBWD Board approve the PBWD Board WIOA Policy, Procedure, and Guidance Letter PROTOCOL as drafted by the PBWD Board Executive Director was made by Stacie Garlieb, seconded by Derek Anderson.

Motion passed unanimously

B. Authorizations/Delegation

Cynthia Spell Tweh, Executive Director, explained the recommendation is to have the Executive Director as the initial reviewer, it will then go to the Executive Leadership Committee for review and approval, with the final approval coming from the Full Board.

A motion to recommend the PBWD Board authorize the delegation of approving attachments to Policies such as Guidance Letters, Procedures, and minor revisions to Policies as necessary. The Executive Director will update the PBWD Board of all delegated actions at the next available PBWD Board meeting was made by Derek Anderson, seconded by Stacie Garlieb.

Motion passed unanimously

9. Customized Worker Training Overview:

Rob Stenson, Workforce Development Supervisor, for the Phoenix Business and Workforce Development Center, discussed the Customized Worker Training Overview. On-the-Job Training is focused on new hires and providing training through mentorship. Incumbent Workforce training is for individuals who are currently hired, however, are trying to evade layoff. In reaching out to employers, it has become evident there is a gap in pre-hire or pre-vocational training needs. Employers trying to hire large amounts of people are having a difficult time hiring and retaining individuals. These companies are now asking for customized training programs. Information Technology is one of the areas where companies are looking for the customized training program. If the company is willing to enter into contract with the Workforce Innovation and Opportunity Act (WIOA) program, and if the company's application is approved, the employer and WIOA will both pay fifty percent of the cost of the training. It is a reimbursable program at the end of the Cohort training, ARIZONA@WORK City of Phoenix, will reimburse directly to the company.

10. ARIZONA@WORK City of Phoenix Policy Review and Final Approval:

Chairman Travis Hardin noted at the Executive Leadership Committee meeting the Executive Board members approved the following policies: A) .311 – Customized Worker Training Policy (150,000 per employer based on availability), B) .310 – Incumbent Worker Training Policy (50,000 per employer based on availability of funds) C) .309 – OJT Policy (50,000 per employer based on availability of funds), D) .400 – Strengthening Working Families Initiative Grant and .401 – Support Services Policy, and E) .400 – Strengthening Working Families Initiative Grant and .402 – Support Services – Child Care and Dependent Care.

Staff will, per discussion in the January 11, 2018, Executive Leadership Committee meeting, revise the policies as identified and approved.

A motion to approve the recommended Policies A through E was made by Stacie Garlieb, seconded by Audrey Bohanan.

Motion passed unanimously

11. Marcos De Niza – Jobs Plus Grant Update:

Alicia Springs, Coordinator for the Jobs Plus Grant and Manuel Gongora, Workforce Specialist, presented a Jobs Plus Grant Update. The Jobs Plus Grant is a \$2 million grant through Housing & Urban Development which allows the City to serve the residents of the Marcos De Niza public housing site. There are 374 public housing units, 233 of those residents are able to work, and 87 residents have enrolled in the program. For the months of October through December, 15 residents have been assisted with finding employment. Seventy-eight of the residents have met with a Case Manager seeking assistance. A portion of the grant is dedicated to the youth population. There are approximately 55 youth in this community, ages 14-17. They have provided youth with FAFSA assistance, youth summer employment opportunities and leadership training. The Jobs Plus Grant provides employment of three residents in a Community Coach position. This offers the residents employment and are the voice or champions representing the Jobs Plus Program. These employees solicit for the program, keep track of resident engagement and help staff to keep abreast of the needs of the community. There is a Maker Space program designed to help residents become entrepreneurs by exposing them to different crafts. It also helps the youth learn technology by having access to new technology available to them. Partnerships with other organizations such as St. Vincent de Paul and the Phoenix Police Department have provided various assistance and donations.

Upcoming events include: Hertz Hiring, Money Management International and Newton Financial Literacy Workshops, for first time home buyers, and the Awards Gala which will highlight resident successes.

The next quarter will focus on the youth population, ages 18-24. There will be monthly workshops of speakers discussing their stories and how they were able to get to where they are now.

12. Matters for Future Discussion:

Board Member, Derek Anderson requested the board consider consolidating the Executive Leadership Committee and Full Board meetings.

Board Member, Audrey Bohanan would like to review the complete policies and review the board members and AdHoc members assigned to the committees.

Board Member, Stacie Garlieb would like to discuss and identify which Board Members will volunteer to be champions for the Board Strategic Plan.

13. Call to the Public and Open Discussion:

Michelle Pierson, Deputy Director, Business Retention and Expansion, suggested IMatters at Marcos De Niza focus on youth (6-8 graders) to help develop and build community and a pipeline for machine work.

The Chairman requested each board member introduce themselves and identify their respective Committee to the Board and Public.

14. Adjournment:

A motion to adjourn the meeting was made at 10:59 a.m. by Derek Anderson, seconded by Michelle Jameson.

All were in favor and the meeting adjourned.