

### **Board Meeting Minutes**

September 21, 2023, at 8:00 am

WPBS, Watertown, NY

**Welcome/Call to Order:** Chairman Matt Cooper welcomed all the Board Members at 8:01 a.m.

**Guest Speaker:** Justin Keegan, WPBS, “My GPS for Success”. Mr. Cooper welcomed new members Dan Dupee and Amy Dwyer. Matt Cooper and Mark Prasuhn introduced Justin Keegan.

**Presentation:** The presentation for “My GPS for Success” has priority clusters with needs based on the north country (agriculture, tourism, hospitality). The website game redesign is underway. The WPBS production team is filming. The program is tailored towards middle schoolers. There are 4 major career clusters reorganized into cards. The goal is to have 16 clusters for more information, to retain and keep the site going and updated. They plan to build on the virtual experience. WPBS plans to go into schools to present “My GPS for Success”. Ms. Tracey Duflo from WPBS described and demonstrated a 360-round camera. Mr. Keegan stated the biggest hurdle is healthcare sciences. He stated the program is for students from the 5<sup>th</sup> grade to 12<sup>th</sup> grade.

Mr. Keegan discussed the program in detail. Further discussion ensued and highlights are listed below:

- Ms. Pettit described issues she had with getting it set up for her business. There are lots of issues with being filmed, time away from their work and filming customers. Ms. Duflo mentioned for confidentiality they can wait until offices are closed to film staff in a private setting. The time commitment is about 1-2 hours. Director Mayforth stated they did film at The WorkPlace and it was staged, so no customers were filmed.
- Mr. Dupee commented that the target would be middle school students. This program is to introduce it as a career tool to students for the 10-12 yrs. age group. They may have stereotypes about certain roles. JCC is already doing this. The questions are imbedded into the game experience.
- Mr. Cooper commented that the game is a pop-up video of an employer where a company representative describes the job position. Mr. Castillo mentioned this platform is awesome and A.I. is new technology. Mr. Prasuhn discussed the clusters are engineering, math, and STEM. All 16 clusters are with videos describing jobs and careers. We will raise additional funds to create more clusters.

**Privilege of the Floor:** There was none.

### **Approval of Minutes:**

- Chairman Cooper asked for corrections or discussions of the minutes for the June 15, 2023 Board Meeting. There were none. Chairman Cooper next asked for a motion to approve the Minutes. Mr. Prasuhn made that motion. Mr. Killmer seconded. All were in favor.

- Chairman Cooper asked for corrections or discussions of the minutes of the September 8, 2023 Executive Board Meeting. There were none. Ms. Pettit made that motion. Mr. Castillo seconded. All were in favor.

### **Correspondence:**

Director Mayforth stated the Labor Commissioner sent a hand-written letter thanking Jefferson-Lewis for a wonderful Career Jam experience.

### **One-Stop Operator/ Provider Report:**

Ms. Munson, One-Stop Operator, conducted a slide presentation. She stated that on-the-job training is to improve. Lewis County has new offices. Trade Act has been sunset, however, there are still customers in training, as follows: 3 CDLB, 5 Electrical, 1 heavy equipment, 9 LPNs, 2 Paramedics, 23 RNs, and 1 welder. She commented that the Career Jam Event went very well. The 11<sup>th</sup> Annual Job Fair will be held on October 3, 2023, at the Hilton Garden Inn in Watertown. The USA-Job workshops are starting again.

### **Summer Youth Employment Report:**

Ms. Erdem, Youth and Young Adult Coordinator, presented a slide presentation regarding summer youth. She stated we had 5 counselors this past summer and we had more work sites. We will find more ways to connect with students with disabilities. We have an Instagram page and snap-chat. In 2024, we plan to get more digitized with QR codes and less paper. She commented that we assisted the Office of the Aging picnic for OFA seniors, as well as the end of summer picnic with students. We received notes of appreciation from students who participated in the program.

### **Director's Report/ Financial Report:**

Director Mayforth commented the August unemployment is low. The months of May to September typically are our lowest numbers. She stated that we have new staff joining the team. Ethan Brown has gone on to Law School. We are looking at a succession plan for Assistant Director and H/R is to advertise the position. We will need a committee to do interviews and please let us know if you would like to join the committee.

Director Mayforth discussed the current financial report. We did seek a waiver of the 80% expenditure level. If there is a possible government shutdown and funds are reduced, we are in a good place, as the County covers our funds. She noted the program year PY23 started as of July 1<sup>st</sup>. The period from July 1 to September 30 is forward funding and from October 1 to June 30 is base funding. Another CDL program runs in the Spring and that training falls under cap. The CDL-B license course is at Jeff-Lewis BOCES. We have the highest ITA (individual training account) in the area. Low-income people are a priority of service. Director Mayforth commented on the Labor Market Profile slide regarding Jefferson and Lewis County figures and north country region.

### **New Business:**

- Resolution 23-01 Approval of ITA and OJT Policy Changes  
Chairman Cooper asked for a motion of approval. He then asked if there were any questions or comments. There were none.  
Motion: Ms. LaVallee.

Second: Mr. Killmer.  
Approved: Unanimously

- Resolution 23-02 Authorizing Use of Perkins Grant Funds for PY23  
Chairman Cooper asked for a motion of approval. He then asked if there were any questions or comments. There were none.  
Motion: Mr. Prasuhn.  
Second: Ms. Pettit.  
Approved: Unanimously.
- Resolution 23-03 Transfer of Funding  
Chairman Cooper asked for a motion of approval. He then asked if there were any questions or comments. There were none.  
Motion: Mr. Killmer.  
Second: Mr. Castillo.  
Approved: Unanimously.

#### **Upcoming Events:**

- Director Mayforth discussed the 2023 events, as follows:
  - October 3rd: 11<sup>th</sup> Annual Fall Job Fair at the Hilton Garden Inn, Watertown.
  - October 19<sup>th</sup>: Manufacturing Day with 4 counties participating.
  - November 15<sup>th</sup>: Workforce Connections to be held at the International Watertown Airport hanger building. This event will have employers meet with students to make connections for future employment.

#### **Roundtable Discussion:**

Director Mayforth stated that Jain Irrigation has closed. We held a Manufacturing Job Fair on August 10<sup>th</sup> at the Hilton Garden Inn in Watertown. Mr. Cooper commented that Jain Irrigation falls under the dislocated worker? Ms. Mayforth stated we can boost funds to take care of folks coming in the door.

Mr. Castillo discussed that the military would stay, if they knew more about the area and job opportunities. They are an untapped section who can join the local workforce and can add experience to the community. Director Mayforth added that on Fort Drum, Mr. McNamara is the contact to connect with military folks.

Mr. Killmer commented that SHRM has Veterans at Work programs for employers to transition talent from military to civilian life. Mr. Dupee added that JCC is working on prior learning to use their military skills for transitioning military.

Director Mayforth discussed that she is on a “solutions committee” of the NCREDC. They met yesterday to incorporate a workforce campaign. There is a \$10 million dollar award and agencies compete for funding through the Regional Economic Development Councils.

**Adjournment:** Chairman Cooper made a motion to adjourn the meeting.

Mr. Killmer seconded the motion. The meeting adjourned at 9:55 am.

**Next Meeting:** December 14, 2023 at 8:00 am, at the Hilton Garden Inn, Watertown.

**Attendance:**

Anderson, George  
Castillo, Rod  
Cooper, Matt  
Dupee, Dan  
Dwyer, Amy  
Flint, Travis  
Gulliver, Daren  
Killmer, Bobby  
LaVallee, Marybeth  
Murray, Lynn  
Pettit, Jody  
Prasuhn, Mark

**Others In Attendance:**

Henderson, Linda  
Munson, Angel  
Sikhaou, Konstantin

**Guests:**

Booth, Sara  
Erdem, Amelia  
Harris, Stephanie  
Parker, Kim