

Board Meeting Minutes
June 21, 2017

Call to Order: Chairman-In-Waiting Cooper welcomed everyone and called the meeting to order at 8:00 AM. Executive Director Mayforth introduced soon-to-be members of the board Ms. Deborah Vink, Director of Vocational Services & Business Development at the Jefferson Rehabilitation Center Inc., and Mr. Theodore Misiewicz, Chief Financial Officer at Hi-Lite Airfield Services, LLC. They will begin membership on June 30, 2017. Cheryl also thanked outgoing board member Carol Urbanowicz for serving on the board and her assistance with Career Jam and our Youth Council.

Presentation: Mr. Peter Schmitt, Executive Director of the Empire State Poverty Reduction Initiative (ESPRI), presented on the program. Governor Cuomo initially introduced ESPRI in Rochester with a goal to reduce poverty by 50% over a period of 5 years. After being awarded the \$1,000,000 grant locally, ESPRI is focused on becoming a community wide initiative to reduce poverty in the City of Watertown. “The ESPRI grant creates a unique opportunity to test creative, targeted approaches to persistent challenges and to align existing resources more effectively to alleviate poverty, strengthen relationships between the business, public and nonprofit sectors in each community, and ensure coordination between state and local efforts to fight poverty.” The City of Watertown has 22.2% of its population living in poverty, as compared with the with the New York State average of 15%. Of the 22.2% of people living in poverty, the rationalization is that 1/3 are content, 1/3 have limited skills due to issues like addiction or mental health, and 1/3 are motivated to make the changes necessary to move out of poverty. The Collective Impact Model is comprised of a steering committee, a task force, work groups, and community engagement. Interviews & surveys have been conducted at local organizations such as the Watertown Urban Mission, the Salvation Army, the Community Action Planning Council, and The WorkPlace. The concentration areas include: education, transportation, housing and workforce development. Approved initiatives include: in education, the Getting Ahead program and the Bridges program, allocated \$195,000; in transportation the Wheels to Work program, allocated \$150,000; in housing, the Pathway to Home Ownership program, allocated \$300,000; and in workforce development, the Employee Resource Network (ERN), allocated \$175,000. An already important outcome of the ESPRI is the understanding that there are many great resources in the community to support motivated community advocates, but awareness of those resources is sometimes a problem as people don’t always have the extra time or abilities to research.

Mr. Hagemann inquired on the monetary breakdown of the grant. Mr. Schmitt advised that \$200,000 will be allocated to administration costs and \$800,000 will be allocated to programs. He is hoping that the program is awarded additional funding.

Mr. Alexander inquired if the percentage of people living in poverty is a direct reflection of the economy or if there are several other barriers. Mr. Schmitt responded that there are many factors that contribute including both economic and social factors.

Ms. Petrillose inquired that of the people who were interviewed how many live with a disability. Mr. Schmitt stated that, unfortunately, that question was not asked. He is aware of others’ experiences in which people living with a disability were unable to take a job because they would lose their benefits.

Ms. Pettit shared that 70% of her employees live in poverty and have many different obstacles affecting their

successful employment. Mr. Schmitt discussed the projected implementation of success coaches who will assist both the employer and the employee to make changes to and live within the boundaries of a personnel policy.

Mr. O'Driscoll inquired on the relationship between the issue of addiction and poverty. Mr. Schmitt advised that addiction services will not be included in ESPRI. He suggested that it is an issue that is already heavily funded and that there is currently a shortage of counselors.

Chairman Whitmore stated that he was pleased to see that some people are motivated to make changes to move out of the category. He did inquire on when would be a good time to begin assisting an employee having issues. Mr. Schmitt believes that it depends on the person and the willingness to change.

Mr. Cooper inquired on if there is enough of a job infrastructure in the area to support those who are motivated to move out of poverty. Mr. Schmitt stated that he believes that there are many great programs in the area that would benefit from working together to relieve the area's poverty issues.

Mr. Britt questioned the number of families versus the number of single people living in poverty. Mr. Schmitt was unable to give those specific figures.

Mr. Alexander shared an observation in that the principal motivator to draw businesses to an area is the quality of the local workforce. He broached the need of raising the level of the current local workforce.

Privilege of the Floor: Chairman Whitmore invited the WDB members to the privilege of the floor. Mr. Hagemann inquired on this year's Career Jam event. Executive Director Mayforth stated that she would be reporting on Career Jam during her Director's report.

Approval of Minutes: Chairman Whitmore asked for corrections to or discussion of the minutes for the March 22, 2017 Board meeting. There were none. Chairman Whitmore next asked for a motion to approve the minutes. Ms. Petrillose made a motion. Mr. Schantz seconded. All were in favor.

Chairman Whitmore asked for corrections to or discussion of the minutes for the June 5, 2017 Executive Board meeting. There were none. Chairman Whitmore next asked for a motion to approve the minutes. Mr. Britt made a motion. Mr. Cooper seconded. All were in favor.

Correspondence: Executive Director Mayforth stated that no correspondence had been received.

Financial Report: Executive Director Mayforth reported that allocations were released recently and could change by October 1, 2017. She reported that there is level funding at the federal level. There was a 4% cut in dislocated worker funds. The \$25,000 Jobs Driven Grant was used to assist displaced Climax workers. She stated that 69 Climax workers who are over the age of 50 have found employment, but on average had a 10% decrease in pay. She predicted that the local retail sector will continue to decrease and that the number of people who enroll in the Classroom Training Program (CRT) may increase due to layoffs.

Director's Report: Executive Director Mayforth started by reviewing Labor Market Profile data in Lewis County, where figures have remained steady, and in Jefferson County, where numbers have dropped in the

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areas of manufacturing, public service, and leisure and hospitality. She discussed events such as From College to Career, the Business Symposium, the Lewis County Job Fair, the GWNC Job & Career Expo, and Career Jam. She reported that Saratoga County has requested information in regards to hosting their own Career Jam next year. The Jefferson-Lewis WDB Service Delivery Memorandum of Understanding (MOU) for July 1, 2017-June 30, 2020 was discussed. New York State has returned drafts of the MOU to be updated many times, but is finally up for signature. Partners will receive window clings to show their partnership to the American Job Center. The One-Stop Operator selection has been finalized. Upcoming events mentioned included a local and regional plan and the One-Stop certification process. She concluded by stating The WorkPlace would be applying for the ERN funding through ESPRI.

Executive Director Mayforth thanked and presented gifts to Chairman Peter Whitmore and Secretary Carole McCoy for their service on the WDB as they will both be stepping down on June 30, 2017.

New Business:

Resolution #16-13 Approval of Local Definition of Required Additional Assistance Barrier for In-School Youth and Out-of-School (A Revision)

Chairman Whitmore asked for questions on the revised resolution. There were none. He then asked for a motion for approval.

Motion: Dr. Carole McCoy
Second: Mr. Michael Britt
Approved: Unanimously

Resolution #16-20 Membership Renewal New York Association of Training and Employment Professionals (NYATEP)

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Stephen Todd
Second: Mr. John O'Driscoll
Approved: Unanimously

Resolution #16-21 Approval of the Meeting Schedule 2017-2018

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Michael Britt
Second: Mr. David Pavey
Approved: Unanimously

Resolution #16-22 Membership Renewal of National Association of Workforce Boards (NAWB)

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Don Alexander
Second: Dr. Carole McCoy
Approved: Unanimously

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Resolution #16-23 Approval of Youth Service Providers for PY17

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Lynn Murray
Second: Mr. Stephen Todd
Approved: Unanimously

Resolution #16-24 One-Stop Operator Approval

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Fred Monaco
Second: Dr. Carole McCoy
Approved: Unanimously

Resolution #16-25 Nomination/Election of Officers PY17

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Donald Alexander
Second: Mr. Fred Monaco
Approved: Unanimously

Resolution #16-26 Approval of the PY17 Budget

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Ms. Carol Urbanowicz
Second: Ms. Sandy Petrillose
Approved: Unanimously

Resolution #16-27 Approval of the Memorandum of Understanding between the Jefferson-Lewis WDB and our Local Partners

Chairman Whitmore asked for questions on the resolution. There were none. He then asked for a motion for approval.

Motion: Mr. Michael Britt
Second: Mr. John O'Driscoll
Approved: Unanimously

Round Table Discussion & Questions: Chairman Pete Whitmore announced the beginning of a round table discussion in which he encouraged members and guests to share information or to ask any questions.

Mr. Hayden discussed Labor Market Profile information. He stated that the local job count has gone unchanged since 2015 and that the average number of hires from 2015-2016 was approximately 8,000 in Jefferson County.

Mr. Monaco reported that there was only two days left of the 2016-2017 school year.



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Workforce Development Board
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Mr. Maloney thanked Chairman Whitmore and Secretary McCoy for their service to the WDB.

Mr. Cooper reported that the funding deadline for OFC and infrastructure grants is coming up. He projects to start seeing the effects in the next 1-2 years.

Dr. McCoy shared that she believes her successor as Jefferson Community College president, Dr. Ty Stone, will do an outstanding job. She requested that the WDB help to acclimate her to the area by providing tours.

Ms. Petrillose stated that the Jefferson Rehabilitation Center has new offices at 968 Bradley Street in Watertown. She will be leaving the board at the end of June and turning her position over to Deborah Vink, Director of Vocational Services & Business Development at the Jefferson Rehabilitation Center Inc.

Next Meeting: The next meeting is scheduled for Wednesday, September 20, 2017 at the NNY Philanthropy Center at 131 Washington Street, Watertown at 7:45 AM.

Adjournment: Chairman Whitmore asked for a motion to adjourn the meeting. Mr. Todd made the motion. Dr. McCoy seconded the motion. All were in favor. The meeting was adjourned at 9:40 AM.

Attendance:

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| Donald Alexander | Cheryl Mayforth | John O'Driscoll | Michael Schantz |
| Michael Britt | Carole McCoy | David Pavey | Patrick Sheppard |
| Matthew Cooper | Fred Monaco | Sandy Petrillose | Stephen Todd |
| Robert Hagemann | Lynn Murray | Jody Pettit | Carol Urbanowicz |
| | | | Peter Whitmore |

Others in Attendance:

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| Anthony Hayden | Tim Maloney | Corrie Peckham | Deborah Vink |
| Lisa Hetzner | Theodore Misiewicz | Peter Schmitt | |