

**ULSTER COUNTY
WORKFORCE INVESTMENT BOARD
MINUTES
MARCH 26, 2010**

MEMBERS PRESENT

Michael Berg	Dr. Leslie Ford	Donald Lucarello	Joyce Minard
James Bracco	March Gallagher	Dorothy Marable	Robert Normann
Rev. Modele Clarke	Tammy Gillon	Christopher Marx	Todd Ravinett
David Dittmann	Norman Kestin	Lance Matteson	James Rhein
William Flynn	Jon Levin	Chris McKeever	

MEMBERS EXCUSED

Ozzie Beichert	Robert Hirsch	Heidi Rosborough	Elaine Trott
Gary Bischoff	Howard Korn	Barbara Sorkin	Bruce Solomkin

MEMBERS ABSENT

Terry Breitenstein	Frank Falatyn	Dave Hearn
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ALSO PRESENT

Nancy E.K. Schaef, WIB Director
Suzanne Holt, Assistant Deputy County Executive
Nancy Bell, NYS DOL, Field Monitor
Thom Kleiner, NYS DOL, Hudson Valley Regional Representative
Janet Rigaux, WIB Youth Council, Chair
Carole Furman, Community Action
Liz Hayter, Ulster BOCES, Assistant Director for Adult Education
Marcia Lima, OET

Call To Order: The meeting was called to order at 8:10 am by Chair, Todd Ravinett.

Welcome and Introduction: Nancy Schaef, WIB Director, introduced guests, Suzanne Holt, Assistant Deputy County Executive in charge of Board appointments, Thom Kleiner from the NYS DOL – Commissioner’s representative to the Hudson Valley, and Nancy Bell, Field Monitor for the NYS DOL.

Approval of minutes: A motion to accept the February 5, 2010 minutes was made by Michael Berg, seconded by James Bracco and William Flynn and carried unanimously.

Financial Report: Nancy Schaefer, WIB Director, presented the fiscal monthly report for February, 2010 WIA Expenditures for Fiscal Deputy Director, Cindy Baran who was on vacation. The report consisted of both WIA and Stimulus accrued expenditures for Adult, Dislocated Worker and Youth funds. Nancy reported we are still on a moratorium for training and have been offering more workshops to supplement our services for customers.

A motion to accept the financial report was made by Joyce Minard, seconded by Lance Matteson and carried unanimously.

In order to receive NYS Dept. of Labor approval for our Local Strategic Plan the following motion has been brought before the Board:

MOTION: The Workforce Investment Board of Ulster County moves to approve changes to the Adult Eligibility Policy (3/20/09) and the Individual Training Account Policy (3/20/09), based on changes approved at the October 16, 2009 UC WIB Meeting. Changes approved on 10/16/09 include dropping the ITA cap to \$2,500, and changing Adult Eligibility to 200% of the poverty level based on six months gross family income and family size.

Motion to approve as worded was made by Lance Matteson, seconded by Dr. Leslie Ford and carried unanimously.

WIB COMMITTEE REPORTS:

PROGRAM PLANNING COMMITTEE- Dr. Leslie Ford, Chair

The RFP selection is now in process. The submission date is March 26, 2010, the review process will take place from March 29 – April 9, 2010 and be followed by consideration from the WIB on April 23, 2010. Program activities begin on July 1, 2010 with an end of payment period on June 30, 2011.

STRATEGIC PLANNING COMMITTEE – Todd Ravinett, WIB Chair

The committee worked on the Demand Occupation List which needs to be revised quarterly. Todd asked for a motion to approve.

Motion to approve the Demand Occupation List as amended, removing Geographic Information Science was made by Joyce Minard, seconded by Lance Matteson, and carried unanimously.

MEMBERSHIP AND ORIENTATION COMMITTEE – Tammy Gillon

There are still vacancies on the Board. We need more business representation to be in compliance with WIA regulations. If anyone has any suggestions please let Nancy Schaefer know. Five businesses have been approached and we are waiting their response. The County Executive's office sent a letter to Town Supervisors requesting suggestions as well. The committee would also like to have a standby pool to pull new members from. Reappointments are due in June, 2010 and at the request from the County Executive's Office we need resumes or BIO's from each Board member. A reminder will be sent to Board members. The committee is also working on an orientation process for new members. Any Board member who would like to volunteer their services on this committee would be welcomed.

YOUTH COUNCIL – Janet Rigaux, Chair

The Youth Council will be hosting its second job fair focused on the Kingston area Wednesday, March 21, 2010 at the Business Resource Center, starting at 9:00 am. targeting out-of-school youth. There will be fifteen (15) businesses and fourteen (14) Youth Serving Agencies participating. The Council will be teaming up on April 28, 2010 with the Highland/Marlboro Transition Council at a job fair targeting 16-21 year old in-school youth and partnering on May 4, 2010 with Saugerties is About Growing Experiences (SAGE) at a job fair also targeting 16-21 year old in-school youth.

MARKETING COMMITTEE – March Gallagher, Chair

The committee has been collecting costs for print advertising, print with electronic advertising, and Ad/Wise. The committee realized that advertising leads to the need for an effective web site, so they decided to shift focus to work on updating the ULSTER Works web site. Since the previous web site material was good, it is just a matter of changing to the new logo and updating data.

The committee is focusing on reaching businesses who are not posting with the OneStop. Since sending postcards will be too costly, the committee suggests the use of electronic (e-mails). The Chambers of Commerce throughout Ulster County and the Ulster County Development Corporation will be contacted for mailing lists. Todd Ravinett suggested we post a Facebook fan page with activities and events of the OneStop as a way to advertise.

Lance Matteson volunteers the Industrial Development Association (IDA) to be more vigorous in enforcing the requirement to post jobs for IDA projects with the OneStop.

ONESTOP STRATEGIZING AND PLANNING: Nancy E.K. Schaef, WIB Director

Report to the WIB from the OneStop Strategic Planning Group:

Nancy Schaef, Director of OET and the WIB laid out the basic methodology and strategies that the OneStop Strategic Planning Group has used to discuss expansion of services at the OneStop highlighting the basic direction of their discussions to date.

Workforce system partners participating in the strategic planning are: DSS, SUNY Ulster, Ulster BOCES, Experience Works, Rural Opportunities, VESID, NYSDOL, UC Community Action. At the request of the County Executive, the following human services departments of the county are also involved: Mental Health, Aging, Veterans Service Agency and the Department of Probation. The discussion, facilitated by John Twomey of NYATEP and Marshall Beckman, Deputy County Executive has occurred through three sessions to date.

After determining our strengths and weaknesses of the workforce system and the benefits and dangers of any proposed changes, the group has determined that

1. ACCESS to the availability of services countywide is a priority
2. A common referral process for improved outcomes & customer service is needed to realign our services
3. A more formalized link between the Business Services team and business needs is required
4. Building a well-coordinated workforce system that will better measure success with a sustainable infrastructure through true collaboration is also a priority

The Director asked for feedback and responses to this plan from the WIB members with the following questions at hand:

- Are we heading the right direction?
- Should we strategize with other business entities before moving forward?
- What can we do better for business?
- What else should the OneStop be doing?
- Who else should we be partnering with to better service our customers, the job seekers and the businesses alike?
- Are we moving in the right direction?

Board comments were as follows:

March Gallagher: asked that we focus our discussions on those occupations that require longer training periods than we presently are able to fund. The questions was raised: How can we connect customers to those higher paying positions up the career ladder? March urged a review of business needs to for those positions that pay better and require longer term educational process. How can we help our customers get onto that career ladder in the future?

Lance Matteson: asked that we examine the economic development perspective by exploring the business as customer of the OneStop. We need to focus on a more integrated business involvement in the planning and strategizing for the workforce system. Lance also recommended a strong school-to-work component in our system and recommends the OneStop create a liaison between the schools and youth employment providers. Lance recommended including Ulster County's world class employers and businesses in the listing of strengths of the County.

Todd Ravinett: brought attention to the problems for HR persons listing job orders at the OneStop. The process does not permit a follow up for businesses and thus provides no value of whether the listing is used. HR directors need to know whether their contact with the OneStop is worth their while.

Michael Berg: raised the question of how much staffing assistance is available in order to provide sufficient support to customers, especially those with multiple barriers. It is a difficult task to give people the amount of assistance they really need. He stressed that needs are great and our resources are limited and this is a basic dilemma we are confronted with. The OneStop needs to be meeting people's needs when they need it. If the customer leaves frustrated, we have lost the battle.

Joyce Minard: reflected on how at one time when resources were flush, NYSDOL was able to provide more individual services to the customers at the OneStop.

Don Lucarello: assured the Board of the myriad of services presently provided at the OneStop; such as the counseling offered to dislocated workers who are seeking assistance with search for new careers in a different job market. Learning how to transfer skill sets from the old job to a new career is a valuable service for our customers. Services provide our clients with individual attention through assessments, job matching, resume assistance and direction in job search techniques. He acknowledges that all needs cannot be met, however, the individual attention each person gets is extremely valuable. Don also reminded the Board that the workforce system's funding derives through many agencies and sources into the county and the process that this Strategic Planning group is following is trying to determine the best way in which we can take these resources and focus our joint efforts to provide a smooth continuum for our customers.

Liz Hayter: has participated in these planning discussions and feels the biggest advantage of the process is focusing on setting the vision. Bringing the players together and working in partnership will able the whole

system to better provide seamless access for our customers . Emphasizing that we cannot get through that difficult task without first creating a trusting partnership, Ms. Hayter considers the process a successful achievement in itself for building our workforce system

BOARD MEMBER REPORT – Michael Berg, Executive Director, Family of Woodstock
Incorporated in 1970 as a not-for-profit organization, Family runs the second oldest continuously operating emergency switchboard in the country with 174,000 contacts last year.. They have walk-in centers in Woodstock, New Paltz and Ellenville and have been helping people in Ulster County through a broad spectrum of programs. Family’s Services include: (1) Adolescent Services-extensive case management to adolescents ages 12-21 years. Adolescent shelter for youth ages 12-18 who are unable to remain in their homes due to family problems. (2) Family sponsors the Child Care Councils of Columbia, Greene, and Ulster Counties. (3) Domestic Violence (4) Crisis Emergency Hotline (5) Food Pantries (6) Darmstadt Shelter for the Homeless (7) Adult Case Management and (8) Community Services. Priority and values set by Family are: not telling people what to do; not burden them with judgment; confidentiality; and allow them to drive their own needs rather than try to take over their lives. Family receives their funding through Federal, State, County, Local Government, contributions and fundraising. Staff at Family are both paid and volunteers.

The meeting was adjourned at 9:25 by a unanimous vote.

Next Meeting
Ulster County Workforce Investment Board
April 23, 2010
8:00 AM
Room 124
Business Resource Center