

MICHIGAN WORKS! WEST CENTRAL
WDB/LEO JOINT MEETING
HART COMMUNITY ROOM – HART CITY HALL
WEDNESDAY, OCTOBER 5, 2016

MINUTES

LEO Members Present

Andersen, Janet
Byl, Larry
Emig, Larry
Howard, Linda
Trapp, Chuck
Walls, Karl
Warba, Mark

LEO Members Absent

Castonia, Gary
Ortwein, Chris

WDB Members Present

Andrus, Amy
Eisler, David
Fisk, Dena
Hampton, Heidi
Kosheba, Dan
Marek, Ron
Massy, Dan
Merriam, David
Nolan, Don
Roberts, Carla
Romanowski, Cynthia
Smith-Olson, Debbie
Splane, Rob
Thompson, Sheri
Visser, William
Vyse-Staszak, Janet

WDB Members Absent

Booyinga, Voni
Cherry, Ralph
Cooper, David
Ferguson, Tim
Griffin, Nancy
Gustad, Eric
Pasley, Julia
Stark, Liz
Trucks, Mary

Michigan Works! West Central Staff

Bennett, Merri Griffith, Paul Keene, Shelly
Reed, Brigette Shoemaker, Connie

Others Present

Albanesi, Angie – Hope Network
Daly, Jennifer – NC RESA

Rickard, Stan – Hart City Manager
Spedowske, Gretchen – NCRESA
Sweigart, Lynda – Hope Network

Call to Order

WDB Chairperson, Deborah Smith-Olson brought the joint meeting of the Workforce Development Board/Local Elected Officials to order at 12:37 p.m. at the Hart Community Center – Hart City Hall. A quorum is present of both the WDB and the LEO.

Larry Byl thanked Debbie and the Lake Osceola State Bank for opening a branch in Oceana County.

Stan Rickard, Hart City Manager, welcomed everyone. He pointed out the historical pictures around the room of Oceana County. Downtown Hart is enjoying a renewal with great credit to the Michigan Main Street Program. The old theater has been restored – musicians are starting new concerts and bringing in busloads of Church groups; and they are starting to do more local programs. Also an upscale Bed and Breakfast is being worked on, this has been very energizing for the community. On Polk Road there is the Big Hart Brewery, this opened up about March of this year. They too are enjoying great crowds. The industrial park is welcoming a new business that will make and market freezer jam. The Kandyland Dairy was the winner in the Momentum Business Plan competition. The winner is awarded \$50,000 to either expand their business already located in Mason County or to move their business to Mason County. Kandyland Dairy started their business in the Starting Block, a food incubator kitchen located right here in Hart.

Introduction of New Board Member

◇ Dena Fisk, HR Manager – Ice Mountain

Dena just joined the Nestle Waters Ice Mountain facility in Stanwood. Prior to that, she worked at Wolverine Worldwide for 12 years and before that worked at Consumers Energy in various roles. HR has been a major portion of her career and she is pleased to be here.

◇ Eric Gustad, Community Relations Manager, Consumers Energy was unable to make the meeting today due to an important corporate meeting in Lansing.

Introduction of Guests

Guests were introduced and welcomed.

Consent Agenda (Action Item)

- ◇ Minutes of August 3, 2016 WDB/LEO Joint Meeting – Emailed Prior
- ◇ August Financial Report – Emailed Prior/Handout (Goldenrod)

Larry Emig moved to accept the Consent Agenda as presented; supported by Janet Vyse-Staszak; motion accepted unanimously by both the WDB and the LEO. 12:45 p.m.

Plans/Modifications Summary – Handout Blue (Action Item)

1. WIOA Local Plan - *No Action Required*

The WIOA local plan will be modified to include the required changes and also to include the WIOA Performance Goals.

2. WIOA PY 16-17 Performance Goals – *No Action Required*

Michigan Works! West Central was presented with PY 16-17 Performance Goals with an opportunity to negotiate the levels with the State of Michigan. 14 of the 16 goals were accepted by West Central as presented. Two goals were submitted to the State for reconsideration. Based on negotiations, one goal was reduced as excepted, which reduced the level from 82% down to 62%. The second goal was reduced by 3%, bringing the goal down from 67% to 64%.

3. PATH Plan 17-00 (PI 16-XX, *draft*) *Action – Signatures Required*

This is the Plan for customers who apply for or are receiving public cash assistance. Hope Network staff work closely with DHHS staff. There is a 21-day Applicant Eligibility Period (AEP) to prepare and engage applicants in positive activities that promote job readiness and

meeting the work participation requirements. These efforts continue for the duration of the customer's participation with DHHS and Michigan Works! This plan begins October 1st and the overall budget is \$854,232 in federal and \$139,493 in state funding for a total of \$993,725.

4. Food Assistance Employment & Training – *No Action Required*

Recently, Michigan Works! West Central was notified, along with several other MWA's, that we would no longer be receiving funds to operate the Food Assistance Employment & Training program effective October 1, 2016. This decision was made based on the low numbers of participants our area serves and the need for additional funds in other counties across the State due to the low unemployment rates where the waiver for the Able Bodied Adults Without Dependents (ABAWD) population has been lifted.

5. Trade Act Plan 17-00 (PI 16-XX, *draft*) *Action – Signatures Required*

This Plan is Trade Adjustment Act funding for training, case management and services for workers of companies with certified dislocations due to imports. Trade Act funding has been allocated on an individual customer basis, with case management funding being in addition to. This Plan for Appropriation Year 2015 (October 1, 2016 through September 30, 2017) incorporates an estimated amount per MWA. The West Central allocation for program costs is \$100,000 and \$35,000 for case management.

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7. RESEA Program Work-Based Training for Special Populations (PI 16-XX, *draft*) *Action – Signatures Required*

Michigan Works! West Central has received an allocation of \$15,000 for work-based training. On-the-job training (OJT), Pre-Apprenticeship, Registered Apprenticeship, customized training, and transitional job placement are all identified as work-based training services. These funds are specific to the RESEA claimants, long-term unemployed, returning citizens or PATH participants. The number of RESEA participants in our area is minimal. The funds will be used to support OJT's for the long-term unemployed.

8. Contract Extension – *No Action Required*

The Contract for Prisoner Reentry has been extended until September 30, 2017. The Contract extension includes Oceana County bringing our service area up to ten (10) counties. The total budget is \$624,849. Effective October 1st MDOC has changed the name of the program from Central Area Prisoner Reentry program to West Central Offender Success program. Last Friday when returning our signed contract extension, the following narrative was included in the email from MDOC: “Also, the evaluations of the Offender Success Proposals are moving forward. The estimated start date for new contracts, for State of Michigan Prosperity Regions that were bid on, is April 1, 2017.”

9. Whitehall District Schools – White Lake Adult Education MOU *Action - Signatures Required*

Like WIA, WIOA requires MOUs with required partner agencies. Under WIOA, these MOUs will include financial support for the operation of the system and also requires that the

boards sign for the MWA. The WDA has issued three draft policies for WIOA MOUs and has yet to release the final instructions.

Effective October 1st, Michigan Works! West Central has an agreement with Whitehall District Schools – White Lake Adult Education to provide Adult Education and GED prep services in Oceana County. Services will be provided four days a week at the Shelby Michigan Works! Service Center.

Carla Roberts asked if West Central would have to reapply for the Prisoner ReEntry and Paul said he did not think we would.

Carla Roberts moved to accept the PATH Plan 17-00; the Trade Act Plan 17-00; the Trade Act 17-00; the RESEA Work-Based Training for Special Populations; the Whitehall District Schools – White Lake Adult Education MOUs; supported by Rob Splane; motion accepted unanimously by both the WDB and the LEO. 1:00 p.m.

NOTE: Stan Rickart left at 1:00 p.m.

August Program Reports – Handout

◇ Enrollment/Expenditures Reports

Paul explained that for WIOA Adult and Dislocated Worker we do not get all the allocation at the beginning of the year. Because of that, West Central uses carry over funds to help cover the expenses for the first quarter. For the Youth program, this is not the case, we get the entire allocation at the beginning.

PATH is on a different cycle October through September and with this program whatever is not used is lost. PATH performance has been consistently above the state averages.

Starting January, the State of Michigan minimum wage goes to \$8.90 per hour. PATH is for those receiving “cash assistance” and are referred to this program by DHHS.

◇ PY’15 Final WIA Performance Standards

This is WIOA Standards under the old WIA legislation. This is for the Fiscal Year ending June 30 with West Central “Exceeding” 12 of the 17 Performance Standards with the rest all “Met.”

Promotion of Merri Bennett to Business Services Director

Paul explained that with Michelle Rasmussen’s resignation, that left the Business Services Director position vacant. This position was posted and Merri Bennett was promoted. Merri will remain based at the Ludington Center with the Specialist position to be relocated to the Big Rapids Center.

◇ Posting of Business Services Specialist

This position will be posted, but interviews will not be held until after the STTF application due date.

NOTE: Amy Andrus left at 2:06 p.m.

Mark Warba Elected Second Vice President of Michigan Works! Association Board – Handout

Paul explained that West Central received a call from Luann Dunsford from the Michigan Works! Association requesting nominees for the Local Elected Officials for the Michigan Works! Association Board. Mark Warba graciously agreed to be nominated and he was elected to the Association Board at the annual meeting in September.

NOTE: Dan Kosheba left at 2:11 p.m.

Newaygo County Workforce Development Task Force – Handout

Carla Roberts stated that they took a look at the programs available in the Fremont area, and decided they did not go far enough. With that decision they spend some time figuring out how to be more comprehensive and have the employers involved.

Michigan Works!, True North and the Community Foundation (Paul, Bev and Carla) formed a group to see what can be done to bring the three agencies together to work on this issue of workforce. Currently they are working in the Newaygo County area and have expanded the group to include Mark Guzniczak who is with NCEDO and is aligned with the Right Place. Gretchen Spedowske with NCRESA, represents the training component, and Sandy Siegel, on the United Way Board for the Newaygo County Chapter.

United Way is working on the “Asset Limited Income Constrained Employed” (ALICE) segment of the population. These are those working but who are barely meeting their basic needs. We have people that are not in the workforce but could be and employers with jobs they cannot fill. For businesses to grow and prosper we need to take the workforce we have and help them to be successful. It isn't enough to provide training and find them a job, particularly if they are coming off the Social Services system; there are a lot of barriers to being successful. There are things that employers don't quite understand that get in the way.

When on public assistance and a child needs to be taken to a public agency to see a doctor, it might take all day and still may not see the doctor. It takes a lot longer than if someone made an appointment and went to see the doctor and may be out of work for four hours. So employers do not understand some of the barriers employees are up against and in a way it isn't their issue or their problem but in another way it's going to be because the boomers are retiring and there is not a large population of people standing to replace every employee and take the job.

It is my personal belief that if we continue to let the dependency in the population increase, we hamper our economic development because the employers will not be able to grow and prosper without the workforce. This is a circular motion... all connected. The need is there and it is necessary to work on all of it at one time.

In Newaygo County they are starting with a couple of things such as Ludington's Employer Resource Network, where basically someone is available in the workplace for people to talk to if they have an issue and can be connected to services. Ludington also has a small loan program where an individual may have a short term need, such as a dead battery, or set of tires, these small loans allow short term financing that becomes a payroll deduction.

Newaygo is also going to do a demonstration of a program called "Circles," which is a national program that started with extensive funding to an agency in Mexico called "Move the Mountain." Circles takes people who are trying to move forward and stay off public assistance or get themselves off public assistance and move forward in the work force. It creates a set of allies around them so they have two or three people that are middle class or greater in their socio economic status that work with them to help maneuver through the barriers they come into contact with. This is not a paid position. So often people who are on some type of public assistance, the people in their lives are all paid to be in their lives, such as caseworkers, this brings people in their lives that are there as friends because they care about them.

The faith based community is stepping up in Newaygo County to be a part of the mentorship process. All this is being started and time to inform the Boards about the collaboration of these agencies, so as this begins to be rolled out you will have a glimpse of what is being talked about.

Outreach Activities

◇ Job Postings

Merri Bennet explained in August and September, in collaboration with Employment Services, almost 80 positions were posted on Pure Michigan Talent Connect; which is very close to the June and July numbers, considering Michelle's last day was August 5th, and the Business Services Specialist has not been hired yet. Many of the employers Michelle worked with did not know who to contact, Employment Services fielded these questions very professionally.

◇ Business Services Specialist Position

As was mentioned, the Business Services Specialist will be based out of the Big Rapids Center. Eight resumes have been received but at this point we are postponing interviews until after the STTF application period ends October 14th. Once this position is filled we will be working not only on Job Postings but on Job Fairs making them bigger and better.

One of the workshops at the Michigan Works! Association conference featured a presentation on a very successful career expo called MI Career Quest, engaging students at an earlier age with manufacturers and colleges in Kalamazoo and Grand Rapids – we would try to implement this next year in our region.

◇ Momentum Business Plan Competition

This competition is for entrepreneurs who reside in Mason County or are willing to relocate to Mason County. On September 23rd, the five finalists gave presentations and were interviewed in front of a panel of judges and a live audience at West Shore Community College. The winner was KandyLand Dairy of Scottville who produce and sell goat milk and yogurt. They started with three rescue goats and are now up to 100. In collaboration with the

Ludington/Scottville Area Chamber of Commerce, they were awarded \$50,000 from the Pennies from Heaven Foundation,

Business Activity – Handouts

◇ Skilled Trades Training Fund (STTF)

Merri noted that the STTF application period for this year changed from “first come first served” to a competitive scoring. Applications are being accepted from September 12 through October 14 but West Central implemented a deadline of October 5th to be sure there is enough time to go over everything with the employers and still meet the state deadline. As of today 14 applications have been received and at least two more are expected. The announcement of who will receive funding should be announced before Thanksgiving.

◇ Job Fair Reed City

Tubelite hosted a Job Fair at the Reed City Workforce Service Center on Friday, September 16th. A flyer was made and shared on the West Central Facebook page and it was very successful given the short notice. There were over 50 people who came through the doors for this Job Fair in just four hours.

◇ Regional Economic Development Capacity Workshop

Merri attended the Regional Economic Development Capacity Workshop hosted by the Mason County Growth Alliance in Ludington on August 31st. The topic was Retention Visit Best Practices. The panel was made up of economic development leaders from West Michigan who not only shared their insights but the importance of different counties working together to accelerate business growth and the creation of high quality employment opportunities. In addition, local partners, including Bill Kratz, MEDC, and Merri were each given 10 to 15 minutes to share and educate about the services offered. There will be another

similar workshop in Hart November 3rd which will focus primarily on helping rural communities share resources better.

◇ Project Rising Tide (PRT)

Ewart was named a Project Rising Tide (or an at risk) community. Paul and Merri met with the Ewart City Manager, team members from the state and a consulting team the state has brought in to talk about the progress Ewart has made and identify some remaining challenges. Paul and Merri along with other MWA representatives from Project Rising Tide met with Governor Snyder, as he wanted to share his excitement for the project and hear what some of the challenges were. Other state agencies that should be involved are being identified. The consulting company will come back with their suggestions.

◇ Closing Bonser's Grocery – Custer

Bonser's of Custer, with the symbolic cow head ornament protruding from the building held its final day of business September 27th. Bonser's has been a part of Custer for many years and also the home of two lottery ticket winners – one in August 2013 and one in January 2016.

They have about ten employees, most of whom are part-time. They have been encouraged to contact Michigan Works! to learn about their options.

Update on Lakeshore Resource Network Center – Ludington

Paul reported on the update to the Lakeshore Resource Network building. Some of you may know that a portion of the former lumber yard building on Tinkham burned down a couple days after the official ground breaking. It occurred around 4:00 in the morning and was a massive fire that burned everything to the ground. It was such a fire that it destroyed most of the evidence. This has held up the progression of this project but not by too much, since it was such a small

part of what is planned to be built. Actually the footings and foundations are already going in and Paul just received numbers for cost of the lease. He has not had an opportunity to look at these but in any case this would have to go out for bid. Paul has prints now and things are moving ahead and will be a great resource center for Mason county. Because this is Pennies from Heaven Foundation the owner is not looking to make a profit but wants to get the million dollars back over a reasonable period of time to reinvest in another project.

Prisoner ReEntry Report - Handout

Paul stated Prisoner ReEntry is changing to Offender Success. There was a Co-Chairs Steering Committee meeting last week of which Don Nolan attended. This report is through August. On the next report Oceana County will be added.

This program is not for all returning parolees, this is returning parolees who are mandated to Prisoner ReEntry by virtue of their criminology characteristics. This is for those who are determined to be moderate to high risk via a highly predictable assessment conducted by MDOC.

On October 1, 2015 we carried-in 190 people and this shows the number of people paroled. There is no way to project these numbers because it depends on how many people are paroled. The Parole Board makes the decision on who is designated Prisoner ReEntry again based on a very highly reliable assessment.

Vouchered services such as housing, therapy and many other services are given to these parolees.

West Central is going to be very close on the funding, this program involves a lot of planning. Last year West Central gave back \$13,000. This year will be somewhere in the same range but maybe a little higher. With this program you do not want to go over. Most likely MDOC would help but that is certainly not the preferred way to operate the program.

WIOA Regulations Conference – Handout

Paul explained this chart is something the Michigan Works! Association put together. They actually had 15 states – the region is actually 10 states – but people from five other states attended and the satisfaction rating was over 90%. They had 100% representation from all Michigan Works! Agencies.

West Michigan Talent Assessment & Outlook – Handout

Paul explained this is a product of Talent 2025. The website is at the bottom of the page. This is actually an 81-page document but when you click on the 2016 report you can see the detail. For example, right on the first page it shows a net loss in the last decade and it shows how West Michigan did but we are still behind the United States. On the page for the commuting out of the 13 county region almost 82% of all residents work inside that 13 county region. Part of that has to do with the what is called “Lake Michigan” but still that is a very high percentage. Projecting to 2024, Region 4 is expected to have the best job growth of the ten regions.

West Michigan Dashboard – Handout

This Dashboard is for the West Michigan Regional Prosperity Alliance – there will be between 30 and 35 data items on this Regional Dashboard. This is one of the projects that received a grant of \$50,000 towards its development. Paul has been on this committee, there were a couple lengthy meetings. The data items have been broken down in to three categories – economic, social and environment.

Deb asked about the statistics that would track second homes. This would be major for Lake County.

Starbucks “Upstanders” Short Story on Baldwin Promise – Handout

The Baldwin Promise Zone is one of ten short stories featured by Starbucks. This is the first ten in the Nation. This is a pretty lengthy article and is a great example of what is the difference between negative and positive media and what it can do for a community.

PY 2015 Annual Audit

Brigette explained that the Annual Audit is scheduled for later this month with a report to the Boards at the December meeting.

Updated WDB Membership List – Handout

An updated WDB Membership list was distributed to include the two new Board members.

Pre-Meeting Packet Items

Debbie reminded the Board members to sign the Fraud Policy Acknowledgement form and give it to Connie. This annual practice is in keeping with the policy.

Next Meeting December 7, 2016 – Michigan Works! Workforce Service Center – Reed City

The next WDB/LEO Joint meeting is Wednesday, December 7, 2016 at the Reed City Workforce Service Center.

Round-the-Table

» Emig, Larry, Osceola County Commissioner – the Commissioners are working on a balanced budget.

- » Warba, Mark, City of Big Rapids – several new businesses in the downtown area. Gary Peters visited Wolverine World Wide and the City is looking for a City Manager.
- » Andersen, Janet, Mason County Commissioner – Mason County is looking at approving the 2017 budget; maintaining our level of services with a balanced budget of \$12.8 million. Mason County is experiencing lots of activity at the planning commission with nine new special land use permits being looked at for new developments.
- » Vyse-Staszak, Janet, Department of Health & Human Services – busy with Migrant Seasonal worker staff which has been expanded; also working with the Food Stamp program which will require community service.
- » Roberts, Carla, Fremont Area Community Foundation – The Fremont Area Community Foundation recently completed a comprehensive needs assessment of their four county area: Lake, Mecosta, Newaygo and Osceola. The assessment includes a set of data points along with the results of a resident survey. She will be happy to share these data sets upon request.
- » Eisler, David, Ferris State University – rules have changed for federal financial aid. Also celebrating the gazebo in Mitchell Creek Park which was welded by Ferris students.
- » Walls, Karl, Lake County Commissioner – attitudes have changed with the positive publicity, so looking forward to good things. Still need to look at getting jobs into Lake County.
- » Byl, Larry, Oceana County Commissioner – Oceana budgets are no problem this year looking for 2% increases for wages. Also check out the Electric Forest in Grant Township.
- » Fisk, Dena, Ice Mountain –will be breaking ground soon for the new structure for two new lines.
- » Marek, Ron, Reed City Tool – a site plan has been approved for a 20 bed senior living center in Richmond Township.

» Smith-Olson, Deborah, Lake Osceola State Bank – An article on the Baldwin Promise program got the attention of Starbucks Corporation leadership. They visited in March and came back in May for video footage which debuted last month in their “Upstanders” on line publication featuring ten stories about people doing “good things” across the country. Baldwin is getting national media attention which will hopefully turn into some financial assistance for the program.

The Michigan Department of Corrections is in the process of doing a cost study on the State legislature’s budget proposal which requires them to close two of their very old facilities and lease one which would not require the capital outlay of funds. The only facility currently in existence in the state is GEO’s North Lake facility located in Baldwin. With the recent federal ruling regarding not contracting with private companies to house federal prisoners, GEO will have much excess capacity and they will probably offer the State very favorable terms. If the facility is sold to the state this will decrease the tax base and reduce the money that is allocated to the Promise Zone.

Other Business

Reserved for the Public

Adjournment

Meeting stands adjourned at 2:27 p.m.