MINUTES

LEO Members Present
Andersen, Janet
Byl, Larry
Castonia, Gary
Emig, Larry
Howard, Linda
Ortwein, Chris
Warba, Mark
Willett, Vern

LEO Members Absent
Walls, Karl

WDB Members Present
Andrus, Amy
Booyinga, Voni
Eisler, David
Marek, Ron
Massy, Dan
Merriam, David
Nolan, Don
Roberts, Carla
Romanowski, Cynthia
Smith-Olson, Debbie
Stark, Liz
Thompson, Sheri
Visser, William

WDB Members Absent
Cooper, David
Ferguson, Tim
Fisk, Dena
Griffin, Nancy
Gustad, Eric
Kosheba, Dan
Pasley, Julia
Schurkamp, Christine
Splane, Rob
Trucks, Mary
Vyse-Staszak, Janet

Michigan Works! West Central Staff
Bennett, Merri
Keene, Shelly
Eppley, Jonathan
Shoemaker, Connie
Griffith, Paul

Others Present
Albanesi, Angie – Hope Network
Bozeman, Jerri – Hope Network
Burkitt, Christy – Trillium

Call to Order

LEO Chairperson, Larry Emig brought the joint meeting of the Workforce Development Board/Local Elected Officials to order at 12:53 p.m. at Grace Adventures Camp in Mears. A quorum is present of the LEO but not the WDB.
Welcome New LEC Member

◊ Vern Willett, Newaygo County Commissioner

Vern said he worked with Larry some years back and is not afraid to stand up and object to things he does not agree with. He thanked the Boards for their welcome.

Introduction of Guests

Guests were introduced and welcomed.

Showcase: Christy Burkitt, Staffing Coordinator, Trillium & Jennifer Daly, Manager of Employment Services, NCRESA

Jennifer highlighted the coordination between one temporary agency located in the Big Rapids Center and the Employment Services Specialist, Shannon Carmichael.

Jennifer introduced Christy Burkitt who is the Staffing Coordinator for Trillium Staffing. This is a win-win because not only does Employment Services get to work with the job seekers but also with the employer. When Trillium has job openings Christy makes the Employment Services staff aware of the qualifications desired and this allows Employment Services to make direct referrals.

Christy not only works with Employment Services in Big Rapids but also communicates with the other five Centers. They all work together to ensure the job seeker, applicant, employee has the items needed to be successful. This includes the Centers being a drop off points for paperwork or other items Christy needs.

Christy Burkitt explained that one of the things that sets Trillium Staffing apart from other temp agencies is they try to find jobs for the employer and for each individual employee to match them up with a great fit. They hire everything from general labor which requires no degree all the way up to the CEOs of Fortune 500 companies and just about everything in between.
There is a lot of manufacturing jobs but they have different divisions, which include trucking, construction, marine, IT, just about anything, except health care.

Working with the staff at the Michigan Works! Centers makes her job much easier. She has had several success stories.

She met a young man, who was going through the PATH program; he was putting a lot of time in the front offices doing work searches on the computers. While they were talking he told her about some barriers he had. She was able to put the young man to work; he tried a couple of jobs but they just didn't work; they weren't a good fit. She was able to find that “good fit,” and he was recently hired full time by that company. She was able to partner with PATH, and with ES services, as well as, some of the other programs to get the help to allow this young man to be successful. He is now making $12 to $13 an hour and has full benefits – she considers him a very good success story.

Another success story was working with a young lady whom she also met through the PATH program. Christy went to the PATH program because she needed some part time cleaning people. Part time is very difficult because if you work part time it tends to change your unemployment benefits and a lot of people don't understand that you can still get unemployment benefits because they are considered “under employed.” Christy worked with PATH and ES and was also able to connect with the Unemployment Agency who explained that Mary would still qualify for unemployment and also be able to work with the PATH program.

She started to work and was also hired directly into the company. Once she was hired in she was able to actually get full time employment. She has now worked her way up to a supervisory position and is making $13 to $14 an hour with full benefits.

Christy reiterated that by being in the Service Center, working with the staff of Michigan Works!, has allowed her to meet and discover these two people, who have not only made her
business successful but also PATH and ES successful as well. These two, as well as others they work with, have been able to get back on their feet and be productive employees.

NOTE: Christy Burkitt left at 1:05 p.m.

February Program Reports – Handout

◊ Enrollment/Expenditures Reports

Paul explained that there is a lot of information for these programs and this chart hopefully meets the needs for everyone, the staff, Service Provider and the Boards. The bottom line is the Cumulative; obviously we like to look at things on a month to month basis so this chart gives the detail as well as the bottom line. The charts begin with WIOA Adult, Youth and Dislocated Worker; then going to PATH which stands for Partnership. Accountability. Training. Hope.

PATH performance data is next and the last page is NCRESA – they have several funding sources, including all WIOA funds, Employment Services and Trade Act. They are the front door of each of our Service Centers.

West Michigan Infrastructure Asset Management Pilot – Handout

Paul explained that about a year ago, the Governor put together a 21st Century Infrastructure Commission. Most likely the Flint situation is the backdrop for this and in terms of all kinds of infrastructure, not just water and sewer but other types, including roads, communications, electric and gas. This is the Executive Summary, which contains info graphics and also shows how the Governor wants to award two pilot projects in the State of Michigan related to infrastructure.

On April 3rd, Governor Synder made the announcement that the West Michigan Regional Prosperity Alliance's (Region 4) 13 counties was one of the two pilots. What the Governor would
like to see these pilots do is develop an asset management system. This pilot would map where every water and sewer pipe is located, where cable and fiber is – which would give West Michigan a “leg up” in terms of potential future infrastructure dollars. The intention is to take what has been learned with the pilots and then inventory the entire state and then work on needed replacements. This is a very long-term project.

Paul has been asked to chair the broadband committee as broadband affects everyone – kids, parents, workers, entrepreneurs, tourist, vacationers, etc. For example, if all of our county parks, state parks, private parks had good wifi/broadband – many campers would stay longer.

2017 Michigan ALICE Report – Handout

Paul said this report was just released this past Monday. There are 15 states now that have had ALICE (Asset Limited, Income Constrained, Employed) assessments done. This is a 300-page document, pages two and three are the sheets for Lake County. All 83 counties have the same format. United Ways are the main force behind this, but there are a lot of other foundations behind this including Consumers Energy among others. A majority of United Ways in Michigan helped pay for this study. This is the second report that they have released and ALICE is one of the Region 4 dashboard indicators that is being tracked. Prior to this report, there had only been one done in 2012. But using American Community Survey data from prior years, there are now five years of ALICE data available.

This also shows owner occupied and renter occupied units by county and other subheadings. Paul again referenced the American Community Survey which is a dynamic tool that the Census Bureau does between each ten-year Census. Some are one year and some are five-year – the six counties in the West Central area are all five-year. A county has to have 65,000 + population in order to be eligible for one-year data.
There is also a breakdown by race and they also include housing affordability, job opportunities and community resources that are given in a “1 to 100” scale. Some data is also available on a township basis.

**Digital Works – Handout**

Carla Roberts explained that this project focuses on training for those who are hard to employ. The unemployed or the underemployed, as well as, people with employability challenges like disability, lack of basic skills, unique work preference – evenings, weekends, odd hours – apparently there are some Veterans with PTSD that don't sleep at night so they need work opportunities that they can do during the night; or there may be unreliable transportation, so work that can be done by telecommunicating. Several of our local service agencies, not necessarily just Nwaygo County, Alpha Family Center, Circles of Nwaygo County which is at True North, Hope 101 and Love Inc. have all noted that this will be a good fit for a number of their clients that they are trying to move into employability.

There are three Call Centers in Nwaygo County alone that can utilize the graduates and it will also bring new jobs to the region from major employers that hire telecommuting workers. It is a very innovative solution for The Stream which has been under-utilized, which is a Technology Center that really hit the market right about the time of the recession and not only was there that setback but more and more people started having a computer in their hand around that period of time. So using this facility as a launch for new businesses never really took off.

The Stream is now seeking contracts with employers who might need a block of workers on a regular basis. That will provide an opportunity for graduates of the program who don't have internet access at home to work at The Stream.
The Community Foundation is using a “pay for success” model with this program and what that means is that we only pay when someone graduates from the program.

There are 80 hours of training, the curriculum includes customer service and internet skills; there is also a partnership with Montcalm Community College that is going to allow for additional training that leads to a certification. There’s mentoring after graduation to help the graduates with resume writing, with interview skills and any other weaknesses that can limit their ability to be employed. They will work in a supervised environment at The Stream for at least 30 days following graduation even if the plan is to be employed at home. They will have a period of time where they will be making sure they are ready to be on their own.

Digital Works, itself, has over 60 employment partners and some of those are State Farm Insurance, JC Penney, Amazon, Microsoft, 1-800 Flowers, big companies you have all heard of that use this type of worker. The job placement rate for graduates from this program nationally is 80% and the starting wage is usually from $9 to $12 an hour; not a fabulous wage but when coming from zero this a great start. Some of the jobs have benefits and some have growth opportunities where those wages can ramp up over time. The first class is starting on April 17th, Monday through Friday from 8:00 a.m. to 12:00 noon. There are ten slots and they have 13 applicants right now. They will continue to run the course so they can continue to apply.

Colleen Buckley who will be the Newaygo facilitator is in Columbus this week getting trained to be able to head up this work; the technology has been purchased through the funds from the City of Newaygo TIFA Board and all of that is in place. Frankly, it is a really great fit for the Fremont Area Community Foundation which is focused on poverty reduction, education and economic development; all of which is really workforce development.

We are excited about this, not only for us but for the whole region.
NOTE: A quorum is present of the WDB

Consent Agenda (*Action Item*)

◊ Minutes of February 1, 2017 WDB/LEO Joint Meeting – Emailed Prior

◊ February Financial Report – Emailed Prior/Handout (Goldenrod)

*Carla Roberts moved to accept the Consent Agenda as presented; supported by Gary Castonia; motion accepted unanimously by both the WDB and the LEO.* 1:25 p.m.

Plans/Modifications Summary – Handout *Blue (Action Item)*

1. Statewide Rapid Response Allocation for Customer Relationship Management (CRM) *Action – Signatures Required*

   For PY 16, the Talent Investment Agency (TIA) has allocated $4,708 to Michigan Works! West Central (MWWC) to support existing CRM systems or for the purchase or renewal of software licenses that will aid in the identification of and information gathering for potential layoffs or opportunities for layoff aversion. This funding is made available on a one-time basis. MWWC will use the funding to assist with the cost of renewing our current Salesforce licenses.

2. Fremont Public Schools – Reed City Location Adult Education Memorandum of Understanding (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 March 1st, Michigan Works! West Central has an agreement with Fremont Public Schools to provide Adult Education and GED prep services in Osceola County. Services will be provided two half days a week at the Reed City Michigan Works! Service Center.

3. Offender Success Contract Award

After hours on February 16, 2017 Michigan Works! West Central received official notice that we were the Contract award recipient of the Region 4 Offender Success program. The new Contract would begin on April 1, 2017. The Contract period is for April 1, 2017 – March 31, 2022 with four one-year renewal options. The initial contract amount is $11,792,280 equaling out to $2,358,456 per year.

In preparation for the transition, MWWC released two Requests for Proposals. One for Kent County Resource Navigator and one for the Muskegon Housing Navigator. The RFP process has been completed and agreements have been sent to the new providers. It was decided that MWWC and ACSET would jointly sign Novation agreements allowing for MWWC to take over any of ACSETs existing Contracts and Leases that we were interested in continuing services with. Of the 39 contracts and leases, MWWC accepted 37. The two that were not transferred were the Allegan Area Educational Service Area (AAESA) and Yvonne Jackson, Community Coordinator. AAESA had a contract with ACSET to provide Employment Services but had not been actively providing services. As of April 1, 2017, Stacey Diebel, a current MWWC service provider will add Allegan County to her service area. Yvonne Jackson was the Community Coordinator for Kent County. MDOC made a determination that each Region would only have one Community Coordinator. Based on past success, MWWC decided to continue a contract with Angie Sprank to include all 13 counties of Region 4.
As part of the April 1st transition, MWWC will no longer be providing services to Gratiot and Isabella Counties. Staff have been working with Michigan Works! Region 7B Community Coordinator to make that a seamless transition.

Sheri Thompson moved to accept the WIOA Statewide Rapid Response; the WIOA MOU – Fremont Public Schools and the Offender Success Contract Award as presented by Shelly Keene; supported by Deborah Smith-Olson; motion accepted unanimously by both the WDB and the LEO. 1:56 p.m.

Six Month Extension of Service Provider Contracts *(Action Required)*

Paul explained that with the award of the Offender Success Contract for 13 counties, West Central staff had to concentrate the last two weeks of February and March on implementation. March is the time when West Central typically would have an Oversight Committee Meeting. This is a meeting with Service Providers Hope Network and NCRESA to do an annual review. This would have been pushing admin staff to the very edge.

Paul did have conversations with Larry and Debbie and asked to have the Oversight Committee review process pushed out six months; the Service Providers would get a six-month non-review extension. This does not mean the review won't be done, it just means it will be pushed to September instead of March. This is the first time this has ever been done, but it would have been too much for staff to handle while getting Offender Success up and running for all of Region 4.
Chris Ortwein moved to extend the Service Provider Contracts, Hope Network and NCRESA, for six (6) months (extending Contracts from July 1, 2017 to December 31, 2017); supported by Ron Marek; motion accepted unanimously by both the WDB and the LEO. 1:59 p.m.

NOTE: Shelly Keene left at 1:59 p.m.

West Michigan Regional Dashboard Demonstration – Handout

Paul explained this is a project that was funded by the West Michigan Regional Prosperity Alliance. This is a $50,000 project that was awarded to The Right Place. There are 34 different indicators with one tile that has two. There was a group that Paul was fortunate enough to be part of which included “data gurus” from the Upjohn Institute, Talent 2025, The Right Place and Grand Valley State University, plus individuals from other organizations. Twenty-one data sources were used. The Right Place will maintain this dashboard for five years.

Paul went through a few of the indicators, showing the features of each.

NOTE: Amy Andrus left at 2:15 p.m.

Outreach Activities

◊ Rapid Response/Layoffs

Jonathan explained that about mid-February a notice was received that MC Sports was going to close all of its 68 retail locations, which includes the store in Big Rapids. Jonathan contacted the store manager, who told him that 18 employees are set to be laid off once inventory is liquidated,
which was expected to be the end of the month. Employment Services and Hope Network staff worked together to compile Rapid Response packets which were delivered to the store in March.

◊ Ferris Tour

Merri said that Ron McKean, Associate Dean of College of Technology & Director of Corporate and Professional Development, invited her, Paul and Jonathan for a meeting and tour at Ferris State University on March 2nd. The goal was to help familiarize them with the college of engineering and to hear about their programs from their faculty. They toured Welding & Manufacturing; Plastics & Rubber; Construction; and HVACR (Heating, Ventilation, Air Conditioning and Refrigeration). This tour was extremely educational and informative. In most cases, employers come to them to hire their students before they even graduate.

Business Activity – Handouts

◊ Job Postings

With Jonathan, ES staff and Merri, there were 74 job postings for employers in February and March which compares to the 73 jobs posted in December and January. There has been an increase in Tourism/Hospitality jobs and a slight increase in agriculture. For the agriculture and manufacturing jobs, one posting can represent the need for 30 to 60 people. Merri has found that many of these companies use staffing agencies who rarely use the Pure Michigan Talent Connect – she has worked with several staffing agencies who even though they want our help filling the jobs do not want to post them.

◊ Job Fairs

Jonathan reported that Job Fairs were held for Magna Mirror, Tullymore Golf Resort, Byrne Electrical Specialists, and the Muskegon River Youth Home. Magna Mirror held two Job Fairs, one at the Big Rapids Center and one at the Fremont Center. The Facebook post for Magna
Mirror had a record high 16,346 people. The Big Rapids fair had four applicants and the Fremont Job Fair had 17 applicants.

Tullymore Golf Resort had 20 different types of seasonal positions and held two Job Fairs, one in February and one in March both held at the Tullymore Clubhouse. Overall they had 110 people apply to fill the 50 seasonal openings. The HR Director said about 10% to 15% of the applicants said they heard about the Job Fairs through Michigan Works!

Byrne Electrical Specialists held their Job Fair at the Big Rapids Center and had seven applicants attend and all were invited back to do a safety orientation.

The Muskegon River Youth Home held their Job Fair at our Reed City Center and were looking to hire 20 direct care workers; they had ten applicants attend.

◊ Skilled Trades Training Fund

Merri explained that she met with the leaders of the Skilled Trades Training Fund at the West Michigan Works! in Grand Rapids. All the Michigan Works! Agencies were included and invited to give feedback on last fall’s changes, as well as, possible changes for next fall. Based on that input, they will still use a scoring instead of the first-come-first-serve basis. Small and medium companies and first time applicants will be given extra points in the scoring. The company rational is expected to be more structured and the MWA rational less structured. This is to provide Grant decision leaders with a company’s past performance with other STTF grants (such as: they declined funds or didn’t use all the funds they were awarded). They are also establishing a minimum award amount which will be $1,000.

◊ Employer Visits

Several of the companies Merri and Jonathan visited have already wrapped up their STTF training; two have received their funds from the state. Merri has been exceptionally busy
working with the employers getting this wrapped up. Jonathan has been introducing himself to companies that were awarded STTF training funds.

Jonathan and Merri have done seven retention calls in Mecosta County with area manufacturers, including Wolverine Worldwide, Hamtech Inc., Simonds International, Big Rapids Products, Haworth – Big Rapids Components, Leprino Foods and Ice Mountain. They were all reminded of the Skilled Trades Training Fund and that he and Merri were available to help them with their proposal.

On these visits Jonathan also asked about the possibility of setting up registered apprenticeships through the U.S. Department of Labor. Haworth is the only one that showed interest in this but currently are focused on how to retain their hourly assembly workers.

◊ Culver’s – Big Rapids

Jonathan has been working with Culver’s of Big Rapids to help them find assistant managers to staff the new Big Rapids location, which is expected to open in mid-May. Jonathan searched through hundreds of resumes on the Talent Connect and also posted the position on Facebook, which reached 15,000 people and had 202 shares in the first week. Six assistant managers have been hired and now they are searching for nearly 50 restaurant crew members – everything from cooks to clerks. Culver’s has scheduled two days at the end of April to conduct interviews and orientation for their new crew members.

◊ Payless Shoes

Paul explained that Payless Shoes had just announced that they were closing some stores – it has been confirmed that Big Rapids is closing and possibly the store in Ludington.

◊ Central University of Michigan

Central University of Michigan is laying off 30 people in clerical and administrative support positions immediately.
Governor’s Talent Investment Board Unemployment to Reemployment Resolution – Handout

Paul explained that the Governor’s Talent Investment Board at their March 20th meeting approved the resolution in the Board packet. As a state we need to do a better job in terms of getting people on unemployment reconnected to the workforce. People have to apply for only two jobs a week to satisfy unemployment requirements.

This project has been in the works for some time and now State staff will be getting together to draft policy for this initiative.

Two New Reed City Center Partners – Handout

Fremont Public Schools will be collocated at our Reed City Center. Paul did call the Reed City School Superintendent so he would hear about this from Paul directly. Workbox Staffing has also moved into the Reed City Center.

We now have 31 agencies in our six centers and our scheduled move for the Ludington Center is now scheduled for June. We will have 31 different agencies located in our Centers.

2017 Impact Awards Event – Handout

Merri reported that Leora, the Impact Awards recipient for Michigan Works! West Central, did an excellent job at the Impact Awards Ceremony in Lansing held in February. Leora’s story was very compelling and West Central was fortunate to get some very “good press.” There was a feature story in the Pioneer and Ferris is also working on a story featuring Leora; and Hope Network, Merri along with Leora are scheduled to appear on WOOD-TV later in April.
Cash Assistance/Food Assistance/Child Daycare cases – Handout

These charts show the Cash Assistance, Child Daycare and Food Assistance cases – these are state numbers and the highs and lows are indicated.

Alternative Unemployment Measures – Handout

Paul explained there are actually six unemployment rates; the one that is most commonly used is the U-3; so this is a non-technical explanation that can be referenced.

January 2017 Unemployment Ranking – Handout

The rates of all of our counties, as well as, the National and Michigan rates all came up by a point or two.

Baldwin High School Beats the Odds – Lake County Star – Handout

Baldwin is the smallest of the ten Promise Zones in the state. Baldwin High School students can receive $5,000 a year for four years above and beyond other available financial aid. Duane Roberts is a Baldwin and Ferris State University graduate and now has returned to Baldwin to help those coming behind him. Roberts is now the district’s Promise Zone Coordinator and will also oversee the district’s College Access Center.

WDB Membership Update

Larry explained that the LEO met prior to the joint meeting and appointed two new WDB members – Amy Frey, Plant Manager for Yoplait – General Mills; Amy replaces Heidi Hampton. Also appointed was Don Martin, Regional Manager (4b), Michigan Department of Corrections; Don replaces Don Nolan on the Board.
Ralph Cherry has been transferred to a GEO facility in Florida so once his replacement is named Paul will work with them to replace Ralph.

**LEO Membership List – Handout**

New membership list for the LEO includes new member Vern Willett.

**Next Meeting June 7, 2017 – Reed City Michigan Works! Workforce Service Center**

The next WDB/LEO Joint meeting is Wednesday, June 7, 2017 at the Reed City Workforce Service Center.

**Round-the-Table**

» Roberts, Carla, Fremont Area Community Foundation – the veterans Assessment for Prosperity Region 4a, the service area for Michigan Works! West Central is now complete. The findings were presented on March 31st at a Leadership Forum attended by veterans, county veterans’ service officers, service providers, veterans’ administration representatives and community volunteers. The purpose of the gathering was to expand Veterans Community Action Teams (VCATs) into the rural communities in our region. VCATs create a “no wrong door” service delivery system through which a veteran will get referred appropriately regardless of their initial point of contact. The report can be accessed through facommunityfoundation.org/Veterans.

» Nolan, Don, Michigan Department of Corrections – there are 2,257 parolees in all of Region 4 as of February.

» Booyinga, Voni, Workforce Development Agency – Memorandum of Understand (MOUs) – state official policy should be out soon; there is a draft for infrastructure funding on the state website.
Byl, Larry, Oceana County Commissioner – H2A is a guest worker program established for farmers and agriculture industry workers. This Federal program requires the farmer or food processor to provide transportation to the workers, pay a minimum of $12.75 per hour in 2017, provide inspected housing and pay the Federal Government a fee for each temporary guest worker for the background check and other expenses. Larger farmers in Newaygo and Oceana county are using this program because of the fear of not enough domestic workers to harvest crops during harvest time. Most workers will come for four to seven months from Mexico, Honduras and elsewhere.

Romanowski, Cynthia, Arbre Farms Corporation – Cindi echoed Larry’s comments about bringing in H2A workers because there may not be enough local workers interested in doing the harvesting. Arbre Farms is actually following suit and is engaging with H2As for the first time this year to harvest the asparagus. There are also grave concerns regarding migrant workers leaving their homes and returning to Michigan due to the perceived present immigration situation. She was told that even some of the legally documented workers may not come back to Michigan this year because of the immigration situation.

Andersen, Janet, Mason County Commissioner – H2A is working in Mason County; last year over 200 workers came to Mason County.

Stark, Liz, Mason-Lake Adult Education – (A directory was handed out to the Board members) The Adult Learning Partners of West Michigan is a networking group that meets monthly to help those agencies, schools and businesses that work with Adult clients. The directory was a brain child of Mary Marcel at Orchard View Adult Education. Michigan Works! and Adult Education are the driving force of this group. Shelly Keene is a member and so is Pat Walstra from the Kent ISD.
» Warba, Mark, City of Big Rapids – April 27th an information forum with President Eisler to preview video to profile manufacturing in Big Rapids. Construction continues on the Social Security building; O’Riley’s Auto parts is up and running – There is a $2 million improvement on the water main on Ives.

» Smith-Olson, Deborah, Lake Osceola State Bank – Blessing of the Bikes is coming up May 21st. Baldwin is working on a $6.5 million sewage upgrade which is paid for by the GEO Group. No answer yet if they will stay open. The world’s largest brown trout should be in place by the end of the summer, which is being funded completely by private donations.

Other Business

Reserved for the Public

Adjournment

Meeting stands adjourned at 2:54 p.m.