

MICHIGAN WORKS! WEST CENTRAL  
WDB/LEO JOINT MEETING  
IDLEWILD HISTORIC & CULTURAL CENTER  
WEDNESDAY, FEBRUARY 1, 2017

MINUTES

LEO Members Present

Andersen, Janet  
Byl, Larry  
Castonia, Gary  
Emig, Larry  
Howard, Linda  
Walls, Karl  
Warba, Mark

WDB Members Present

Cooper, David  
Eisler, David  
Griffin, Nancy  
Gustad, Eric  
Hampton, Heidi  
Marek, Ron  
Massy, Dan  
Merriam, David  
Roberts, Carla  
Romanowski, Cynthia  
Schurkamp, Christine  
Smith-Olson, Debbie  
Stark, Liz  
Thompson, Sheri  
Trucks, Mary  
Visser, William  
Vyse-Staszak, Janet

Others Present

Albanesi, Angie – Hope Network  
Daly, Jennifer – NCRESA

LEO Members Absent

Ortwein, Chris  
Willett, Vern

WDB Members Absent

Andrus, Amy  
Booyinga, Voni  
Cherry, Ralph  
Ferguson, Tim  
Fisk, Dena  
Kosheba, Dan  
Nolan, Don  
Pasley, Julia  
Splane, Rob

Michigan Works! West Central Staff

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

Moffett-Massey, Sharon – Talent & Investment Agency  
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 12:43 p.m. at the Idlewild Historic & Cultural Center. A quorum is present of both the WDB and the LEO.

### Welcome New WDB Member

- ◇ Christine Schurkamp, HR Director, Spectrum Health Gerber Memorial, Fremont

Christine has been in Human Resources at Gerber since 2004, prior to the integration with Spectrum. She also had Human Resource experience in the private sector as well and also in the Education Sector; most notably she has experience in the Job Training Partnership Program (JTPA) in Ottawa County.

### Introduction of Guests

Guests were introduced and welcomed.

### Sharon Moffett-Massey, Senior Executive, Talent & Investment Agency

Sharon was Branch Manager of the Unemployment Agency in Fremont and worked closely with Paul on several projects. She is looking to work with the Board members whether for employers or the unemployed worker. She will take these suggestions/issues back to Lansing and hopefully collaborate to come up with a viable solution that work for both parties. Sharon said she appreciated the warm welcome and nice to see some familiar faces.

### Consent Agenda (*Action Item*)

- ◇ Minutes of December 7, 2016 WDB/LEO Joint Meeting – Emailed Prior
- ◇ December Financial Report – Emailed Prior/Handout (Goldenrod)

**David Eisler moved to accept the Consent Agenda as presented; supported by Sheri Thompson; motion accepted unanimously by both the WDB and the LEO. 12:48 p.m.**

Ratify Three Action Items from December 7, 2016 WDB/LEO Meeting – WDB Only (Action Item)

– Handout

**Mary Trucks moved to ratify the action items including the West Central Audit, the Election of Debbie Smith-Olson as WDB Chair and Julia Pasley as WDB Vice Chair; supported by Carla Roberts; motion accepted unanimously by the WDB. 12:49 p.m.**

Plans/Modifications Summary – Handout Blue (Action Item)

1. WIOA Adult and Dislocated Worker Funding - ***No Action Required***

In the WIOA law, the Michigan Works! Agency's have been given the authority to transfer up to 100% of funds between Adult and Dislocated Worker. Michigan Works! West Central has requested a transfer of \$75,000 from the Dislocated Worker allocation to Adult. Upon approval, the revised allocations will be: Adult - \$766,812.70 and Dislocated Worker - \$236,394.80. The request has been made due to the larger number of Adult participants that are being served compared to Dislocated Workers and also to allow for funds to be used for Incumbent Worker Training for local employers.

2. State-level One-Stop System Memorandum of Understanding – ***Signature Required***

The Memorandum of Understanding (MOU) is between the Michigan Talent Investment Agency (TIA) Unemployment Insurance Agency, the TIA Workforce Development Agency, and Michigan Works! West Central Workforce Development Board. The MOU has been developed to meet the requirements set forth in the Workforce Innovation and Opportunity Act (WIOA), which requires agreements between the local boards and One-Stop partners. This agreement delineates the roles and responsibilities of the state partners and the local board. This MOU seeks to ensure coordination and delivery of services and establishes joint procedures to enable all parties to be more fully integrated into the current service delivery system.

3. Fiscal Year 2017 - Trade Adjustment Assistance (FY) 2017 Allocations (for expenditure October 1, 2016 through September 30, 2017) (PI 16-18, Change 1) – ***No Action Required***

An update was made to the FY 2017 allocations to include Administrative Funds in the total funding calculation. Michigan Works! West Central's revised allocation is \$140,000 which includes the additional \$5,000 of Administration Funds.

4. Trade Adjustment Assistance (TAA) Program Plan Instructions and Merit Staffing Certificate for Fiscal Year 17 (PI 17-03) – ***Signature Required***

The purpose of this policy issuance is to provide guidance to the local areas regarding the development and submission of a local TAA plan in compliance with the requirements of TAA regulations and directives. The time period for TAA plan is from October 1, 2016 to September 30, 2017.

5. Work-Based Training for Special Populations (PI 16-19, change 1) – ***No Action Required***

Michigan Works! West Central has received additional funds of \$8,943 bringing the total allocation to \$23,943. 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.

6. Employment Service Plan (Plan) (*draft* PI 16-09, change 1) - ***No Action Required***

Michigan Works! West Central has received additional funds of \$56,012 bringing the total allocation for PY 16 up to \$224,049. Employment Services are provided to job seekers and employers from each of the six Workforce Service Centers. Employment Services must be provided by merit based employees.

7. Request For Proposal Response – *No Action Required*

On Thursday, January 12, 2017, Michigan Works! West Central received an email from Buy4Michigan that stated, “This notification includes the recommendation results for the referenced solicitation.” The email then goes on to list the seven entities that were being recommended for the Offender Success program. Michigan Works! West Central was one of the seven entities listed. The award recommendation was protested by one of the non-awardees. The protest process has been completed. The next step in the Contract award process is to seek approval from the State of Michigan Administrative Board. As of February 1<sup>st</sup>, it has not been included on any of the agendas. The next meeting date that it could be included on is February 28, 2017. At this time, we have not received any other correspondence providing the details necessary to move forward with preparing for a new Contract.

**Larry Emig moved to accept State-Level One-Stop System Memorandum of Understanding; the Trade Adjustment Assistance Plan and Merit Staffing Certificate for Fiscal Year 2017 as presented; supported by Mary Trucks; motion accepted unanimously by both the WDB and the LEO. 1:07 p.m.**

Proposed Lease for New Ludington Service Center – Handout (*Action Item*)

Paul explained that the City of Ludington will be building a new fire department at the same site. The Pennies from Heaven Foundation is the sponsor of this project. This will be a 15,000 square foot building, where Michigan Works! will provide the primary reception services for the building. There will be at least eight agencies collocated in this building.

Michigan Works! did put out a Request For Proposal (RFP) and The Pennies from Heaven Foundation is the only entity that bid. This was sent to our current landlord, advertised in the local newspaper and on the Michigan Works! website. The Pennies from Heaven Foundation proposed

\$12 per square foot, which includes all utilities, lawn maintenance, snow plowing, janitorial services, etc.

**Mary Trucks moved to authorize Paul Griffith, Executive Director, to enter into a lease agreement with Lakeshore Resource Network Center for our Ludington Workforce Service Center as outlined; supported by David Cooper; motion accepted unanimously by both the WDB and the LEO. 1:18 p.m.**

NOTE: Karl Walls left at 1:20 p.m.

PY16 Proposed Revised Budget – Emailed Prior/Handout (*Action Item*)

Brigette explained that there are actually two budgets to consider: The Michigan Works! West Central Fiscal Year budget and the Service Provider/Contractor budget.

The unexpended or obligated dollars consist of the allowable carry-in dollars and the fourth quarter dollars budgeted for the October to September Grants. These funds are fully obligated on July 1<sup>st</sup>. The agencies Program Year is July 1 through June 30. However, our allocations consist of grants with either July 1 or October 1 which results in having fifteen months of funding available during the agencies actual twelve-month Fiscal Year.

The Michigan Works! Operational Budget includes: Administrative costs only for the Michigan Works! staff and Board expenses; One Stop Service Center operational expenses that also include participant costs for both the Trade Act and Offender Success grants. IT Systems expenses include equipment, software, maintenance, and IT professional services.

The Service Provider and Contractor Budgets includes: staff expenses and participant expenses.

The PY 15 section gives last year's historical data for comparison purposes.

The PY 16 section gives the beginning estimated allocations and the updated estimated final allocations for this Fiscal Year.

Page two does not include any costs or allocations under Service Provider or Contractor.

The final budget section for Michigan Works! West Central is based on page 2 under the Proposed Final Budget column on the right hand side of the page.

Under the PY 15 section this details last year's historical data for comparison.

The center section under PY 16 shows the estimated final expenses by budget category.

Page 3 is to cross compare the colors to their respective budgets on both pages 1 and 2 and also give additional definitions and detail.

**Gary Castonia moved to accept the PY 2016 Proposed Revised Budget as presented by Brigitte Reed; supported by David Merriam; motion accepted unanimously by both the WDB and the LEO. 1:31 p.m.**

NOTE: Liz Stark left at 1:31 p.m.

#### December Program Reports – Handout

##### ◇ Enrollment/Expenditures Reports

Paul explained that the enrollments are quite a bit ahead. There are not many negative numbers but in some cases we want to see some negative numbers to allow for carry over and Hope Network is working on that. The Youth Program has been maxed out and as approved earlier the money was moved from Dislocated to Adult. Expenditures are -10 in Dislocated Worker but +14 in Adult so this will balance out.

## Outreach Activities

### ◇ Ludington Chamber – Lunch & Learn

Merri explained that several chambers, including Mecosta, already have Chamber Lunch and Learn meetings; the Ludington/Scottville Area Chamber of Commerce just started this and asked Merri to share this information with the Boards. Luncheons are held at Mason County restaurants where different companies can host and make presentations. The first was held at Jamesport on January 20<sup>th</sup> and was hosted by West Shore Community College. Crystal Young did a presentation on Generational Communication talking about how to communicate better with millennials.

### ◇ Rapid Response/Layoffs

- Staples – Ludington (Mason County)

Merri followed up from the December meeting that she was able to deliver informational packets to Staples before they closed in January. About nine employees were impacted and the store manager said that the employees were offered transfers to other stores.

- Ventra – Ewart (Osceola County)

In December, just before Christmas, Merri delivered about 100 informational packets for workers impacted by layoffs at Ventra. West Central held two Dislocated Worker orientation meetings at the Reed City Workforce Service Center on January 11, 2017. Several people that attended were interested in learning about computer and Microsoft Word skills; this is something West Central is looking into to help them with free resources that may be available to them.

NOTE: William Visser left at 1:36 p.m.



◇ Show Me The Money

Jonathan explained that he and Merri have been working with Al Weinberg from the Ewart Downtown Development Authority to help organize the Show Me the Money Day which will be February 7<sup>th</sup> from 4:00 to 6:30 p.m. This one-day event is taking place in cities across Michigan and promotes access to free financial resources, affordable financial products and services, as well as financial education classes. Nearly 30 vendors are scheduled to participate in the one-stop-shopping event at the Osceola County Fairgrounds – these include local banks, utility companies, veterans’ services, staffing agencies and many more. Merri will be giving presentations on job hunting tips and Jonathan will demonstrate how to sign up for and navigate the Pure Michigan Talent Connect website.

◇ Ferris State University Center for Leadership

Jonathan has also been meeting with Michele Albright, the Coordinator of Career and Volunteer Centers at Ferris’ Center for Leadership, Activities and Career Services. Merri and Jonathan look for ways to identify jobs in the West Central Region that would be well suited for new and recent Ferris graduates; they then pass them on to Michele and she in turn takes the information to students and other departments within the University.

◇ Manufacturing Day

Jonathan recently joined the Mecosta County Area Chamber of Commerce’s Manufacturing Day Organizational Committee. Manufacturing Day is designed to expand knowledge about and improve general public perception of manufacturing careers and manufacturing’s value to the US economy. The core element of Manufacturing Day is to schedule open houses at local manufacturers to allow middle and high school students to learn about real career opportunities, training and resources. This is to also dispel outdated myths about manufacturing and inspire a

new generation of youth interested in manufacturing. The tentative date for this event is October 6, 2017.

### Business Activity – Handouts

#### ◇ Work Share Program

Merri explained that the Work Share Program is a voluntary program through the state that provides employers facing a decline in business with an alternative to layoffs. Merri actually learned about it a couple months ago. It helps workers maintain their jobs during a downturn in business by reducing hours of work for an entire group of affected employees rather than laying off some while others work full time. Work Share provides a portion of weekly unemployment compensation to workers whose work weeks have been reduced. The amount is based on a percentage of the reduced hours of work and pay. There are certain criteria that must be met and there is a company in our area that is taking advantage of this to avoid layoffs.

#### ◇ Federal-Mogul Hiring Event

On January 20, 2017 Federal-Mogul Corporation held a hiring event at the Fremont Workforce Service Center to help fill several positions at its Sparta facility. The company reached out to West Central to expand its search because they have found that a good number of their employees are willing to commute. Eight people completed online applications and were interviewed by Federal-Mogul staff. It sounded like most of them would get a second interview at a later date.

To help promote this event, Jonathan created flyers that were posted in the West Central Service Centers and an electronic sign that was posted where applicable as well as on social media. An email blast was also sent to about 500 users on Pure Michigan Talent Connect in Newaygo and Mecosta counties for those looking for work in manufacturing. The first Facebook

post was seen by more than 6,200 people and 77 individuals shared it with their friends. This is by far the most we have seen in any job listing or hiring event in the past year – all the other posts typically reach between 200 and 2,000 people. The next closest in terms of numbers in the past year was a position at Simonds International posted in March 2016 that reached about 4,500 people with 55 individual shares.

◇ Project Rising Tide

Merri said that another update was recently completed for the State on efforts to help with Project Rising Tide. The latest developments include a full time employee from the Department of Health and Human Services to come into the Evert Schools and work one on one with families to reduce truancy and increase attendance. The Salvation Army is also working with some families for funding for school clothes. Also it is hoped to partner with an AmeriCorps volunteer, who is there through the end of August, to bring some workshops to Evert to help job seekers improve their skills.

◇ Whitehall Industries

Whitehall Industries plans to expand its operations in Mason County. This expansion is expected to create 128 new jobs.

Dave Cooper explained that they want Ludington to continue to be prosperous and Whitehall wants to be part of that. Ludington has a great workforce – very experienced, very productive, excellent quality and this is where all the technical resources are. What's driving this is the conversion of some of the auto parts from steel to aluminum.

◇ Culver's – Big Rapids

Culver's will hire between 50 and 60 people which will be primarily part time jobs but never the less it's still 50 to 60 jobs. West Central is offering free office space while they are getting started.

### Connect Michigan Update – Handout

Paul explained that this is one of the big projects of the Regional Prosperity Board. 19 counties are now at 1.0; 1.0 is the old criteria. Kent County will become the first county in Michigan to become certified connect 2.0; basically the bar has been raised. Other “gray” counties to the north of West Central have completed a draft plan to become 2.0 certified.

### Educational Attainment/GED Charts – Handout

Paul explained that he's comparing 2000 Census to the 2011 – 2015: this is a five year rolling comparison. For instance, in Lake County in 2000, “Less Than a High School Graduate” was at 27.8% and is now at 18.1%. This is huge improvement! This could be that some of the older generation is dropping off, but it is still a great improvement. The gap is closing, that's what is so important.

### Baldwin SAT Composite Score – handout

Baldwin Community Schools is number 9 out of the 21 K-12 school districts in our region and is above the State Average. This is one year and an SAT composite score and their senior class is 18 to 20 students, but the Promise Zone is making a difference. It's changing the culture. Kudos to the Promise Zone and what Baldwin is accomplishing.

### *Postscript – information shared the evening of the February 1<sup>st</sup> WDB/LEO Meeting*

*The Ferris State University GEAR UP Program played an important role in helping Baldwin increase their SAT scores. Through a grant Ferris was able to hire Exam Experts who provided intensive SAT prep to Baldwin students and as a result they experienced a significant increase in their overall scores.*

NOTE: Nancy Griffin left at 2:06 p.m.

### New Reed City Center Partner

Paul explained that Workbox Staffing will be collated at our Michigan Works! Workforce Service Center in Reed City effective Monday, February 6<sup>th</sup>.

Our Big Rapids Center has OnPoint Staffing Solutions and Trillium Staffing; obviously these agencies help defray the cost of the Centers.

NOTE: David Cooper left at 2:09 p.m.

### Regional Prosperity Dashboard Project Public Unveiling – February 17<sup>th</sup> Fredrick Meijer Gardens – Lt Governor Calley

This is to make the board members aware that on February 17<sup>th</sup> at 10:00 there will be a public unveiling of the Regional Prosperity Dashboard Project. Lt Governor Calley will be there and all Board members and/or staff are invited to attend. It is a very neat project and Paul thinks a lot of good will come out of it. This project has a lot of data and took a lot of time and resources to put together. Please let Paul know so an RSVP can be sent. The program is scheduled for about an hour and a half.

### December 2016 Unemployment Ranking

All six counties went up slightly.

### Michigan's Hot 50 High-Demand, High-Wage Careers

Paul explained that out of the 50 jobs listed, 36 of them require a Bachelor's degree or higher but there are also Apprenticeship positions listed as well.

### LEO Chair/Vice Chair Election Results

At the LEO meeting held prior to the joint meeting Larry Emig was again elected Chairperson and Mark Warba will remain Vice Chair – congratulations to both.

### WDB Membership List – Handout

A new membership list was distributed which includes WDB new member Christine Schurkamp.

### Next Meeting April 5, 2017 – Grace Adventure Camp, Mears

The next WDB/LEO Joint meeting is Wednesday, April 5, 2017 at Grace Adventure Camp in Mears.

### Round-the-Table

- » Warba, Mark, City of Big Rapids – 69 building permits including Wolverine Worldwide, relocation of the Social Security Office, O’Riley Auto Parts store. New City Manager Mark Gifford; there may be zoning changes for Townships, Cities and Villages licensing for medical marijuana.
- » Trucks, Mary, FiveCap Inc. – welcome everyone to Idlewild and the Walk for Warmth is coming up.
- » Roberts, Carla, Fremont Area Community Foundation – there is public concern for the economy and jobs to reduce poverty; the need to get them into the workforce and keep them there; Ottawa County was voted the “happiest sea side community”; Newaygo has started a Promise Zone for their graduates – this was just announced and will start in 2017. Have to raise about \$1.5 million and at this time they have about half.
- » Byl, Larry, Oceana County Commissioner – the Electric Forest now has two festivals and Grace Adventure has expanded. Oceana is looking forward to hosting the next Board meeting.

- » Castonia, Gary, City of Ludington Councilman – water plant is ahead of schedule and the sewage plant has been delayed; should have some answers by March 1<sup>st</sup>.
- » Andersen, Janet, Mason County Commissioner – five-year ordinance update and looking at marijuana update; have had special land use requests.
- » Vyse-Staszak, Janet, DHHS – time limited food stamp program – starts June 2017 anyone single 18 to 49 able bodied can get food stamps for three months then will have to do community service or be employed to continue food stamps. West Central along with several other rural areas do not have Food Stamp funding, as it was given to four large urban counties to help with the pilot described above.
- » Howard, Linda, Mecosta County Commissioner – Ice Mountain is moving forward with the permit for building project – they have had good community meetings and good attendance.
- » Massy, Dan, Osceola County Community Development – Michigan Potash might be building in Osceola County – the EPA had an open house January 27<sup>th</sup>.

NOTE: Cynthia Romanowski left at 2:32 p.m.

- » Eisler, David, Ferris State University – investing in the arts – there are over 80 events in this year's Festival of the Arts this month.
- » Gustad, Eric, Consumers Energy – Work on Hardy Pond going forward; Ludington Pump Storage Project work moving ahead and should be done by 2020.
- » Smith-Olson, Deborah, Lake Osceola State Bank – the Village of Baldwin will be building the world's biggest Brown Trout at Trail Head Park – \$40,000 has been raised – all private funding.

### Other Business

Update on the GEO prison – Paul has been told by GEO that some sewer upgrades will occur this summer. These upgrades will need to occur regardless of any contract activity at the facility, due to portions of the physical plant now being nearly 20 years old.

### Reserved for the Public

### Adjournment

**Meeting stands adjourned at 2:43 p.m.**