

Cleveland/Cuyahoga County Workforce Development Board – Area 3
 Friday, February 18, 2022, Meeting Minutes – **APPROVED**

Last Name	First Name	Agency	Last Name	First Name	Agency
WDB Members					
Ali	Camille	OOD	Karp	Ethan	MAGNET, CCWDB Chair
Belk	Cathy	Deaconess Foundation	Kehn	Kelly	Lincoln Electric Company
Brown	Marzell	Rockwell Automation	Merriman	David	CJFS
Epstein	Chief Jeff	Mayor’s Cabinet	Moore	William	ODJFS
Gallucci	Grace	NOACA	Shank	Jason	Plumbers Local 55 (JATC)
Gary	William	Tri-C	Shelnick	Kim	University Hospitals
Herdeg	Paul	Cuyahoga County Dept. of Development	Smith	Latoya	Fifth Third
Jankowski	Pam	Cuyahoga County Public Library	Thomas	Kim	Christopher Amira Studio
OhioMeansJobs Cleveland-Cuyahoga County Staff					
Brickner	Frank	OMJ CC	Ford	Ida	OMJ CC
Carey	Lauren	OMJ CC	Kelley	Mary	OMJ CC
Carroll	Sheree	OMJ CC			
Guests					
Anderson	Richard		Heffernan	Grace	Thomas P. Miller
Crayton	Jennifer	United Labor Agency	Houston	Jerome	Voice of the Customer/QualaWash Holdings LLC
Emery	Amy	United Labor Agency	Megenhardt	David	United Labor Agency
Gant	Sonya	United Labor Agency	Rizika	Jill	Towards Employment
Gaul	Maura	United Labor Agency	Sierra	Krystal	Public

I. Call to Order & Welcome – Board Chair:

- a. Called the meeting to order at 8:03 a.m. followed by the roll call of Board members by Ida Ford.
- b. Chair motioned to approve 11/19/22 minutes:

Motion to approve minutes from the November 19, 2021 meeting:
 Cathy Belk – motioned first, Pam Jankowski – second the motion – all in favor - **Motion Passed**

- c. Recapped today’s agenda items about the workforce development department transition, status of the RFPs, WDB structures, wages, and announcements.

II. Voice of the Customer – Jerome Houston, QualaWash Holdings LLC:

- a. Maura Gaul – Program Manager with the United Labor Agency (ULA) introduced Mr. Houston, a previous customer at OMJ|CC.
- b. Mr. Houston expressed his gratitude for having worked with Ms. Jennifer Crayton of ULA who helped him in securing a job paying sustainable wages of \$18.00 per hour. He stated that it was hard and frustrating for him to find work due to his background and his previous salary wasn’t sufficient to support himself and his family.

Question: Was there anything that OMJ|CC could have done differently?

Answer: Mr. Houston stated that OMJ|CC did an excellent job

Takeaway:

- ULA spoke very highly of Mr. Houston and his dedication and that his employer is very satisfied with having him as an employee.

III. Mission Moment – Board Chair:

- a. Announced Frank Brickner’s upcoming retirement and shared the history of his commitment and valuable contribution noted in a formal proclamation to Mr. Brickner from the County Executive. Opened the floor to members for any comments since this is his last Board meeting upon retirement.

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1. Member Comments:

- Dave Merriman – expressed his gratitude for having worked with Frank and thanked him for his support and how he has been an inspiration. He further stated how he maintained values, and ethics, being a gentleman, intelligent, kind, and a leader exhibiting great sacrifice and dedication giving best wishes to him and his family.
- Cathy Belk – gave her best wishes and stated how it has been a joy working with him and thanked him for his calmness and consistency in working with her.
- Ethan Karp – complimented Frank on his great knowledge of the work and always figuring out how to get things accomplished.
- Grace Gallucci – stated that Frank has been an inspiration to her.
- Kim Shelnick – gave her thanks and appreciation to Frank, as well as his contribution to the collaboration with the healthcare industry.
- James Vaughan – stated it was a pleasure working with Frank over the years.

IV. Board Business – Frank Brickner:

- a. Board Chair led into the next topics with mention of the new Cleveland Mayor and his cabinet, to introduce the new Chief, and Chief Herdeg to talk about the CEO and CFO open positions, the interviewing and transitioning process.
- b. Executive Director & CFO Transition Plan:
 1. Chief Epstein began by congratulating Frank Brickner and then on his plan and involvement with the City of Cleveland and Cuyahoga County in the search for a new CEO and CFO. To work collaboratively with the Board, stakeholders, the city, and the workforce to align the job description to the work.
 - Chair interjected that the Chief has prior work experience in the midtown area, campaigning, and private sector.
 - Dave Merriman mentioned the Chief’s prior collaboration with the county regarding jobs in the Midtown area.
 2. Chief Herdeg stated that the two job postings were released for the CEO and CFO positions. A leadership team will be selected to help recruit the best candidates.
- c. Board Chair announced that the following members are leaving the Board:
 1. Harriet Applegate (not present) had retired from North Shore AFL-CIO; and Kelly Kehn expressed how grateful she was to have served on the Board and that she will be working with another company and will be traveling a lot.
- d. Performance Metrics (Adult/Young Adult) – Frank Brickner:
 1. Adult Services - currently at 80% towards the goal and providing a lot of training in the three sectors, confident that the goals will be met, and that people will get employment.
 2. Young Adult Services – meeting the goal is challenging with low enrollments, but more outreach is being done.

Question: What about getting youth from the high schools and Tri-C?

Answer:

- There is very little funding to help in-school youth, there needs to be more flexibility under WIOA
- YOU and Towards Employment can help with recruiting dropouts and graduates
- The PACE program is also a good way to connect with Youth

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- e. RFP & Timelines - Business Services & One-Stop Operator/Job Seeker Services – Frank Brickner:
1. Five proposals were received for adult services and are being reviewed and rated by teams and will be vetted in early March. The proposals received are comprehensive, very detailed, and contain very good ideas.
 2. An RFP is expected next year for WIOA & TANF Young Adults Services
 3. The RFP for One-Stop/Jobseekers was released and is due March 7th.
 - Asking for volunteer raters and reviewers
- f. Outreach & Communications Services Contracts – Frank Brickner:
- a. Gave updates on two contracts expiring this year:
1. Strategic Resources – this contract is expiring in October 2022 and cannot be amended or extended. Mary Kelly is currently working with James Vaughan and talking about what is needed.
 2. Maher & Maher – this contract expires on June 30th
 - Now is the time to determine priorities and what’s next with the Strategic Plan, which expires in 2023. Consultants Maher & Maher assisted with the strategic plan and evaluating of employer and job seeker services.
- b. Proposed Policies - The State of Ohio recommended the following policies. They were distributed pre-reads for today’s meeting for approval and were vetted at the last CCWDB Executive Committee meeting.
1. Chair motioned to approve the Basic Skills Assessment policy:

Motion to approve – Basic Skills Assessment:
Pam Jankowski abstained from motion; Dave Merriman - first, Cathy Belk - second – all in favor - **Motion Passed**

2. Chair motioned to approve the Data Collection Policy:

Motion to approve – Data Collection and Reporting:
Pam Jankowski - first, Grace Gallucci - second – all in favor - **Motion Passed**

- c. Recommendations – Frank Brickner:
1. Next year’s budget could see a 10% cut to WIOA allocations, but there it could be possible to receive monies from other Boards who are not utilizing all their funding.
 - The State has set aside funding and if OMJ’s performance and training numbers are good, that creates an opportunity to increase the budget.

Question: Is there a reason for the cuts?

Answer: WIOA allocations are flat, formula-driven around unemployment, etc. Due to COVID, other states have begun struggling e.g., poverty, and their funding has increased, which contributed to Ohio’s share decreasing

➤ There is no performance measurement, they use the same method as the State of Ohio

➤ The State’s budget should be available around the end of March and that can be used to estimate what OMJ could expect

Question: Are there DEI stipulations towards provider RFPs?

Answer: There are ratings related to DEI e.g., minorities in leadership positions, how the recruiting is done, outreach, customer needs, etc.

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V. **Strategic Conversation – Cathy Belk/All:**

a. **Workforce Funders Group 3-Year Contribution - Cathy Belk:**

1. Contribution to the Workforce Funders Group was implemented three years ago. The CCWDB Executive Committee approved continued funding and proposes \$225,000 to continue the work. This important work is aligned with mission goals. These are pooled funds to support sector partnerships in manufacturing, healthcare, and information technology, and have expanded to support a new sector in the hospitality industry. The work has increased funding and funding for employers and residents as well as provided impactful training leading to sustainable wages.

Comments:

- The Department of Labor encourages the use of administrative allocations to get people into good jobs
- This work is extremely important
- It removes barriers and there has never been a stronger collaboration
- Over 100 training resulted from the funders group, 2-3 times more than in prior years impacting important areas of the community

NOTE: Board Chair and William Gary of Tri-C recused themselves from participation in this vote. (Vice-Chair Shana Marbury of GCP was not in attendance today.)

<p>Motion to approve – Workforce Funders Group 3-Year Contribution: James Vaughan III – motioned first, Mayor Thomas - second – all in favor - Motion Passed</p>
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b. **Workforce Development Board (WDB) Structures & Research Results Discussion – Cathy Belk:**

1. The exploration of WDB structures is not a new topic for discussion, it is in the strategic plan and has been addressed in past years. Today's research on WDB structures was provided and funded by Deaconess, MAGNET, and the Greater Cleveland Partnership. The purpose for discussing it today is not to decide, which is up to county/city elected officials, but as advisors to make suggestions and determine if the Board wants to further explore.
2. Cathy Belk is Co-Chair of the CCWDB Strategic Functions committee whose function is to identify priority areas. The report included an analysis and comparison of 10 cities with similar situations as Cuyahoga County that had undergone WDB restructure and why, with 9 of 10 having a 501c WDB structure.
3. Chair asked the Board if this concept was worth pursuing the research and further discussion and a consensus was reached to continue exploration.

Feedback:

- Continue researching, reviewing, and discussing
- There is funding supporting employers, it's worth considering
- It sounds logical but more research is needed
- Onboard with considering but more research needed
- The idea has not been ruled out by leadership and is being considered
- This has been a topic since 2008 with no agreement being met and there are pros and cons. Most urban areas have adopted a nimble WDB with the ability to more funding, contracting, and resources. The current structure is difficult around human resources and procurement, and elected officials would be giving up some control. Recommends that WDB structures be researched
- Should stay in the public realm, there is a need for government connection and funding. The restrictions and structure allow democracy, to have a voice and represent the people
- The current systems are in silos and not customer centric. This opportunity to research could reduce the silos to benefit the residents

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- It depends on the needs of each locality, but accountability must exist and funding guidelines no matter what the structure. There would still be compliance and local elected official involvement, but it is worthy of exploration. Especially if the residents benefit from it e.g., clients, customers, employers, and residents. There is no perfect structure, that is best for Cleveland/Cuyahoga County.

VI. Open Discussion – Opportunities, Pay Rates & Employer Engagement - All:

- a. Increasing pay rates to \$15 an hour and employer engagement.
 1. Ida ford – recapped this topic which was discussed at the last Board retreat and the pros and cons, as well as the impact on businesses and the economy. Provided research from the Brookings Report showing the demographics of low-income wages and Policy Matters of Ohio about fairer pay to boost Ohio to understand how to get better wages without hurting businesses.
 2. Posed the question to CCWDB Business Representatives in attendance today and what they thought about it to get perspective and feedback, which is provided below:

Feedback:

- Wants people to get better wages
- It's worth the investment to increase at \$15 or above
- On the job training (OJT) wages are less than what most employers are offering
- Experienced a good worker leaving for higher wages to afford daycare
- Wage increases address race, equity, and inclusion, the funding should be towards minorities
- Help employers and show them the path to understand and why there needs to be an increase
- Need to approach carefully
- Consider the impact
- Doesn't want to turn away any businesses
- Need to have the conversation with employers regarding increases and/or career pathways
- Need to review placements
- Smaller companies probably couldn't absorb the costs and will go out of business
- Ensure that those we are doing business with, are not in violation of the law

Frank Brickner – in closing, gave thanks and appreciated the kind words from everyone. Emphasized how important it is to work collaboratively and in the same direction. He stressed that sector meetings are pertinent, aligning the work is crucial and he hopes that all the initiatives will be successful and lasting. He stated how fortunate he was to work with this Board amongst others, to make a difference and encouraged everyone to keep working together and doing the work of helping people.

Follow-up:

- Chief Epstein update regarding leadership salaries
- Provide metrics of job placements by OMJ|CC below \$15
- Sign and Return annual Conflict of Interest & Serving Families policies to Sheree Carroll:
email: sheree.carroll@jfs.ohio or fax to: (216) 777-8210

MEETING ADJOURNED at 10:00 a.m. - Next CCWDB Meeting on Friday, May 20, 2022
Recorded by Sheree Carroll