



Greater Roanoke Workforce Development Board Meeting

June 23, 2022 – 9:00 AM

Botetourt Center @ Greenfield

57 S Center Drive, Daleville, VA 24083

Board Members Private Sector	Present	Board Members Public Sector	Present
Teresa Hammond	X	Joseph Brinley	X
Casey Nicely		Chuck Simpson	X
Jeremy Adkins		Karen Michalski	X
Sonya Charlow	X	Abby Hamilton	X
Michael Gardner	X	Cynthia Lawrence	X
Kristina Repass		Debbie Hamrick	
Emily Smith	X	Jamie Soltis	
Kristi Mallory	X	Dr. John Rainone	X
Adrienne Ross		Dr. Milan Hayward	X
Richard Mansell		Susan Watkins	X
Tiffany Worstell	X	Beth Simms	X
Sharon Pandolfini		Susan Goad	X
Stephanie Aliff		Chris Simmons	
Jeff Hamley	X	Amanda Forrester	

GRWDB Staff	Present
Morgan Romeo	X
Leah Gibson	
Danielle Hart	X

Guests	Present
Taylor Johnson	X

Welcome

Michael Gardner welcomed everyone to the meeting and called the meeting to order at 9:03 AM. Michael informed the GRWDB that Casey Nicely would not be present at the meeting and he would be acting as Chair.

Public Comment

There was no public comment.

Consent Agenda

Michael Gardner directed everyone to the Consent Agenda and the packet items that were listed under this item. Michael reminded everyone that items presented under the Consent Agenda could be removed for further discussion if GRWDB members requested this change. There was no further discussion on the Consent Agenda as presented.

WVWDB Action: A motion was made by Chuck Simpson to approve the Consent Agenda items as presented. The motion was seconded by Dr. John Rainone. The motion was carried.

Talent & Economic Development Presentation

Michael Gardner introduced Taylor Johnson, Director of Talent Attraction for the Roanoke Regional Partnership for a presentation on talent attraction efforts and the Roanoke Regional Partnership’s talent program.

Taylor Johnson presented to the GRWDB about the talent attraction program and the Get2KnowNoke campaign. Taylor went over specific strategies the Roanoke Regional Partnership is undertaking to try to attract and retain talent in the region, including the Roanoke Regional Professionals Network, the Talent Ambassadors Network, a new job board on the Get2KnowNoke site, and marketing and outreach in conjunction with the Roanoke-Blacksburg Regional Airport.

Cynthia Lawrence asked Taylor how involved the Roanoke Regional Partnership's efforts are with the Roanoke Regional Chamber and other smaller chambers. Taylor noted that they are great partners and are helping to connect the talent attraction efforts to businesses who may need assistance.

Abby Hamilton asked when the Roanoke Regional Partnership is launching the new job board on their website. Taylor said that she anticipated by the end of July 2022. Abby then asked if employers/organizations could send jobs directly to Taylor for input into the job board. Taylor said yes and that they could also send them to GRWDB staff, as the job board will also live on the GRWDB website. Cynthia Lawrence asked if Taylor had heard of the new job board site "Flex" as it allows for more searches based on refined criteria. Taylor said that she would look into this new opportunity.

Michael Gardner asked Taylor if she was having any success with talent attraction, and if so, from what region. Taylor said that Roanoke was seeing an influx of individuals from the Northern Virginia area, mainly due to the cost-of-living and the high rental/mortgage rates.

Old Business (Closed Session)

GRWDB Action: A motion was made by Karen Michalski-Karney to enter closed session pursuant to Virginia Code 2.2-3711(A)(29) for the discussion of the award of a public contract involving the expenditure of public funds, including interviews of bidders or offerors, and discussion of the terms or scope of such contract, where discussion in an open session would adversely affect the bargaining position or negotiating strategy of the public body. The motion was seconded by Dr. Milan Hayward. The motion was carried and members of the public were also asked to leave the room. Morgan Romeo stated that she was also going to leave the room as there was a potential conflict of interest between her and one of the bidders for the One Stop Operator contract.

Closed Session discussion occurred with guests and Morgan Romeo out of the room.

GRWDB Action: A motion was made by Joe Brinley to end closed session and certify that (1) only public business matters lawfully exempted from open meeting requirements under this chapter and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed, or considered in the meeting by the public body. The motion was seconded by Cynthia Lawrence. The motion was carried by a roll call vote as recorded below:

Teresa Hammond	Yes	Karen Michalski	Yes
Sonya Charlow	Yes	Abby Hamilton	Yes
Michael Gardner	Yes	Cynthia Lawrence	Yes
Emily Smith	Yes	Dr. John Rainone	Yes
Kristi Mallory	Yes	Dr. Milan Hayward	Yes
Tiffany Worstell	Yes	Susan Watkins	Yes
Jeff Hamley	Yes	Beth Simms	Yes
Joseph Brinley	Yes	Susan Goad	Yes
Chuck Simpson	Yes		

GRWDB Action: A motion was made by Dr. John Rainone to enter negotiations with ProjectNow LLC. for One Stop Operator services for a one (1) year contract with an additional one (1) year extension for a maximum of two (2) times. Dr. John Rainone clarified that the language specifies in the contract that expenses will not exceed six (6) hours per week at a maximum of \$18,000 per year. The motion was seconded by Joe Brinley. The motion was carried by a roll call vote as recorded below:

Teresa Hammond	Yes	Karen Michalski	Yes
Sonya Charlow	Yes	Abby Hamilton	Yes
Michael Gardner	Yes	Cynthia Lawrence	Yes
Emily Smith	Yes	Dr. John Rainone	Yes
Kristi Mallory	Yes	Dr. Milan Hayward	Yes
Tiffany Worstell	Yes	Susan Watkins	Yes
Jeff Hamley	Yes	Beth Simms	Yes
Joseph Brinley	Yes	Susan Goad	Yes
Chuck Simpson	Yes		

Director's Report

Career Quest Discussion

Morgan Romeo reported that the CareerQuest events in March and April 2022 went extremely well and the schools were excited to have this event back up and running. Career Quest will get back onto regular schedule in September on the 27th and 28th for 7th grade students, but noted that schools had requested that another event be kept in the spring for 10th grade students to come through the same event. Morgan said that this event would be slightly different, as 10th grade students typically turn 16 (working age) at the end of 10th grade, as well as they are typically choosing whether or not to attend Career and Technical Education programs or work-based learning. Dr. John Rainone and Dr. Milan Hayward noted that if the date could be pushed to mid-February, it would allow students to view specific dual-enrollment programs prior to the deadline for enrollment in community college for the following year. Karen Michalski-Karney wanted to make sure that any website or event that is done is accessible and that any marketing and outreach materials for the events use photos with students with disabilities. Cynthia Lawrence, Beth Simms, and Tiffany Worstell all volunteered to assist with this project through the Special Projects Committee.

Star City Works Update

Morgan Romeo reported that the program is up and running and presented the new logo for Star City Works programs. Morgan noted that the City of Roanoke has deposited the funds into the bank, and that the GRWDB will have a Program Manager coming on board in July 2022. The first task of the program would be to bring together stakeholders and community partners to discuss the program parameters and figure out how the funding can be braided with other programs.

Diversity, Equity, and Inclusion Progress

Morgan Romeo reported that the GRWDB staff had convened a regional DEI Taskforce that is made up of front-line staff, mid-level and senior-level management from across the partners in the region. This group meets monthly to discuss training and other initiatives to make sure DEI is a focus in local operations. Morgan reported that initial training had been conducted and available to all of the regional workforce partners on DEI through Title V Consulting and it gave a broad overview of DEI and how it is beneficial in any workplace. Morgan asked if the GRWDB would like specific training on DEI as board members and overwhelmingly the GRWDB members present said yes. Michael Gardner noted that he is professionally trained to provide this training and would be happy to provide this to the GRWDB at a future meeting. Dr. Milan Hayward requested that staff send out the state level DEI plan and statement so that we could model after what is being done at the state level.

Statewide Workforce Updates

Morgan Romeo reported that the workforce system is a major focus of the new Governor and his Administration, and that there would more than likely be some type of reorganization to streamline services and create more accountability. Morgan noted that there were a few things happening currently that could impact the system, including a study of the viability of Registered Apprenticeship programs being under the Department of Education instead of the Department of Labor and Industry. Morgan also noted that this Administration is extremely focused on outcomes related to job placement, wages, and retention and that training services are no longer a focus unless that lead directly to job placement. Morgan reminded the GRWDB of the 40% requirement and noted that this may limit actions that the GRWDB can take to meet the new requirements. Cynthia Lawrence asked if there was any use for the longitudinal data system for tracking hires. Morgan reported that the Virginia Employment Commission has the ability to track hires and wages through their tax and unemployment system, but that Virginia has not successfully merged the data systems so that the GRWDB would have access to this data on their participants and customers. Cynthia asked if the GRWDB should make a statement regarding this to the Commonwealth, as it's hard for the GRWDB to measure success without access to the data. Morgan recommended that the GRWDB wait to see what the reorganization was proposed to look like and then move from there.

Logo & Branding Updates

Morgan Romeo reported to the GRWDB that the Chief Local Elected Officials (CLEO) Consortium was not sold on the Greater Roanoke Workforce Development Board name. Morgan noted that the CLEO requested that a tagline be added to the logo to be more inclusive of the areas, and Morgan showed a new logo that included the tagline "Serving the Roanoke Valley and Alleghany Highlands". Karen Michalski-Karney asked if the tagline will be used on all materials. Morgan reported that Access advised using the branding with the tagline for about a year to get the name and branding out in the region, but then to tape off to avoid confusion. Dr. John Rainone voiced disagreement with the new name as well, but acknowledged that there was no good name for the region. Beth Simms asked if specific marketing will take place. Cynthia Lawrence suggested the addition of a map for branding to help identify the region. Morgan stated that she would go back to Access to see if they could create a small map to be used for this purpose. Dr. Milan Hayward noted that he really likes the new name and logo as the logo looks like a compass. Dr. Hayward suggested that maybe the compass have the locality names added to the logo. Dr. John Rainone pointed out that without a larger, regional name, branding will continue to be an issue. Susan Watkins advised that the GRWDB work to remove all old branding from materials, websites, and other marketing materials. Abby Hamilton asked about the Virginia Career Works logo and Morgan noted that she had already worked with IDEAS to change Blue Ridge to Greater Roanoke.

Committee reports

There were no reports from the Finance or Executive Committee meeting as they did not meeting between March and June.

Program Oversight Committee

Abby Hamilton reported on the previous meeting of the Program Oversight Committee. Abby noted that many of the items that were approved in the Consent Agenda were discussed at the Program Oversight Committee and recommended to the GRWDB for approval. Abby said that the Committee spent a good amount of time reviewing the operations of the WIOA Title I Programs, and noted that the year was closing out with lower enrollments in Dislocated Worker and Youth. Dislocated Worker enrollments are down across the Commonwealth, so this is a common trend that a lot of workforce boards were facing. Youth enrollments while down, were

anticipated to increase due to the stability of the Youth Career Coach. The Committee will be monitoring this regularly and closely.

New Business

FY2023 Budget Presentation

Morgan Romeo presented the draft budget to the GRWDB based on the allocations that were provided to the GRWDB from the Virginia Community College System (VCCS). Morgan noted that funds to the Commonwealth of Virginia are increasing overall about 20%, but with the allocation calculation to the areas, the Greater Roanoke area is remaining steady with a small increase of about 3%. The GRWDB will be presented with a final budget with carryforward numbers in September.

GRWDB Action: A motion was made by Dr. John Rainone to approve the draft FY2023 Budget. The motion was seconded by Chuck Simpson. The motion was carried.

FY2023 Committee and Board Leadership

Morgan Romeo noted that all Committee composition needs to be approved by the GRWDB each year. Morgan stated that for the Executive Committee, the Chair, Vice-Chair, and Treasurer had reached the end of their two-year term and required re-appointment. Morgan referenced the list of Committees provided to the GRWDB and the proposed membership. Morgan also noted that a new Committee, the Special Projects Committee, will be created and appointed at the September Board meeting.

GRWDB Action: A motion was made by Teresa Hammond to approve the Committee appointments as presented. A second was made by Joe Brinley. The motion was carried.

Incumbent Worker Training Requests

Morgan Romeo reminded the Board that the policy for Incumbent Worker Training just was amended by the Board to include a limit of \$3,500 per employee or \$8,000 maximum per employer for funding each fiscal year. The GRWDB staff have received two applications which exceed the maximum amount of \$8,000 per employer, and the GRWDB does have the authority to approve additional funding for an employer over the \$8,000 max. The two applications are from 1) Novozymes, which is a bioscience company located in Salem/Roanoke and they have applied to send 10 individuals through a lean manufacturing training conducted by Virginia Tech at \$1,000 per employee, \$10,000 total and 2) Tecton Products, which is a manufacturer in Roanoke County applying to send 4 employees to leadership training conducted by OpX Solutions at \$2,100 per employee, or \$8,400 total. Dr. John Rainone asked who OpX Solutions was Morgan described that it was a private manufacturing training provider. Teresa Hammond asked about cost sharing with the business, and Morgan explained that while there was a cost share, wages that are paid to employees can count toward the match. Karen Michalski-Karney asked if the GRWDB did not approve the additional funding, could the employers still provide the training. Morgan noted that yes, they would be able to. Abby Hamilton suggested some additional parameters for funding, and Michael Gardner asked if there could be something to ensure that companies were actually paying a match for the cost of training. Morgan noted that the policy could be amended to remove the ability to count wages toward the in-kind cost of training. The GRWDB asked that staff bring to the next meeting a revised policy that might include no wage match, but cash match required for companies.

GRWDB Action: A motion was made by Teresa Hammond to not approve additional funding for the two applications, and to have staff award only the maximum of \$8,000. A second was made by Dr. John Rainone. The motion was carried.

Other Business

No additional business was brought in front of the GRWDB.

Adjournment