



BEST Committee Meeting Minutes

Butler Clermont Warren/Workforce Development Board
3/3/2025 1:00 PMEST

Attendance

Present: Remote

Members: Chair-Zach Stanfield, Tate Borcoman, Scott Gafvert

Staff: Traci Stivers, Brittney Stephens, Amy Miller

Guests: Emily Crawford, Tom Duffy, Kim Imwalle, Eric Plummer, Amy Smith, Dan Bates

Absent:

Members: Kevin Boehner, Becky Ehling, David Fehr, Josh Hisle, Ron Rohlfig, Matt Schnipke, Mike Stater, Steve Whayne

I. Welcome & Attendance (Presenters: Zach Stanfield)

Committee Chair Zach Stanfield opened meeting at 1:00pm.

A. Meeting Minutes from February 3, 2025

 [BEST Committee Meeting Minutes 2-3-25.docx](#)

There are no questions, comments, or corrections to minutes. Minutes will stand as official meeting minutes.

II. Roles & Responsibilities (Presenters: Zach Stanfield)

 [Business Relations Committee - 7-19-22 \(2\).docx](#)

III. Director of Community Relations Report (Presenters: Traci Stivers)

 [Boots Flyer For Break Room.pdf](#)

DCR Traci Stivers: Traci presented the current work boot drive, encouraging anyone with new or gently used boots to donate by **March 6, 2025**.

DCR Stivers also shared her report with the committee. She highlighted her efforts to increase community presence by attending more festivals, community engagement events, expos, and similar activities, beyond just chamber events. Additionally, she reported that she has been obtaining quotes for signage and booth materials for these events. Traci further shared that she, along with the OMJs and Area 13, is collaborating to host a **Regional Job Fair** focused on broadband at the **Great Oaks Campus** in May.

A. DCR Presents Report

 [Upcoming Events.docx](#)

 [DCR BEST Report Feb 25.docx](#)

DCR Stivers also presented to committee what is upcoming for her as well as BCW.

B. Q&A with DCR

IV. Discussion (Presenters: Zach Stanfield)

A. Becky discussed a promotional campaign with the marketer, and he is currently working on a 30-second animated infographic. This will accompany the press release.

DCR Stivers reported that Dimalanta is working on creating this video and we will present at next meeting.

B. Membership Fee/Due Structure for 501c3

 [Membership Tiers & FeedbackPDF.pdf](#)

DCR Stivers presented this document along with some of the positive and negative feedback we have gathered from other committees.

Eric Plummer: It is important to differentiate between the Board and the OMJ, particularly noting that the Board is not a government entity, while the OMJ is classified as a government entity.

Dan Bates: Careful consideration is needed regarding pricing. The key concern is defining what services are offered to "members" as opposed to non-members. If access to tickets is the primary offering, the price should remain low. However, if the services provided contribute to workforce development, support business growth, or offer tangible value (such as data), then a higher price may be justified. It's worth noting, however, that data is accessible to everyone. Clarification is needed on the specific services provided to members versus non-members.

Additionally, there is a possibility of collaborating with local chambers of commerce, where businesses could pay a fee to be part of both organizations.

C. 2024 Strategic Planning Tool

 [2024 BCW Workforce Strategic Planning Working Document \(2\).pdf](#)

Employer Outreach: DCR Stivers noted that this is an ongoing topic that requires continuous attention. Zach Stanfield concurred and emphasized the importance of ensuring that both the committee and the full Board are familiar with the elevator pitch developed last year, so they can present it effectively in various settings. DCR Stivers will email a copy of the elevator pitch to both the committee and the Board.

Partnerships: This remains an area of ongoing focus. Success stories are being presented at various meetings and to the full Board during quarterly meetings.

Community Awareness: Traci has been working on ordering materials to set up at events, with the goal of increasing visibility and engagement within the community.

Employer Engagement: This is also an area of continuous effort and attention.

D. Topic List for Train the Trainer

 [Topics for BEST.docx](#)

Zach Stanfield: From an HR perspective, Zach indicated that these topics are areas where every employer could benefit from assistance. He also mentioned that he can provide connections related to the mental health topic.

Question: Should this be a benefit exclusive to "members" of the "membership plan"?

V. Adjourn (Presenters: Zach Stanfield)

The Next BEST Committee Meeting will be May 5 2025 from 1:00pm-2:00pm.

Chair-Stanfield closed meeting at 1:32pm.

- A. The Next Quarterly CEO/Full Board Meeting will be March 6 2025 from 8:00am-9:30am at Duke Energy.
- B. The Next Non Sanctioned Quarterly Social will be March 11 2025 at 6:00pm at Class Axe Throwing in West Chester.