



Budget and Finance Committee Minutes

WIBBCW - Workforce Investment Board of Butler | Clermont | Warren

Jul 13, 2022 at 3:30 PM EDT

<https://us02web.zoom.us/j/84685074472?pwd=Z0RrZUxOTVZhNU1FbFZxeVVPNVk0QT09>

Attendance

Members Present (Remote):

David Fehr, Michelle Snow, Germaine Butler, Sal Consiglio, Ron Rohlving

Staff Present (Remote)

Becky Ehling

Vetta Brantley

Guests Present:

Ernie Dimalanta

I. Welcome and Attendance

Michelle opened the meeting and welcomed all.

A. Minutes from June 8, 2022

[Budget & Finance Committee Minutes 06 08 2022 - OnBoard DRAFT.docx](#)

Minutes approved as written for record.

II. Roles and Responsibilities

Roles are attached to agenda for committee members as informational use only, no actions are needed.

[ROLE OF THE FINANCE COMMITTEE.docx](#)

III. Presentation by Dimalanta for Marketing Strategies

Ernie Dimalanta will do presentation for BCW/Workforce Outreach plan

[BCW0028 In-Demand Jobs Week Board Analytics 5.16.22a.pdf](#)

[Estimate 1611 \(1\).pdf](#)

Ernie explained to the committee Dimalanta's role:

- Manages the Outreach for BCW counties
- Helps flow information with the OMJ Centers.

Last year -

- Utilize funds to create a commercial which was great.

This year -

- No traditional campaign
- Go more digital
- Build our Brand/awareness
- Attract new generation of workers 16-27 y/o (GenZ).
- We want to engage them with a new narrative.

Hurdle #1 -

- GenZ uses YouTube, Instagram, Social Media and Cell Phones
- Like smaller blocks of content (<8 seconds), and process very fast.
- Strong sense of entrepreneurship.

Hurdle #2 -

- Brand lacks relevancy.
- GenZ does not know what OMJ is.

Our Idea:

- Inspirational concepts for commercials
- Short-form vignettes on social media platforms
- Tik Tok
- Clear simple message
- Reworking call-to-action

InDemand Campaign:

- Tik Tok digital ads
- <\$5K
- Clicks 10,009
- Reached 206,731
- Impressions 231,753
- Demographics 62% Men, 38% Women
- Target Audience 13-24 y/o

Four Tactics:

- Commercial Outreach
- Digital Audio Outreach
- Google & Social Media Outreach - Video/Display/Text/Radio
- Video Vignettes (6) - (Video Display/Text Ads)

Let's position ourselves as a steadfast, innovative, creative, and relatable resource for the emerging workforce.

Michelle Snow – thanked Ernie for the presentation and had the following questions;

- How much funding will be used, and how much time will be allocated to this?
 - \$115K - set aside from BNR Grant to get us up and going and his contract. We would need to re-apply.
 - 40% - production of everything in quote
 - 60% - carry out production
- Sal - What funds are we permitted to use?
 - Program funds will be eligible to use as this is Outreach & Improvement and should be set aside off the top (Line item to be constantly in the budget to spend these dollars per year).

Ron agrees that this type of marketing may be beneficial to the group we are effective but wonders how much of it has been utilized.

Ernie has researched other OMJ Centers and they are not utilizing this type of Outreach.

David Fehr - What is the specific call to action once the ad is seen, are they asked to go to an OMJ Center, are they going to a website once we peak their interest?

- Ernie explained there will be landing pages.
 - Trackable.
 - Google call features.
 - Tik Tok – link to website.
 - Can tweek/change each platform week to week if necessary.
- The 3 OMJ Directors and Easterseals is onBoard.

Michelle Snow – asked if the landing pages along the same lines as the message, what is it driving people to connect to?

Ernie explained that once the client clicks through the process, they will be able to connect with an Advisor.

Sal - What's different with this concept than Clermont?

- This campaign is more center focused on resources of that center and will show inside the Clermont Center.
- Clermont's location is not as easy to locate as Butler or Warren. Funding will be strictly through Clermont County.

- Their location is within the JFS facility and it will focus on how to locate them, etc.

Michelle thanked Ernie for his presentataion and asked if we were ready to make a decision.

- David - ready to support because we are lacking in outreach.
- Sal - this is good timing and we can identify what funding is needed.
 - This is a much smaller amount of funding to be able to pass down to the county.
 - It represents about 3 months of re-allocation.
- Becky – per Germaine, we can hold back some of the fiscal year funds in September.
- Ron - this will help drive the volume and help drive people into job readiness.
 - He would like to see the cost of converting a candidate into aviable working body.
 - Ability to tracking impressions, and type of connections.
 - The impressions are good, however, how does this convert to people coming into the centers and getting placed into jobs?
- Michelle – supportive but wants to be careful that we don't just measure clicks and traffic through this concept.
 - We will need to also keep an eye on the end results.
- Becky - the OMJs have survey to track the overall (# of bodies) with a survey.
 - Will need to measure the over all return on our investment.

This \$115K investment will be recommended to the Executive Committee for approval to move forward.

IV. Status of Funds

A. Status of Funds Dashboard for Quarterly CEO/Full Board Meeting (Presenters: Vetta Brantley)

Attached is a draft of a dashboard which could be presented at the Quarterly CEO/Full Board meetings instead of the spreadsheet.

 [Finance Dashboard - 05 31 2022 liquidating 09 30 2023.pdf](#)

 [Finance Dashboard - 05 31 2022 liquidating 09 30 2022.pdf](#)

Ron - recommended that we have a sub-committee to take an indepth look at the Dashboard and asked Becky to schedule a meeting with David Fehr, Ron Rohlfen, Vetta Brantley, and herself.

B. Sal Presentation of Status of Funds to Committee

 [Status of Funds May 9-30-22.pdf](#)

 [Status of Funds May 9-30-23.pdf](#)

 [Youth Compl. May 2022.pdf](#)

V. Budget to Actual

This includes WIB expenses through **April**.

We had until the end of June to get all invoices, expenditures so the funds can be liquidated.

In future meetings we will dive into these more as we send out copies to committee members.

Currently, we are behind in dispersing DLW funds (Butler, Clermont). If 100% is not spent, can always re-apply for the next year.

The Board questioned why the Youth Grant is always at 100% obligated.

It is allocated to the Easter Seals.

This will be added to the spreadsheet for the Board.

 [WIB Bdgt vs Act May.pdf](#)

 [Budget to Actual for May 2022.pdf](#)

Sal Consiglio –

- For WIB Admin dollars, we will not be spending the full budget, only about.
 - Vetta has been here part of the year.
 - Looking to hire another person.
 - Make a line item for Outreach.

Becky - let the committee know that COVID funding has been extended.

- Matt reached out and can absorb about \$75K of those funds for Dislocated Workers.
 - Sal wants to caution this to make sure his Dislocated Workers funds for the other counties are spent before re-allocating to him.

VI. Old Business

A. Annual Budget for Warren County

 [Annual Budget 2023 Draft.pdf](#)

- Budget for Warren County – January thru December.
 - 1st draft was submitted in July.

- Next due August/September.

VII. Adjourn

Next meeting is scheduled for August 10, 2022, at 3:30 PM.

Michelle thanked all for attending and adjourned the meeting.