



# Executive Committee Minutes

WIBBCW - Workforce Investment Board of Butler | Clermont | Warren

Jul 19, 2022 at 1:30 PM EDT

<https://us02web.zoom.us/j/2912014375?pwd=YzQyczlIRDQyUFRyYS94dTRjTktPdZ09>

## Attendance

### CEO/Proxy's Present (Remote)

Commissioner Painter

David Fehr

Martin Russell

### Members Present (Remote):

Ron Rohlfing

Karolyn Ellingson

Joy Lytle

Michael McNamara

Michelle Snow

### Members Absent:

Tate Borcoman

Justin Conger (term for this committee is over)

### Staff Present (Remote):

Becky Ehling

Vetta Brantley

### Guests Present:

Amy Miller

#### I. Welcome

Announce Opening of the meeting and Time (for Minutes) Welcoming Remarks & Introductions  
For public workforce boards, we were able to secure a provision through the budget bill allowing local boards to conduct business through virtual means. This provision was passed July 1, 2021, and is **EFFECTIVE** after 90 days, **October 1, 2021**.

Ron opened the meeting at 1:36 p.m.

Becky preceded with Roll Call/Quorum

## II. Roll Call/Quorum

CEO/Proxies  
David Painter  
David Fehr  
Martin Russell  
Board Members  
Ron Rohlfing  
Justin Conger  
Karolyn Ellingson  
Joy Lytle  
Michael McNamara  
Michelle Snow  
Tate Borcoman  
Staff  
Becky Ehling  
Vetta Brantley

## III. Call Meeting to Order

Chair: "I call the meeting to order"  
- Address any personal items (if desired)  
- Welcome new members (if relevant)  
- Recognize retiring members  
- Welcome visitors.

## IV. Consent Agenda

The Chair is seeking ratification of Consent Agenda.

To streamline Board meetings the WIBBCW includes a Consent Agenda. The consent agenda allows the Board to take care of routine business items in one action.

Items that are standard, non-controversial, and/or self-explanatory can be consolidated and approved with one motion and vote. As the name implies.

Items on the consent agenda assume general agreement, or consensus, on the approval or vote.

If you have any question on any consent agenda item, it can be directed to Becky Ehling or the appropriate Committee Chair prior to the meeting. If the question is not resolved to your satisfaction, you can request that the item be removed from the consent agenda during the meeting and discussed separately later in the meeting.

Consent Agendas allow for more constructive and meaningful use of your valuable time and allows the Board of Directors the opportunity to address more substantive workforce topics.

Approval of the Consent Agenda requires a motion with a second the vote.

### A. Meeting Minutes from March 3, 2022 Quarterly CEO/Full Board Meeting

Minutes are added for formal adoption.

If Committee approves consent agenda, minutes are approved with the motion for consent.

 [CEO and Board Quarterly Meeting Minutes 03 03 2022 - OnBoard DRAFT.docx](#)


### B. Meeting Minutes from June 2, 2022 Quarterly CEO/Full Board/Retreat Meeting

Minutes are added for formal adoption.  
If Committee approves consent agenda, minutes are approved with the motion for consent.

 [CEO and Board Quarterly Meeting 06 02 2022 - Retreat - OnBoard DRAFT.docx](#)

C. Meeting Minutes from the June 10, 2022 Special Executive Committee Meeting

Minutes are added for formal adoption.  
If Committee approves consent agenda, minutes are approved with the motion for consent.

 [Executive Committee - Executive Session Minutes 06 10 2022 - OnBoard DRAFT.docx](#)

**Motion:** to approve Consent Agenda.

Motion - Michelle Snow

2<sup>nd</sup> - Joy Lytle

Verbal Roll Call - all yes

V. Bylaw Update and Possible Action by CEO/CEO Proxies.

The Bylaws were tabled and removed from the consent agenda at the June 2, 2022, meeting.  
The Bylaws are on the agenda for review at the Governance Committee meeting on 7/18. If this meeting is cancelled, this agenda item may need tabled.  
The Bylaws would be approved by a motion and second then roll call of the CEO/CEO proxies. The CEO's is the only entity which can change bylaws.

 [Updated Bylaws 5-17-22.pdf](#)

 [UPDATED BYLAWS updated and recommended changes summary sheet 5-15-22.pdf](#)

- The Bylaws were sent to the CEOs and proxies in advance of this meeting.
- Ron explained that the Bylaws have been updated mostly by rewording a cleanup. This will be recommended to the CEO/Board for approval.
- David Fehr asked if changing WIB (Workforce Investment Board) to WDB (Workforce Development Board) will impact any future documents; Banking, etc.
  - Becky explained that when WIA (Workforce Investment Association) was changed to WIOA (Workforce Innovation and Opportunity Act) in 2014 WIB was also changed to WDB.
  - Staff to update all contracts, accounts, etc. to reflect WDB.
- Ron we will be cognizant of these changes down the line.

Becky to note updated Bylaws updated 5/15/2022, effective 7/19/2022.

**Motion:** To approve the updated Bylaws and approval by CEOs.

Motion - Martin Russell

2<sup>nd</sup> - David Fehr

Verbal Roll Call - all yes

## VI. Committee Updates

### A. BEST Committee (Presenters: Michael McNamara).

Due to the Holiday, there was no meeting for the BEST committee for July.

BEST Committee will be working with Chair, Executive Director, and Executive Team to finalize the job description of the Community Relations Director.

### B. Budget and Finance Committee (Presenters: Michelle Snow).

Ernie Dimalanta presented a Digital Outreach Plan to the Budget and Finance and the Emerging Workforce (Youth) committee. With the amount of the quote, Staff will review if the 3 quotes rule applies.

Emerging Workforce (Youth) Committee would like for Outreach to become a line item in the budget.

Committee has been working on Dashboards of Status of Funds for Executive Committee to have quick overview of the funds.

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

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

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

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

- Met on 7/13 –
  - Dimalanta presented Outreach Concept (Proposal), with request for \$115K for enhanced Outreach. The committee approved.
    - Goal is to increase traffic at the OMJ Centers and promote BCW/Workforce.
  - Becky will research research whether or not we need to solicit an additional quote.
- Bigger Picture –
  - Spending time on Status of Funds & Dashboards.
  - Ron explained that our goal is to spend the allocated funds, and to be able to explain where we are underspending.
    - Tweek Dashboards to show the sub-comparments of programs and funding sources.
- Michelle stated that the Committee does not feel like they are off the hook in terms of explaining the details or having indepth discussions with our CPA.
  - For the purpose of this report out, the plan is to present higher level Dashboards.

- Ron added that if the Board wants to see line items, specific details, we will have back up.

Becky showed the Committee the Social Media Report from inDemand Week which Dimalanta ran Video ads on Facebook, Instagram, Youtube and Tiktok. The Videos ran from May 2<sup>nd</sup> – 16<sup>th</sup>, 2022 and are also on our website. Below are the statistics from one week:

- Clicks – 10,009.
- Reached – 206,731.
- Impressions – 231,753.
- Demographics – Men 62%, Women 38%.
- Target Audience – 18-24 y/o's out of work.

The Proposal is more detailed.

Ron asked how do clicks, turn into people going into the OMJ Centers and how does that track with referrals and jobs created?

Becky explained that we have to get the word out and any type of advertisement, or marketing has to help -

- Leads to more traffic.
- More recognition for the OMJCenters .
- Branding the OMJ Centers.
- Getting people more familiar with OMJ Centers.
- Letting people know to use the OMJ Centers

Amy Miller the OMJs are tracking –

- How people are hearing about the OMJs when they come in and register.
- Reported on their Quarterly Dashboard .
- Biggest response is family/friends.
- Not seeing a large number of responses.
  - Through Social Media as it is difficult to track.
- Outreach and Marketing is the name of the game.
- Trying to reach as many people as they can especially youth.
  - Youth is defined in as ages 14-24.

Becky Ehling -

- The Marketers are looking into attaching a barcode to the Social Media sites. When its clicked on, there will be forms to fill out that will lead to the COG (OMG Centers or Counselors). This may be a different program than is currently used, but they are looking into it.
- Both the Budget and Finance Committee and Emerging Workforce (Youth) Committee's are very supportive and would like to move forward.
- The BRN Grant will help fund the Outreach.
- An open item will be to make Outreach a budget line item for future outreach, incase we do not get the BRN Grant next year.

Michelle Snow -

- There is support to do this.
- Interest measuring whether or not it yields the results we would like to see.
- We may not have the sophisticated methods to track this today, but knowing we should at least be able to see increased traffic overall which is the goal.
- Billboards and commercials will not yeild the results we want to see.

Becky asked that within the motion to enter an agreement for Outreach not to exceed \$115K incase she has to put out for bid or quotes, it will cover any body responding.

**Motion:** to partner with a Vendor to create an Outreach effort not to exceed \$115K.

Motion - Michelle Snow

2<sup>nd</sup> - David Fehr

Verbal Roll Call - all yes

C. Education/Training Committee (Presenters: Karolyn Ellingson).

Committee is working on a Business Forum.

This forum will be held at Miami University in Butler County. A rough draft agenda is attached for better explanation of the Forum.

 [Agenda for Ed & Training Event.docx](#)

Scheduled Committee meeting was canceled due to the Holiday.

For the past couple of months the Committee has been working on planning a Forum or Summit for Workforce Development to identify barriers that employers are having finding and retaining employees. Also, what are some strategies they can do to overcome those barriers.

Forum/Summit will include -

- 3 Breakout Sessions on the following:
  - Non-traditional employment.
  - Grants.
  - Training and Education.
- Partners
  - Educational and Grants..
- Local area Agencies
  - WCCS
  - OMJ Centers.
  - Others.
    - Talk about what they have available and how they can help employers guide their employees through barriers

The Event is scheduled for Friday, 9/23 at MU – VOA at no cost – 7:30 am – Noon.

- Contential Breakfast.
- Light forum with Q&A from area HR employees.
- Facilitator to talk about how to help retain employees.

Becky will identify what we are and what we do as a Workforce Development Board.

Ron wondered if we were partnering with the Chambers or the Counties –

- Chambers and Counties are welcomed to participate.
- Local Chambers sometimes have Grants available.
  - They sometimes have a vast network of local businesses to invite.

Ron suggested having a Virtual –

- Paralle to or following this event.
- COVID variant is starting to track up.
- Interesting to see if the inperson event would be better than a virtual event.
- Thoughts as to whether this event is a wasteful idea.

Karolyn thinks it is not a wasteful event. Idea time to –

- Communicate.
- Connect.
- Have people present
  - Not trying to multi-task during Zoom meeting.
- She's watched numbers trend up..
  - How will it effect our event
  - Hoping for the best.

Ron suggested that if this event is successful –

- Virtual meeting as a follow up.

Becky suggested –

- Video tape and record for website.
  - Ron can help with some ideas.

Joy likes the ideas to –

- Include the Chambers.
- Incorporating virtual componant later.
  - Both have merit.

David Fehr will be happy to pass out the Flyer created to his network.

Karolyn suggested –

Forum or Summit as an official title for the event and asked that if anyone can come up with a clever name to call the event, let her know.

#### D. Emerging Workforce (Youth) Committee.

Becky will give brief update on the committee.

Dimalanta presentation.

Hub concept - discussed later in agenda.

Next Emerging Workforce (Youth) Committee meeting will be Aug. 10th from 2:00 pm - 3:00 pm.

Becky let the Committee know –

- In between permanent Chair.
  - Karen Karnes substitutes as a Board Member.



- Ron volunteered to be Sub-chair until Karen Karnes can be Chair.

Dimalanta Outreach presentation -

- Committee receptive.
- Next mtg 8/10 2-3p.

Hub Concept –

- See Section VII Discussion.

Next meeting August 4, 2022, 2:00 p.m. – 3:00 p.m.

#### E. Governance Committee (Presenters: Ron Rohlfing)

Committee has been working on Bylaws and fill vacancy on the Board.

Committee has 3 more vacancy for Butler, but we have been working hard to fill them. If anyone has connections with a Butler business (large or small) you feel would be a great fit to the board, please let Becky know.

Committee reviewed the Action Plans from the Retreat and Ron will present an overview of where we are.

Committee will start the review process for policies.

Ron thanked the Committee for approving the Bylaws today.

He has met with –

- Kroger in Butler County.
- Logistics and Automation.
  - Huge target for the Board.
- Reaching out to Amazon in Butler County.
  - Martin Russell noted location is Warren Co. not Butler Co.
- Hightower Petroleum in Middletown.
  - Martin Russell noted location is Warren Co. not Butler Co.
- Looking into restaurants as part of Hospitality.
  - Other areas in Butler Co. as representation.
- Suggestions from the Committee members.
  - Let Ron, Becky or Vetta know.

Policy reviews –

- In need of updating.
- Up to the Board to write/re-write the policy to help impact the workers.
- Will begin working with the OMJs to give their perspective.
  - Have the frontline workers.

- Meet with the people.

## VII. Discussion.

### A. Hub Concept Initial Discussion (Presenters: Becky Ehling)

Riley O'Grady, Joe Schroder, Sinclair and the WIB have been working collaboratively to conceptualize a Workforce HUB. Still in infancy stages but moving forward.

 [Current Workforce Diagram Concept.pdf](#)

Becky gave a brief overview –

- Riley and Joe and Sinclair Community College, go out to meet with schools and businesses as does the WDB, OMJs, Easterseals, and Warren Co.
- Overwhelming to the schools and businesses.
- Partners to work together to eliminate duplication of meetings.
- Develop Resource Teams.
- The WDB (Emerging Workforce (Youth) Committee), to be the Hub (Umbrella), of Resource Teams who will work with the schools, businesses, and partners.
  - Definition of HUB of the WDB –
    - To help people work collaboratively in your area to get results for employers and employees.
- Schools and Businesses onboard.
- Pilot in Warren Co. then BC & CC.
- August Pilot roll-out to build the program.
- Boots on the Ground (those partnering with the HUB) met on 7/18.
  - Determine how we can work together to make things better for the Youth and businesses.
- Joe, Riley and Becky will interview on Channel 6 (Lebanon) on the Concept on 7/26.
- Commissioner Jones expressed interest and a meeting with her has been scheduled for 7/29.

Ron feels that if the Pilot is developed, declined, and successful –

- Replicate Hub model.
- Hospitality could be another type of Hub.

Becky explained that a lot of the HUB thought comes from –

- PreApprenticeships being a Hub concept.

- Also was discussed at the Retreat.
  - Concept of being centralized.

Becky let the Committee know that we Karolyn Ellingson had to exit the meeting but we are still in Quoram.

## B. Retreat

Ron thanked those who participated in the Stratigic Retreat and shared the four basic areas that are were discussed -

- ED/Board Roles, Responsibilities and Training/Onboarding – clearly defined roles.
  - Orientation/Onboarding recourse/handbook.
  - Dynamic resource portal for board members.
  - Regular educational snippets in quarterly board meetings.
  - Mentoring relationships for board members.
  - Define committee scope of services/charters.
  - Role clarification.
  - Standards for meeting materials, rules and respecting timeframes.
- Marketing and Communication of WDB.
  - Develop a viable Elevator Speech of what the WDB does in the community (15-20 section speech).
  - Review and update Area 12 Marketing Plan.
- Community Relations.
  - Hire Community Relations Director – face of the Area 12 WDB.
    - Create Job Description.
  - Join County area business Expos and Business Events – Redi Cincinnati, Chamber Events, Trade Shows.
    - To make sure the WBD and other Partners.
      - Know who we are.
      - What we are doing.
      - How to contribute.
  - Establish relationships and obtain the area Voice of the Customer from are businesses needing a skilled workforce.
- OMJ Hub and Spokes Model.
  - Partner between board and OMJs of meaningful metrics that reflect the activity, awareness, and also people being placed in jobs.
    - How to create the HUB.
      - One Stop Shop..

- Partnering with WBD Admin, Governance Committee and OMJs revision of Area 12 Policies..
  - Making sure we as a board are helping to employ proper policy that helps them do their job more effectively
- Enhance workforce reduction avoidance.
  - How do we get people out of work, trained into critical demand jobs.

The Retreat Facilitator will present her summaries at our next Board meeting September 1, 2022.

VIII. Adjourn.

- A. Next Executive Committee Meeting Hold is for August 16, 2022.

**Motion:** to adjourn the meeting at 2:28 p.m.

Motion – Commissioner Painter

2<sup>nd</sup> Michael McNamara

All in Favor - all aya

- B. Next Quarterly CEO/Full Board Meeting will be September 1, 2022, hosted by the Butler County OMJ.