

## Board of Directors Meeting

Workforce Central Florida  
Administration Office  
707 Mendham Blvd., Suite 250  
Orlando, FL 32825  
Thursday, December 12, 2013  
9:00 a.m.

### MINUTES

**BOARD MEMBERS PRESENT:** Wendy Brandon, Greg Beliveau, Diana Bolivar, Paul Bough, Robert Brown, Melanie Cornell, Lorna Garrow, Leland Madsen, William Merck, Brian Michaels, Sheri Olson, Taylor Pancake, Jack Plettinck, Dr. Joseph Sarnovsky, Jovanna Sayan, Dr. Sanford Shugart, Richard Sweat, Chuck Todd, Eric Ushkowitz, Larry Walter, and Mark Wylie

**MEMBERS ABSENT:** Dr. Angela Adams, Debbie Clements, Steve Clelland, William D'Aiuto, Eric Jackson, Tirso Moreno, Dr. Robert Spooney

**STAFF PRESENT:** Pamela Nabors, Kevin Neal, Leo Alvarez, Kameel Abdurrahman, Homer Boone, Anika Holmes, Tonya Elliott-Moore, Sherry Voss, Nilda Blanco, Jason Lietz, Suzan Awad, and Kaz Kasal

**GUESTS PRESENT:** Mark Brewer/Community Foundation of Central Florida; Caroline Gardner, Evolve Design; Ron Goss, Shellonda Rucker, Candace Burns, Rick Sutliff, Henkels & McCoy; Joil Henry, Gisselle Maldonado, Dixie Mendez, Youth Participants of Youth CoNEXTion

### WELCOME & CHAIR'S REMARKS

Ms. Brandon called the meeting to order at 9:00 a.m. and welcomed those in attendance. Ms. Brandon indicated that the business of the board will occur after presentations are made from today's guest visitors.

### Presentation – Summary of WCF Board Retreat/Setting Priorities

Mr. Mark Brewer, who facilitated the 10/10/13 Board Retreat, greeted the Board. He commended the Board for their great participation at the retreat and observed that they were specifically directed and focused. Mr. Brewer recapped that the Board's two main areas of focus were: 1) WCF becoming a backbone agency for workforce development and 2) WCF being more business focused. Mr. Brewer advised that the Board should now determine the next steps as well as identify the right metrics for WCF. He recommended the following metrics process: identify, execute, manage and then reflect back. It is important to stay on track and not to lose the connectivity – focus on insight vs. oversight. Ms. Brandon stated that the Executive Committee commented on how excited the Board was when they left the retreat. It is important to keep the momentum and challenge staff as the organization strategically moves forward with this focus on becoming a backbone agency and being more business focused. Mr. Brewer commented that as WCF moves forward, we need to collect more data from customers, constituents and partners to help build our platform and outreach in the community. As the regional economy moves forward, WCF is critically important in this region. Mr. Brewer offered to provide any additional support as WCF further defines its goals.

Mission Moment – Showcase of Youth Program

Ms. Shellonda Rucker introduced herself as the Regional Manager for Henkels & McCoy's (H&M) Project CoNEXTion youth program, which services WCF's five-county area. H&M is contracted to serve 550 youth and currently there are 130 youth engaged in the program. Ms. Rucker introduced Dixie Mendez, Joil Henry and Gisselle Maldonado who are current participants in the program. Each of the participants spoke of their experiences and the positive impact the program has made for them. Ms. Rucker also introduced Ron Goss, Regional Director, Rick Sutliff, Director of Training and Candace Burns, Program Manager.

Presentation – SunRail

Ms. Nabors introduced Ms. Caroline Gardner, Business Development Director for Evolve Design Group. Ms. Gardner greeted the Board and stated that her firm is responsible for the launch and outreach of SunRail. She provided a Powerpoint presentation with an overview of train features and stations. She also discussed the advantages of riding SunRail, including tax benefits to both employers and employees.

Ms. Nabors commented that a couple of the one-stops are close to planned stations. WCF will look into forming a partnership with SunRail for WCF customers utilizing the SunRail.

Ms. Garrow asked about employment opportunities with SunRail. Ms. Gardner replied that most of the work is contracted out via Florida Department of Transportation. For a listing of available job opportunities, go on to SunRail.com. Mr. Merck asked if SunRail and Sun Pass could be linked to one account. Ms. Gardner replied no, SunRail is an alternative solution to driving, and are partnered with Lynx and Votran bus systems. Mr. Bough asked if SunRail would extend its hours for specific events. Ms. Gardner replied that increased schedules will all be based on ridership demand. The train system has the capability of running every 15 minutes. The goal is to service 4,500 riders on day one - May 1<sup>st</sup>, 2014.

Ms. Brandon thanked Ms. Gardner for her presentation today.

Roll Call/Establishment of Quorum

Ms. Kasal commenced with roll call and established that there was a quorum present.

Approval of Minutes from 9/24/13 Board of Directors Meeting

**After reviewing the minutes from the September 24, 2013 Board of Directors, Mr. Ushkowitz made a motion to approve the minutes. Mr. Michaels seconded and motion passed.**

Public Comment

None offered.

**CHAIR'S REPORT**

Ms. Brandon indicated that there is a photographer at WCF today to take professional headshots for any board member needing one. This effort is to assist Board members in better knowing each other and promoting teamwork.

Ms. Brandon stated that the next Workforce Florida, Inc. meetings will occur on February 19 and 20, 2014 in Tallahassee. She encouraged board members to attend if their schedules permit. These meetings are very informative and will help board members attain more knowledge of workforce services statewide across

regions. At the last WFI meeting, Ms. Brandon reported that there was an impressive presentation about the CareerSource transition and there will be an hour educational video for staff to view, to help with the enculturation of the rebranding and underscore how important their role/impact will be for the success of this rebranding. Ms. Brandon indicated that staff will be sending this link to the Board so that members can also view the video.

Ms. Brandon announced that the next Board meeting will be a joint meeting with the Consortium on 2/27/14.

## **COMMITTEE REPORTS**

- **Audit Committee**  
Mr. Ushkowitz indicated that there were no updates to report – there will be a joint meeting of the Audit and Finance Committees on 1/21/14.
- **Community Outreach and Engagement Committee**
  - **Charter**  
In the meeting packet, Ms. Nabors referred to the draft charter for the Board’s review and approval. This is a living document and as this committee moves forward, it may provide revisions to the charter.

**Mr. Todd made a motion to approve the Community Outreach and Engagement Committee’s charter. Mr. Beliveau seconded, motion passed.**

- **Update on CareerSource Florida Implementation Plan**  
Ms. Nabors referred to the Powerpoint handout in the meeting packet entitled: “CareerSource Central Florida Rebranding Effort” and reviewed funding allocations and timeline. Rollout period of the new brand will occur February 10-21, 2014. Ms. Nabors added that staff will review the education video link, which Ms. Brandon referenced, in groups and the Board is encouraged to attend any of these group meetings. Ms. Nabors will send out a schedule to Board once completed.

At the next meeting in January 2014, the committee will learn about the Ambassador Program from Ms. Bolivar of the Hispanic Chamber of Metro Orlando.

- **Executive Committee**  
Ms. Brandon stated that the Executive Committee met twice since the last Board meeting and is bringing forward the following actions items:
  - **Public Records Request Policy:**  
Ms. Nabors stated that staff has created this draft policy to provide procedures/protocol for handling public requests. Staff has been challenged in responding to public requests while balancing confidential requests. The policy will provide staff guidance by having a formal process for handling public requests in an efficient and timely way, while making sure to safeguard confidentiality of participant information. During the creation of the policy, staff consulted with DEO and referenced Florida public records laws, Workforce Investment Act (WIA) guidelines and other statutes. Mr. Tom Wilkes with GrayRobinson,

WCF's attorney, also reviewed the policy. Ms. Blanco, Compliance Director at WCF added that, based on Executive Committee suggestions, staff has modified wording under the "Purpose" section and will be revising sample letters to make them more customer-friendly. Dr. Shugart affirmed that the updated draft policy reflects the Executive Committee's suggestions.

**Dr. Shugart made a motion to approve the Public Records Request Policy. Mr. Bough seconded, motion passed.**

- **RFQ for Work Readiness and Short Term Training:**  
Ms. Nabors indicated that for this program year, the Program Review committee approved funds for work readiness training and short-term training. Staff issued requests for qualifications in the fall. With regard to work readiness training, WCF received 9 proposals but they were all similar proposals to what WCF already offers through workshops. WCF will rework the RFQ with more description of what WCF needs and reissue in December 2013. With regard to the 5 proposals received for short-term training, staff is making recommendations as per the action item which Ms. Nabors referred to in the meeting packet.

**Dr. Shugart made a motion to approve allowance for staff to negotiate unit priced contracts with BFA Environmental Consultants, Global Networks, Home Builders Institute and Paxen to establish selected services for Workforce Investment Act participants. Ms. Leland seconded, motion passed.**

Ms. Brandon referred to the "Information Technology Department – Network Backbone Redesign" document in the meeting packet and stated that at the Executive Committee meeting in November, the committee approved staff to move forward and renew contract with Time Warner Telecom (TWTC) for WCF network backbone connectivity services. WCF received two other proposals; however TWTC offered lower costs and more efficient/enhanced services. This is an informational item to the Board and does not require full Board approval. Dr. Shugart concurred that 3-year renewed contract was the right length for the contract.

- Finance Committee

Mr. Merck reported that the Finance Committee met on 10/15/13 and review the following items: 1<sup>st</sup> quarter financial results, the receipt of the 2012-403(b) audit and action item of the network backbone redesign. The committee also held an orientation for its two new committee members Mr. Pancake and Mr. Todd.

Mr. Merck stated there will be a joint meeting of the Audit and Finance Committees on 1/21/14 where they will accept the 2013 A-133 Audit.

- Program Committee

Dr. Shugart stated at its last meeting the Committee held a public workshop to listen to training providers in the community as the committee looks to strengthen and streamline the application process. Also staff is making progress revising "dashboard" numbers and the committee will bring forward these revised metrics to the Board at the February 2014 meeting.

- Youth Committee

Ms. Nabors stated that the Youth Committee met last month and contract providers gave status updates on their programs. Also Henkels & McCoy brought in two participants (which were also at today's meeting) to speak on their experiences with the program. All contracts are finalized but one, which will be finalized by December 31, 2013. Ms. Nabors advised that WCF may be in jeopardy of not expending all youth funds by 6/30/14 – this is due to the time it has taken for finalizing contracts and getting programs up and running. Ms. Nabors indicated that WCF is working with Workforce Florida, Inc. (WFI) about getting an extension for full expenditure through the 1<sup>st</sup> quarter of the next program year to expend all 2012-2013 funds. Additionally, WCF has identified strategies with 4 of the 5 contractors who are willing to increase the number of additional work opportunities and youth participants to their contracts in the spring - so extension may not be needed.

Mr. Beliveau commented that during the retreat, he brought up the gender issue, where there are challenges training young adult males, who are not interested in training and drop out. Mr. Beliveau asked if this targeted population will be a focus in the youth programs. Ms. Nabors replied she will discuss this further with Ms. Clements, the Youth Committee Chair, and address this with the Youth Committee. Dr. Shugart commented that 1) it is important to reach male youth earlier on at the middle school level, where there seems to be more impact vs. waiting until they reach high school and 2) there should be more focus combining meaningful jobs and training through progression vs. training, then employment.

- Governance Committee

Mr. Brown stated that the committee met on 11/20/13. He referenced the draft charter in today's meeting packet for the Board's review and approval. This is a living document that will evolve as the Governance Committee moves forward and the committee may bring this charter back when there are further revisions.

**Mr. Leland made a motion to approve the Governance Committee's charter. Mr. Merck seconded, motion passed.**

Mr. Brown stated that the committee is also working on the slate of officers for the upcoming program year and will provide a report on this at the February 2014 joint meeting of the Board and Consortium.

## PRESIDENT'S REPORT

Ms. Nabors referred to her report in the meeting packet and provided the following highlights:

- A risk management assessment of WCF's Management Information System (MIS) has been concluded with confirmation that the IT systems are at a low to moderate risk of vulnerability. The report commends the IT structure at WCF and provides recommendations for further quality enhancements.
- 403(b) audit filed on time and there were no material findings.

- Over 100 WCF staff attended the Florida Workforce Development Professional Academy held in Orlando last week. Staff in management and direct services participated in workshops showcasing best practices across the state.
- In partnership with Florida High Tech Corridor Council, WCF hosted a regional discussion on 11/13/13 with stakeholders to gain input on the planned skills gap employer survey. The survey is anticipated to launch in January 2014.
- WCF has been appointed to the Central Florida Commission on the Homeless to help create new approaches through regional partnerships to impact the homeless issue in Orlando.
- WCF has reached and exceeded the required participation rate at 51.3% for Welfare Transition. This means that 51.3% of the entire welfare recipient population assigned to WCF in this region are engaged in work or work readiness activities. This percent is very difficult to reach and this is the first time it has been reached by WCF.

Ms. Garrow asked what the status is with the new Seminole location. Ms. Nabors replied that the lease has been signed. The new location will be at 1209 Airport Blvd., Sanford, FL. Currently, the leasing contractor is applying for the permits and move-in date is scheduled for 2/1/14.

#### **CHAIR'S CLOSING REMARKS**

Ms. Brandon introduced Ms. Ramos with GrayRobinson, WCF's legal counsel. Either Ms. Ramos or Mr. Wilkes will be attending all Board meetings henceforward.

Ms. Brandon encouraged the Board to not lose focus on input gained at the retreat. The committees need to keep aligned to the below key areas of Board focus and these goals should be on every agenda as a reminder:

- WCF strives to be the backbone organization for workforce development in Central Florida
- WCF will become business focused in all efforts
- WCF will identify effective ways to measure progress and Return On Investment (ROI)

Ms. Brandon stated she attended a meeting in October where just the workforce chairs connected for the first time without the staff. Governor Scott spent an hour with the group and relayed his thanks and appreciation for the work that is being done to advance and prepare the workforce, as he continues his work of bringing more jobs to Florida.

Ms. Brandon thanked those in attendance at today's meeting.

There being no further business, the meeting adjourned at 10:39am.

Respectfully submitted,

Kaz Kasal  
Sr. Administrative Assistant