



Board of Directors Meeting
Thursday, December 12, 2019
BWB Conference Room, 66 Allen Street, Pittsfield, MA 01201
Minutes of Meeting

Attendees:

	R. Adams	*	C. Hollaway	✓	B. Petropulos		Guests:
	S. Alfonso	✓	B. House	*	R. Recker	✓	Carol Snyder, Rapid Response
✓	J. Brosnan	✓	A. Ingegni	✓	E. Sheridan	✓	Meighan Williams, RR
*	J. Burke	✓	R. Keegan	✓	M. Taylor		
✓	J. Butler	*	E. Kennedy	✓	C. Tyer		
✓	B. Chaput	✓	S. Kinstle	*	B. Waternan		
*	E. Dellea	✓	B. Lepicier		Staff:		
*	B. DiTomasso	*	J. Lipa	✓	H. Boulger		
✓	D. Evans	✓	J. Lowenstein	✓	H. Williams		
✓	P. Gage	*	D. McNally	✓	R. Eagen		
*	T. Gage	✓	K. Messina	✓	K. Toomey		
✓	L. Harrison	✓	B. Morrison	✓	S. Zayac		*excused absence

I. Call to Order

President Eva Sheridan opened the meeting at 8:01 AM by assuring a quorum and outlining the purpose and procedures of a consent agenda, which will allow more strategic engagement and run a more efficient business meeting. Typical consent agenda items will be routine, procedural decisions, and decisions that are likely to be noncontroversial. The President working with the Executive Director determines whether an item belongs on the consent agenda and relevant materials were emailed to Board members prior to the meeting. At the beginning of the meeting, the President will ask members what items, if any, they wish to be removed from the consent agenda, which will be removed from the consent agenda and discussed individually. When there are no more items to be removed, the President will ask for adoption. The President asked if Board members clearly understood the process and had any questions. One question about vetting the financial statements was asked, which is actually done during Executive Committee meetings. With the understanding that Board members were clear on the process, the business meeting continued.

The consent agenda items include:

1. Vote to approve the September 12, 2019 Board of Director meeting minutes.
2. Vote to approve the Financial Statement reflecting YTD \$358,690.45 income; \$242,520.17 expenses with \$116,160 net surplus. There is \$152,320 in checking, \$75,765 in money market, \$548 in savings, and \$4,840 in accounts receivable.
3. Vote to approve FY2019 audit, which reflects \$244,287 total liabilities and net assets; revenue of \$750,026 (\$68,590 with restrictions); expenses of \$724,584 with a change in net assets ending \$25,442 (\$68,590 with restrictions); final assets ending \$223,929; and a management letter indicating 4 procedural items.
4. Vote to approve the appointment of Catherine Holladay from MA Rehabilitation Commission and Jeff Lowenstein from Berkshire Community Action Council for a term of 2-years. Private sector is at 53.5%. Need representatives from retail and financial.
5. Vote to approve 2nd Quarter Individual Training Accounts from Westfield State University and Excel Training Institutes.
6. Vote to approve 2020 health premium renewal from BlueCrossBlueShield at 1% increase and \$1,500 towards each \$2,000 deductible with BWB contributing 80% and employees contributing 20% totaling \$28,995. To approve the 2020 renewal from Guardian at no

increase for Dental, Vision, Short & Long-Term Disability, Basic Life and AD&D with company paying 100% of the premiums at a cost of \$4,983.40.

7. Vote to approve the Executive Director report.
8. Vote to approve the Youth Director report.
9. Vote to adopt the Career Center report.

The President asked if there were any items to be removed from the consent agenda. Hearing none, the President stated, "If there are no objection, these items will be adopted." A motion was made by Albert Ingegni to approve/adopt the items as presented in the consent agenda. Seconded by Ken Messina, the motion carried.

II. Announcements/Communications

The Executive Director noted that Committee Meetings will be part of the Board member packets for the next meeting. The following committee meetings were announced:

- ▶ Board Meeting – Thursday, March 12, 2020 at 8AM
- ▶ Executive Committee Meeting – Wednesday, February 12, 2020 at 8AM
- ▶ Evaluation Committee – January 16, 2020 at 8AM at BWB
- ▶ Youth Council – February 6, 2020 at 8:30 at BWB
- ▶ Legislative Luncheon - TBD in April 2020
- ▶ All other Committees will be convening in January/February
- ▶ Berkshire Skills Cabinet meeting on December 17th has been rescheduled for February 11th from 11:30-1:30

Collaborative activities will be a part of Board member packets going forward and include:

- ▶ *MLCA College Career Fair in October*
- ▶ *Berkshire Community College Career Fair in October*
- ▶ *Over 50 Job Fair in September*
- ▶ *Berkshire Innovation Center groundbreaking*
- ▶ *1Berkshire -Berkshire Youth Leadership Program – kicked off in August 2019 in session*
- ▶ *Job Shadow Day – February 2nd, 2020 – 24th year*
- ▶ *Take Daughter/Son to Work Day – April 23rd, 2020 27th year Theme is "Meet the workplace superstars"*
- ▶ *Regional Fairs– March 27th, March 28-29 & April 17th With BCC & MCLA*

Communications include:

- ▶ Announcement of EOHED Manufacturing grant of \$171K for the Berkshires
- ▶ Thank you letters from Congressman Neal and our Board recognition recipients from September
- ▶ Ken Messina noted that Electro Magnetic Applications has received \$25K from EDIP and \$140K TIF to generate 6 new jobs in the science/technology sector.

III. Strategic Discussion

Board/Committee Engagement - The Board's 4 priority strategies (Workforce Resource; Training; Career Readiness; and compliance) and the Board/Committee matrix were reviewed. Our goal is to increase Board participation and to revitalize our Committees. The Board participation rate is 70% and 84% are on committees. Discussion ensued.

- Goal – to have all board members actively participate on at least 1 committee. Committee membership list will be forwarded to Board members so potential members can reach out.
- Send alternate to Board/Committee meetings to help groom others within your organizations
- Helpful to provide labor market snapshot, statistics, & company insight at board meetings (perhaps adding a quarterly LMI fact sheet in Board package)
- List of programs or agency profiles to better understand what organizations bring to the table. Each Board member will provide a brief description of what their organization does with contact information. BWB staff will separate out mandated partners.

- January is a good time to revisit personal/professional obligations and recommit to the Board
- Important to highlight grants that are available (perhaps adding a grant update as part of Board member packets)
- Career Center role is important – continue with quarterly report
- Obtain feedback from non-active Board members (perhaps through a survey or phone call)
- Private sector engagement is critical
- Matrix helped to clarify work
- Have report outs from committees at each meeting (perhaps adding to quarterly Board package)

Eva noted that the work is done through the Committees and thanked Board members for an active discussion.

Marketing/Public Relations – The Marketing Committee is being revitalized to help transition the Board from reactive to proactive and to help position the BWB as the workforce catalyst in the region for career readiness and industry training.

- Board members are our greatest asset and are the eyes/ears in the community.
- Our target audience are employers and all youth for career readiness
- Board members will commit to promoting the BWB at meetings, recruiting members, and sharing information with colleagues
- Board members are asked to:
 - Connect BWB with employers interested in training, internships, and connecting with schools.
 - To visit the Berkshire Workforce Board Face Book page and “like” it and provide a review
 - To complete a “workforce Wednesdays” to highlight their company.
 - To be our ambassadors in the community

Career Readiness Innovative Industry Strategies – Heather Williams highlighted a workforce concern that Interprint has finding and sustaining a skilled workforce within their entry-level and production occupations (especially swing shift, general divides, and navigating career pathways). She noted the work that BWB has done to assist the company in developing awareness, and training opportunities which included student tours (48 youth from 5 schools in October), establishing teacher externships (week of February vacation), and the engagement of post-secondary and CVTE providers to develop training and pipeline activities (similar to the Taconic/Haddad model). Discussion ensued about:

- the potential to develop a similar tiered strategy within healthcare and/or hospitality
- Board members were asked to assist in engaging their colleagues as Career Readiness Volunteers
- Promoting apprenticeships and other BizWorks incentives and programs for companies (especially manufacturing, IT and healthcare fields)
- Market business opportunities through our school liaisons (perhaps a session at the collaborative Professional Development Day on election day annually)

IV. Old Business

No old business to discuss.

V. New Business

Several board members were asked to complete the annual **Conflict of Interest** Forms for their board file. The on-line ethics and conflict training (which will be forwarded to board members) only needs to be completed once.

Board members were asked to complete the **Feedback From** for input on strengthening our quarterly board meetings.

Berkshire Training & Employment Youth Program Guide and MOSES Guide – as part of the Career Center Certification process and as part of their Corrective Action Plan for Youth, the Center established a 118+ document outlining their policies and procedures and a 30-page MOSES guide for data entry to assist in providing consistency and to meet our WIOA regulations. These items were reviewed and approved by the Youth Council and require Board endorsement as well. ***A motion was made by Bryan House to adopt the Youth Standard Operating Procedures and MOSES Guide as presented. Seconded by Robert Keegan, the motion carried.***

VI. Announcements/Adjournment

Linda Harrison from General Dynamics noted the innovative training program that GD and McCann established last spring with funding from the state, which trained 6 participants with 1 entering employment at GD. This program serves as an industry model and they are looking to continue its expansion.

Beth Petropulos asked which Committee needs members the most...and the response is all of them have opportunities for growth.

Stephanie Kinstle from Cranwell/Miraval indicated that they are still on schedule for a May 2020 rebranding and they are currently recruiting for 20 positions. There will be a need for 150-250 more employees for all levels of wellness, operations, etc. by April 2020. The Career Center can provide assistance in marketing these opportunities.

Eva Sheridan thanked board members for their engagement and wished everyone a happy holiday season!

With no further business to be brought before the Board, ***a motion was made by Ken Messina to adjourn. Seconded by Stephanie Kinstle, the motion carried.*** The meeting concluded at 9:10 AM.

Respectfully,
Chelsea Tyer
HPB

For my info.....not to be included when sending the minutes

Attachments to include with minutes:

- ***Link to on-line Ethics/Conflict Training***
- ***Committee membership list***
- ***Upcoming Committee meetings***
- ***Workforce Wednesday form***
- ***Feedback form***

Board asks:

- ***Be our Ambassadors in community***
- ***Forward a brief profile and contact info for your organization***
- ***Connect employers interested in training and career readiness to BWB staff***
- ***Social Media – Like Berkshire Workforce Board page and provide a review/comment***
- ***Complete Workforce Wednesdays form (forward company picture)***
- ***Engage your colleagues as Career Readiness Volunteers***
- ***Participate on at least one Committee***

- *Send alternate to Board/committee meetings if not able to attend*

Next consent agenda to include:

- *Quarterly LMI report*
- *Summary of Committee activity*
- *Summary of grants (WTF, Rapid Response companies, sector training)*
- *WIOA partners summary*