



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

Attendees:

*	R. Adams	*	L. Harrison	√	B. Petropulos		Guests:
	S. Alfonso	√	B. House	√	R. Recker		Melanie Gelaznik, MHCC
*	J. Brosnan	√	A. Ingegni	√	E. Sheridan		Josh Mendel, MCLA
√	J. Burke	√	R. Keegan	*	M. Taylor		Melissa O'Brien, Interprint
	J. Butler	√	E. Kennedy	√	C. Tyer		Mike Connors, Interprint
*	B. Chaput	√	S. Kinstle	√	B. Waterman		Erik Ungewitter, Scarafoni
*	E. Dellea	*	B. Lepicier		Staff:		
√	B. DiTomasso	√	J. Lipa	√	H. Boulger		
*	D. Evans	√	D. McNally	√	H. Williams		
√	P. Gage	√	K. Messina	√	L. Paro		
√	T. Gage	√	B. Morrison	√	K. Toomey		
				√	S. Zayac		*excused absence

I. Call to Order

Vice President Stephanie Kinstle opened the meeting at 8:00 AM by assuring a quorum. ***A motion was made by Doug McNally to approve the BWB Board of Director meeting minutes of June 13, 2019. Seconded by Jerry Burke, the motion unanimously carried.*** The next Board meeting will be **December 12, 2019 at 8:00 AM** at the BWB. The conflict of interest/ethical policy form was distributed and Board members were encouraged to complete for their Board files.

II. Announcements/Communications

The following committee meetings were announced:

- ▶ Evaluation Committee – September 19, 2019 at 8AM at BWB
- ▶ Manufacturing Advisory Committee – September 24, 2019 from 9-10AM
- ▶ Youth Council – October 3, 2019 at 8:30 at BWB
- ▶ Executive Committee – October 9, 2019 at 8-9AM at BWB
- ▶ Healthcare Advisory Committee – October 16, 2019 from 10-11AM
- ▶ Board/Community Orientation – November 7, 2019 from 9-10AM
- ▶ Proposal Review Committee – TBD (reviewed 2 applications)
- ▶ Internal Operations Committee – TBD

Collaborative happenings include:

- ▶ AIM Celebrate – September 19, 2019 5-7PM Hotel on North
- ▶ 50 Plus Job Fair – September 23, 2019 from 11AM-1PM Berkshire Athenaeum
- ▶ MassHire Career Center Job Fair – November 2019
- ▶ Older Worker Week – September 23-29th
- ▶ October – Disability awareness month “The Right Talent, Right Now” CVS day 10/11; Sam’s Club 10/16
- ▶ STEM Week – “See yourself in STEM” October 21-25, 2019
- ▶ October Women in Business Month recognizing the efforts of women in the workforce
- ▶ Berkshire Central Labor Council – Labor Breakfast TBD

Communications include:

- ▶ Congratulations to Heather Williams for being selected as Berkshire Magazine’s 25 most influential people!
- ▶ Welcome to new employee Kat Toomey, Youth Program Specialist
- ▶ Welcome to new employee Shannon Zayac, Manager of Industry Relations

- ▶ No new Board appointments, but still need additional retail industry and labor/union reps
- ▶ Michael Supranowicz retired and resigned. BWB will be sponsoring a table at a Kids Place recognition event on October 18th, 2019 from 5-8PM. Please let Executive Director know ASAP if interested in attending.
- ▶ EOHEE FY19 grant - 51 trained/27 employed (several success stories)
- ▶ DESE – awarded \$175,250 Connecting Activities
- ▶ EOLWD - \$95K
- ▶ EOLWD - \$30K Skills (keeping in-house)
- ▶ Berkshire United Way - \$78K
 - Career Meet Ups Presenters wanted (FY19 assisted 105 with 48 hired)
 - Employer Outreach (FY19 78 employers)
 - BWIN HR meet ups (65 companies)

President Eva Sheridan assumed chairing the meeting.

III. New Business

Treasurer Report – On behalf of Treasurer James Brosnan, the Executive Director distributed the FY2020 year to date profit/loss statement reflecting \$70,909 in income; \$95,227 in expenses; showing a net of -\$24,318. There is \$5,532 in accounts receivable, \$105K in checking, \$75K in money market, and \$547 in savings. Discussion ensued about the Berkshire Taconic Funding and *a motion was made by Bonny DiTomaso to approve the financial report as presented. Seconded by John Lipa the motion carried.*

FY2019 audit – The Executive Director thanked Lauren Paro for her hard work preparing for the FY19 audit which was done in July by Lombardi, Clairmont & Keegan. No findings are anticipated with an income of \$761K; expenses of \$711K and net surplus of \$49,729. Discussion ensued about the carryover which is mainly temporarily restricted summer program resources. No action necessary.

Individual Training Accounts: A brief overview of ITA process was provided. There were 19 programs from 2 vendors reviewed by the Internal Operations Committee. The current ITA cap is \$5,000 for career center customers. *A motion was made by Doug McNally to approve recommendations on the ITAs. Seconded by Robert Keegan, the motion carried.*

WIOA 4-year modification plan – The Executive Director reported that the 4-year WIOA 43-page plan was submitted February 4th, 2019 which consisted of a regional economic and workforce assessment, collaborative efforts, critical industries, and alignment with the Skills Cabinet. It included negotiated goals for adult and youth performance and was approved by EOLWD on May 6th, 2019. This plan requires an annual modification and a public 30-day comment period. Because there are no significant economic or workforce changes in FY20, it was recommended to complete the necessary forms and submit as no significant changes. Discussion ensued and *a motion to submit the WIOA FY20 4-year modification paperwork with no significant changes and post for 30-day public comment was made by Doug McNally, seconded by Al Ingegni, and unanimously approved.*

WIOA FY20 Plan – The Career Center has requested to revisit the performance criteria for WIOA Adults Employment Q2/Q4; Adult Credential rate; Youth Employment Q2/Q4; and Youth Credential rate and to negotiate more realistic minimums for the region as noted below.

- WIOA Adults Employment Q2 86.5% (state) – proposing 75%
- WIOA Adults Employment Q4 78% (state) – proposing 75%
- WIOA Adults Credential rate 72% (state) – proposing 65%
- WIOA Youth employment/education Q2 81% (state) – proposing 65%
- WIOA Youth employment/education Q4 73.5% (state) – proposing 65%

- WIOA Youth credential rate 70.5% (state) – proposing 65%

Discussion ensued and a ***motion was made by Doug McNally to request a waiver to reduce the WIOA adult’s employment Q2&Q4 metrics to 75% and credential rate to 65%, and to reduce the WIOA Youth measures to 65% for employment Q2 & Q4 and credential rate. Seconded by Tammy Gage, the motion carried.***

The Career Center also requested to reduce the training threshold from the required 30% to 20% because of limited training providers, more intensive services being provided, and the job first/training 2nd activities of their customers. The dislocated worker percentage was not met in FY19 and the Adult percentage was not met in FY19 or FY18. Discussion ensued about if the 20% waiver was approved that it would not preclude the center from expending more funds on training if needed, and how the career center would utilize the money not spent (it would be used for counselors to provide more intensive services to customers). ***Doug McNally motioned to approve applying for a waiver to reduce the training threshold from 30% to 20%. Seconded by Brian Morrison, the motion was approved. Bryan House abstained.***

As part of our annual process, the Berkshire Workforce Board needs to submit a FY20 WIOA plan outlining our performance goals for WIOA Adults, Dislocated Workers, Youth, Wagner Peyser, and requires a 30-day public comment period. The career center will be open M-Th from 8AM-4PM and Fridays from 9AM-4PM; the budget is \$1.7M with \$35K coming from WIOA partners; and the BWB will receive up to \$65K of WIOA resources. Discussion ensued and ***a motion was made by Doug McNally to approve the FY20 WIOA plan as presented. Seconded by Beth Petropulos, the motion carried.***

Industry Initiatives – Shannon Zayac reported that the BWB has been awarded a \$218K, 2-year Workforce Competitiveness Trust Fund grant to develop a daytime and on-line nursing assistant program. BWB will be coordinating the grant and working with our partners to begin the training logistics. Shannon also noted that we anticipate receiving another EOHED \$178K grant to continue our work with the manufacturing industry and that we are gearing up for trainings to start in November.

Shannon will also be assisting with the activities of the Berkshire Skills Cabinet which will be convening with DESE Secretary Peyser on October 31st and she has been gathering the baseline metrics for the workforce blueprint. In addition, she has been organizing the office by developing data bases and by providing resource updates. She is also working on promotional ways to market October as manufacturing month and outlined a variety of activities that are underway. Discussion ensued about highlighting the career pathway opportunities at the vocational school and colleges, the highlight companies weekly throughout the month, and a question about the logistics of the on-line CNA program.

IV. Strategic Discussion

The Executive Director briefly noted the FY20 goals to:

- Recognized as catalyst for innovative workforce development and labor market resources
- Bridge skills gap between labor market needs and workforce
- Improve core competencies and readiness of youth
- Ensure continued success through evaluation and adherence to mandates
- Implementation of WIOA

Heather Williams and Kat Toomey highlighted a new Career Readiness Volunteers program to help more formalize industry engagement which would solicit business volunteers to assist with career readiness programming through Berkshire County. Kat noted the descriptions and the need

from the schools and asked Board members to serve as ambassadors in helping to market the initiative. Discussion ensued about engaging with the BWIN/HR group; 1Berkshire; Business Roundtable; Business Professional Women's groups; Rotary and others. This initiative will be posted on the MassHireBerkshire.com website.

V. Special Recognition

The BWB annually solicits nominations to recognize outstanding workforce efforts throughout the Berkshires. President Sheridan presented the Workforce Professional award to Joshua Mendel from MLCA; the Ambassador award to Erik Ungewitter from Scarafoni Financial; and the Employer of the Year to Melissa O'Brien from Interprint.

VI. Reports

Executive Director Report – Heather Boulger briefly noted that there were several employer meetings over the summer including one with General Dynamics and EOLWD Secretary Acosta. For the 3rd summer, BWB supported Lever, Inc.'s Berkshire Business Internships program which provided 35 college internships and a social networking opportunity (BWB is interested in figuring out how to connect the 400+ applicants that did not obtain an intern with employment opportunities in the region).

Ken Messina noted that there is an update MA BizWorks Resource Guide for Businesses and that he will forward a few hundred to the Board and Career Center as this is a great resource for companies.

John Lipa noted that the Proposal Review Committee reviewed a workforce training application for a new company and that the BWB was instrumental in helping this company network with the City of Pittsfield, Berkshire Innovation Center and economic development organizations.

Heather Boulger challenged Board members to participate in 1. Workforce Wednesdays (postings on BWB social media pages), 2. to be speakers at the bi-monthly career meet ups, and 3. to make sure they are actively participating on at least one committee. Doug McNally noted that the Youth Council is seeking members and suggested that a current list of Board members and Committee membership be forwarded.

Youth Director Report: Heather Williams provided an overview of youth activities.

Youth Works North Adams – is in its 5th year and provided 11 youth through 6 employers with work readiness training and a 125-hour paid work experience. Two youth were hired (Porches and UNO Center). Funding is solicited and included MountainOne, CapitalOne, Berkshire Taconic, First Congregational Church of Williamstown (which also funds a year-round North Adams program as well).

Youth Works Pittsfield – is in its 15th year, is implemented by the Berkshire Career Center, and provided 45 youth through 21 employers with work readiness training and a 125-hour paid work experience. Four youth were hired (Brigham Center & Mt. Greylock Extended Care). Funding is provided through a grant from Commonwealth Corporation and private donations from Guardian.

Connecting Activities FY20 goals include continued work with the 11 school districts; to align with the Berkshire Skills Cabinet goals; continuous career readiness model expansion; college & career planning system and teams; and innovative college & career pathways. The goal is to provide 375 high school internships (130 in STEM); 2500 awareness, exploration and immersion activities; and 20 teacher externships and professional development opportunities.

Ms. Williams also highlighted several district initiatives including:

- Drury's career pathway development with MCLA

- Mt. Greylock’s development of a career team
- Hoosac Valley’s credit recovery learning lab using Edgenuity
- Pittsfield Public Schools’ career planning for all students using Xelio; portfolios, CVTE expansion, and innovative pathway development
- Lenox’s middle school career readiness activities
- Monument’s innovative career pathways, CVTE development, Career speaker day (9th grad) and Shadowing/career planning using Naviance (10th grade) and Internships (11th & 12th grades)
- Mt. Everett’s AB 11th and 12th grad internships and community portfolio presentations

Career Center Report – Melanie Gelaznik provided an update of career center services which included performance figures through to August 31, 2019 serving:

- 123 Employers 17 new to career center
- 523 Individuals
- 13 Dislocated
- 12 Adults
- 115 youth
- 28 Veterans
- 30 Persons with Disabilities
- 313 unemployed

Ms. Gelaznik highlighted that the Career Center’s engagement and partnership with Wayfair (95 interviews to date); the upcoming Over50 Job Fair on September 23rd; and services in North Adams Library on Wednesdays.

VII. Other business/Adjournment

Bonny DiTomasso noted that Elder Services of the Berkshires will be celebrating their 45th anniversary and to be on the look out for announcements and activities.

With no further business to be brought before the Board, *a motion was made by Tammy Gage to adjourn. Seconded by Rebecca Recker, the motion carried.* The meeting concluded at 9:05 AM. Board members participated in a group photograph.

Respectfully,
Chelsea Tyer
 HPB