



Quarterly Board Meeting
October 4, 2018
12:00 p.m.

Present: Scott Watson, Shelly Bell, Sarah Murphy, Katrina Rolle, Jonathan Gray, Holly Henderson, Rebecca Kelly-Manders, Maria Mead, Cristina Paredes, Melissa Rudd, John Shuff, Katrina Tuggerson, Beth Kirkland (conference call), Nina Self (conference call). **Absent:** Brad Coburn, Benjamin Boyd, Mauricio Endara, Jim Murdaugh, Jeanna Olson, Kevin Vaughn, Don Alveshere. **Guest:** Keishann Corley, Leona Ross, Jill Blackman, Tiffany Osborne. **Staff:** Jim McShane, Avantra Stroud, Charlotte Brown, Sherika Highman, Selena Coles, Bonnie Burk, Kara Palmer Smith, Dan McGrew, Dee Robinson, Matt Salera.

Recording: Avantra Stroud

I. Welcome and Call to Order:

Vice-Chair Watson welcomed everyone to the first quarterly Board meeting of the program year and called the meeting to order at 12:03 PM. He explained that the public is allowed to participate; however, public comment is limited to 3 minutes.

Vice-Chair Watson informed the group of a special presentation by Keiser University staff, Keishann Corley. Keishann explained that she wanted to present CSCR with an award being that she was personally touched by the work that it does, and her connection with Keiser University. She explained her mother is Leona Ross, who was recognized at the Annual Board meeting as a success story for CSCR, received assistance through CSCR. She explained her mother became employed with the Chair Beth Kirkland at Gadsden County Development Council. Keishann presented a plaque to Jim McShane, thanking him and CSCR for all they do after reading the beautiful plaque story description, which uses each of the letters of Career Source Capital Region.

Vice-Chair Watson introduced our board member, Rebecca Kelly-Manders and our program manager, Dan McGrew who presented on one of our partnership that Rebecca is the founder of the business REfire. Dan invited Rebecca to give a background on her business.

Rebecca explained that the business she started provides free culinary training to formerly incarcerated individuals to help reenter society and the workforce. She explained students prepare meals to feed the Big Bend Homeless Coalition. She said they now have opened a café called Yes Chef! Café in Railroad Square. Rebecca says the upcoming graduation is scheduled for December 14th with 20 graduates. The graduation dinner is at 6 pm and graduation at 7 pm. REfire: <http://refireculinary.org/the-vision/>

Rebecca played two videos for the group of two graduates of the program, Charles Bradford and Quinton Storey describing their challenges in life and the benefit of this program.

Charles Bradford video: <http://uplinknetwork.org/2018/07/14/charles/>

Quinton Storey video: <http://uplinknetwork.org/quintins-video-cover-letter/>

Dan said Big Bend Homeless Coalition serves as worksite to earn while you learn to ex-felons. He gave Rebecca praise for the work she does and stated we (board) should be proud of how our dollars are being spent. Vice-Chair Watson said he thinks it's magnificent that we are able to partner to help 2 different populations. Rebecca added that it is a "win-win-win" being that the ex-felons getting training, and jobs in the food service sector that in turns feed the homeless. Dan said Gainesville wants to replicate the program.

Questions: Cristina Paredes asked how the board can help promote the program. Rebecca Kelly-Manders said “Like” us on social media, visit Yes Chef! Café Tuesday-Saturday at Railroad Square. Beth Kirkland asked if there is a way to write a summary and pitch this around the state. Charlotte Brown said Marketing with take care of the summary and pitch.

Vice-Chair Watson next introduced CSCR staff, Sherika Highman, for winning the Internal Compliance Specialist, for the Workforce Professional Champion Award at the Workforce Professional Summit held in September in Orlando, Florida. Jim McShane recognized CSCR staff, Billy Reddick and Board Member, Katrina Tuggerson on their receiving nominations of awards for the Summit as well.

II. Action Item I: June 28, 2018 Meeting Minutes Approval:

Vice-Chair Watson asked if everyone had an opportunity to review the June 28, 2018 meeting minutes and if anyone had any questions or comments. There were no questions from the Board or the public. **Motion:** Vice-Chair will entertain a motion to approve the minutes; Rebecca Kelly-Manders motion; Jonathan Gray, second. All in favor. **Action Item I approved.**

III. Action Item II: Consent Agenda:

Vice-Chair Watson explained that if any Board member believes any item on the consent agenda requires discussion or a separate vote, the Board member may request that the item(s) be removed from consent agenda and placed on the regular agenda for consideration.

The consent agenda included the approval of the Budget 18-19 (Unrestricted), approval of the Budget 18-19, approval of RFP 2018-04 Office Space all put forth by the Finance Committee. The approval of Training Provider/Program Applications and WIOA Training Policies put forth by Strategic Policy & Planning Committee. The approval of Jonathan Gray as committee co-chair for the Governance Committee. The approval of Board Strategy Dates (January 10, 2018 & February 28, 2018) put for by the Executive Committee for additional Full Board meeting dates.

Vice-Chair Watson asked if anyone wanted to pull any items from the consent agenda. There was no request to pull any items. **Motion:** Chair will entertain a motion to approve the consent agenda; Cristina Paredes, motion; John Shuff, second. All in favor. **Action Item II approved.**

IV. Board Member Employer Panel:

Jim McShane explained the Board decided to have a panel of employers from the Board to discuss issues experienced within their industries through three questions. On the panel: Scott Watson for construction, Sarah Murphy for manufacturing and Jonathan Gray for agriculture.

Question one: Jim asked to Vice-Chair Scott Watson, what obstacles his business faces in finding talent. Vice-Chair Watson answered that it depends on what the talent is looking for and he added that his business has not had too many obstacles. Jim moved to the next Board Member Panelist, Sarah Murphy to answer question one adding if drug screening and background checks are obstacles for her company. Sarah replied those things are not so much obstacles for her. Jonathan Gray being the final panelist to answer question one said his biggest obstacle is Trulieve. He said Trulieve is taking all of the local Talent and he said they are located next to his company. Jonathan said Trulieve is paying \$17-\$18 per hour compared to his company, Cal-Maine at \$10. Jim replied to Jonathan that we handle Trulieve’s recruitment events. Kara Palmer Smith said we are having a recruitment event at the very moment. Vice-Chair Watson said for him representing construction, there isn’t a good pool of individuals who are willing to do the work. He said his area feels less appreciated or less important. He said like Jonathan with agriculture and Sarah with manufacturing they are needed, and that with construction they have to pass the background. Cristina Paredes added to Vice-Chair Watson statements that this is why

companies like his should join Leon Works Expo. Shelly Bell said there are jobs lots of jobs in the construction area. Vice-Chair Watson replied that driver's license seems minor but a lot of youth don't want to do the steps to get a driver's license. He said they wait until they're 17 to get their restricts then have to wait until they're 18 to get their driver's license.

Question two: Jim asked to Sarah of how our workforce system is helping or not helping. Sarah replied the assessments that CSCR does helps with her screening applicants. Jonathan was next to respond to the question stating the workforce system is not helping. He said he has been advocating for CSCR to go to different platform that it takes too much to see if anyone has applied and no contact info for the employers meaning applicants can't contact employer. Jonathan says the system sucks and is not employer friendly. He added employers are not using it and it takes away a lot of credits. Jim replied to Jonathan that he has been very helpful in notifying the State of the issues. Jim said he received a report from KPMG and that we are going after a grant for Workbay which will include Leon, Madison and Gadsden and that we'll be the test market for the State. He said Workbay will be much easier to use and that staff feels the same as Jonathan about the current system. Vice-Chair Watson replied with his answer to question two that the biggest thing to impact construction is a training program. He says he is encouraging people that it is not bad working in construction and that he is working with Shelly Bell to make a connection.

Question three: Jim asked to Jonathan first to provide particular skills that he's seeking and cannot find. Jonathan posed the question if we could teach common sense and that it is really missing. Shelly added soft skills such as you don't get your entire birthday month off. Jonathan said he hires 5-8 people a week and retains 1 of the 8. He said most do not make it past day one, and said that the hire date does not count. Dan McGrew said he has talked with Jonathan about this issue and talked of Dynamic Futures coaching youth on soft skills, and using experimental learning which gives a greater degree of success. Sarah answered this question by stating she does not have a lot of problems with soft skills but their biggest concern is childcare. She said they work 12 hour shifts and mostly women are left to tend to their elderly parents and have small children so they can't work 12 hour shifts for those reasons. She said there is not childcare close enough to their company and within the working hours for a lot of women to work for them. Jim said childcare is a big issues for CSCR as well. He said if school shuts down then he's out of staff.

Chair Beth Kirkland concluded the Employer Board Member Panel by indicating she appreciates the feedback provided by the panelists, which is the insight we need to move forward with one or two additional board meetings that will be none action items meetings.

Questions. Shelly Bell asked Jonathan Gray what positions Trulieve is hiring for that they can pay \$17-\$18 per hour. Jonathan responded Trulieve hires anyone that wants to work in a grow house. Kara Palmer Smith said Cultivation is the position Trulieve is hiring for, whether in-house or outside grow areas.

A discussion ensued about Trulieve. Kara said we are hosting a recruitment event for Trulieve today that they want to hire 900 people throughout the state of Florida, and that the company is growing. Jonathan added that they are "talent pulling," that the applicants do not have to pass a background check or drug screening that they are draining the talent pool and pulling from there. Sarah Murphy said her company has lost a couple of lab-techs to Trulieve, in which they took \$10,000-\$20,000 pay cuts because they like the culture of Trulieve. Vice-Chair Scott Watson added a lot of people are willing to take pay cuts for that culture hearing that it will be a billion dollar industry. Kara said we took a hit with STEM in the beginning of the grant attempting to place individuals in training in this area. Vice-Chair Scott Watson said this certainly is a Gadsden issue but it's a regional issue also as they are not hiring only from Gadsden, and that Jonathan's demographic is not like his demographic for construction. Sherika Highman stated one of her career seekers informed her they are very happy working at Trulieve.

V. Chief Executive Officer Report

CEO Jim McShane indicated to the group that his report was provided in the meeting packet. He stated we are going after five different grants. Jim shared the he has a PDF to send to all of the Southeastern Employment and Training Association (SETA) presentation that the Florida Georgia Workforce Alliance did in September. He said he has already completed his presentation to the Wakulla Board of County Commissioners in September, and that he is scheduled for Leon and Gadsden within the next weeks. Jim said he plans to pitch to the Commissioners about our Board Member recruitment as they should be helping us with selecting people for the Board, which is something he stated while at SETA. Chair Beth Kirkland said she is working with Olivia Smith in Gadsden County and will put Jim in touch with her to recruitment members.

Questions. Chair Kirkland asked Jim to speak on grants. Jim explained that we are applying for few different grants. He said Pathways to Prosperity is one, and we are partnering with Inspired Tech on a cell tower grant in Wakulla. He said there is only one other cell tower it's in Arizona and that with this grant they will take on ex-felons as long as they don't mind going up 120ft. He said TCC will provide the land for the cell tower. Jim said he's going after Workbay grant as he discussed earlier. Katrina Tuggerson said she is on board with Jim on a grant and that she will email Chair Kirkland the grant information.

VI. Senior Director Report

Kara Palmer Smith started her report with the Board members present by sharing the 5th grant we are applying for is Sector Strategies. She said if we look at data manufacture is slated to have 4,000 by 2022 and that we need to train up for this. She said she needs support letters for the grant. Kara said the group can read her full Director's report from the September 6 Executive Meeting minutes. She said Bonnie Burk our new account executive will connect with the employers to make sure jobs are filled with the candidates. Kara informed Jonathan Gray that we will train those that he looks at for jobs as that is a shortcoming on us.

Next, Kara went over the Business Solutions Report provided to all in attendance as well as at the September 6 Executive Committee Meeting. She explained the first page is the pie chart showing the most provided solutions. She said the next page is a table of the Number of Employers Receiving Solutions by Sector, and the bottom of the page shows the top ten healthcare employers by number of solutions that use our services. Kara said Capital Regional Medical Center is at the top and are big on using us. She then went over page 3 of the report that has 3 charts broken down by sectors: IT, Professional & Human Services (IPHS); Manufacturing, Construction, Transportation & Logistics (MCTL); Retail, Hospitality, Education & General (RHEG) all showing the top ten employers by number of solutions provided. Kara highlight some of our Board Member companies on the charts such as Dynamic Workforce Solutions and CSCR itself on IPHS, and Cal-Maine Foods and St. Marks Powder on MCTL. Kara reviewed the final page of the Business Solutions Report that shows the numbers on Hiring Fairs held and numbers on Recruitment Events/Career Seekers Hired.

Kara then announced the LEAD initiative is coming in the spring with pilot dates November 16 for full day and November 19 half day. She encouraged Board Members to participate in the pilot o we can see what it looks like. She said Sector Rounds started August 23, next was Healthcare Sector Rounds was held September 6 and coming October 30 is Manufacturing and Construction Sector Rounds. Kara said STEM will have come to a close by the next meeting and she will give a report.

VII. CEO Performance Review

Vice-Chair Watson explained to the group that it is the time of year for the CEO Performance Review and that Charlotte Brown is working on it. Charlotte said she is working with Chair Beth Kirkland and CEO, Jim McShane, and that she has a timeline set for the review process. She will send out Jim's Assessment to the Executive

Committee for them to complete their review within the next week, and bring back before the Executive Committee at the November meeting.

VIII. Other Items

Vice-Chair Watson introduce the new Board Members to the group: Katrina Rolle, CEO of United Way of the Big Bend, Benjamin Boyd, Regional Director of Waffle House, and Sarah Murphy of St. Marks Powder stating we had the pleasure of working with Patrick Hutto for many years on our Board. Vice-Chair Watson thanked new members present for agreeing to serve on our Board, and said we look forward to what they bring to the Board.

Vice-Chair Watson asked if anyone had anything they would like to share with the group before closing. Shelly Bell took the opportunity to promote Leon Works on behalf of Cristina Paredes as she had to leave early. Shelly said Career Pathways has a table, Leon Works are promoting welding and City Works will be there. She invited anyone else that wanted to promote their business to sign up. Shelly said there are currently 50 businesses signed up, and that this is a great opportunity to get in front of juniors and seniors. She said the event is on November 2 at the Civic Center.

Kara Palmer Smith shared the Talent Innovation Summit is on October 17, and thanked sponsors and Katrina Tuggerson and Tiffany Osborne for being on the planning committee. She said if you have not already registered it's not to be missed. Kara said see social media on the keynote speakers Stephen Tucker with Northland Workforce Training Center and Dustin Rivest with App Innovators. She said App Innovators are developing an app for us to keep up with hiring fair numbers more info to come on that. Katrina Tuggerson said we have 90 registered so far and our goal is 120. Kara added that Jim McShane will be on T.V. promoting Talent Innovation Summit on October 5.

Charlotte Brown shared with the group that the Board Newsletter will come out next week and it includes the Annual Report that went live on the website.

Jonathan Gray encouraged the group to complete surveys that are sent out that the purpose is for the government to ensure we are doing what we are supposed to be doing, and it makes the Board better. Jim added the Board Assessment Survey was completed only by half of the Board, and that Chair Kirkland wants the survey broken down in increments so it's easier to do.

Vice-Chair Watson said the additional Full Board Meeting dates are to discuss strategies to address issues, and the agenda would be non-voting agenda. He referred to Avantra Stroud for additional meeting dates, which Avantra stated the two most popular dates chosen from the Doodle Poll for additional board meetings were January 10 and February 28 location to be determined later, and that a calendar invite for those dates would be sent soon.

Adjourn: Vice-Chair Watson asked if anyone had any further questions. **Motion:** Vice-Chair Watson will entertain a motion to adjourn the meeting; Jonathan Gray, motion. **Meeting adjourned at 1:07 p.m.**