



Cattaraugus-Allegany Workforce Investment Board, Inc.
Executive Committee Meeting
Friday, March 20, 2009 – 12:00 PM
JCC Library & Liberal Arts Center Room 308
Approved 4/17/09

Board Members Present

Chair - Steve Foster - Five Star Bank
Secretary - Don Giardini - Laborer's Local 621
Treasurer – Charlie Kalthoff - ACCORD
Steve Crowley - Holiday Valley Resort
Phil Ghent - AVX Corporation
Chris Napoleon - Napoleon Engineering
John Stevens - Organizational Solutions
Brad Walters - Southern Tier Builders Assoc.
Mike Hendrix - Both, Branch and Hendrix

Board Members Absent

Jack Searles - Cattaraugus County
John Margeson - Allegany County
Jodi Fuller- Cattaraugus Community Action

Board Members Excused

Kathleen Premo - St. Bonaventure
Linda Kolodziejski- Alstom Power

Staff In Attendance

Michele Lichy – Executive Director
Missy Saar – Administrative Assistant

Call to Order

Mr. Foster opened the meeting at 12:10 PM.

Minutes of February 20th Meeting

***Motion by Phil Ghent; Second by Chris Napoleon to approve the minutes of the February 20th, 2009 meeting as presented.**

All in Favor; Motion Carried

Review of Membership

Steve reviewed the updated list of the Board of Directors noting that Tony Foti had recently resigned and that Jeff Aiken was suggested to replace him by Hobie Rhinehart. Mr. Foster stated that with the recent endorsement of Sherry Grugel, 25 members is a large group and he does not want to add another representative other than business if we do not have to. Michele indicated that WIA mandates at least 2 representatives from labor, which are represented on our Board by Hobie Rhinehart, NYS United Teachers, and Don Giardini, Laborer's Union. Our current official membership is 24 pending the counties appointment of Sherry Grugel. After her appointment, we still need two members representing businesses to be in compliance with the WIA mandate of 51% business. Michele indicated that she had been in touch with David Prince, Chair of OGH Board of Directors, to have a business representative from health. Other suggestions for membership were Cuba Memorial, RMT in Wellsville, Otis Eastern, and business in the Alfred incubator. Michele and Steve will continue to work on recruitment.

Ad Hoc RFP Committee Report

The Ad Hoc Committee met prior to the Executive Committee to finalize the RFP to be let for Summer Youth Employment Program. There will be \$510,000 available to provide SYEP to WIA eligible youth, which is a substantial increase from the \$23,000 that is currently budgeted. There are a few additional revisions to be made with the final RFP to be let on Monday, March 30th with a due date of Friday, April 17th. Jerry Garmong commented that according to the USDOL TEGL #14-08, the grant recipient has the right to provide a summer youth component without participating in the competitive RFP process. Michele and Steve noted that they were aware of this issue. Jerry suggested that a meeting be set up to discuss SYEP funds for both the Allegany E & T and the Cattaraugus One Stop.

Update-Marketing Plan

Mike Avillo and Nick David, the St. Bonaventure Marketing Interns, requested direction in setting goals for soliciting the targeted groups of youth, older workers, and individuals with disabilities to utilize the One Stops. A long discussion ensued regarding increasing the number of customers to the One Stops but not having the appropriate number of staff to ensure that all will receive services. The discussion then centered on the staffing issues for the One Stops, which could not be resolved at this meeting. It was also suggested that we look at whatever data is available to help gauge what a realistic goal would be. Mike and Nick will use the Census Bureau website to get data on the targeted populations within the area. Mike then moved on to discuss the advertising with Time Warner Cable. A packet detailing the stations and costs was distributed and Mike explained that it would cost \$3300 for three months. There was a discussion about moving forward with the TV advertising as it we are not sure when we will be able to have additional staff hired to address an increase in customers. Michele commented that it would be reasonable though to move ahead with the commercial production so it was ready to go and be aired when we are ready with additional staff supports. Mike and Nick are also planning to do radio spots on the BUZZ (St. Bonaventure station) and doing a live interview with perhaps Michele. They stated that the best time slot will be 3-6 p.m., which is the best time to reach youth. They also reported that the WIB could sponsor the news report at 5 p.m. as well. They have also been in contact with local area pizza places and some have agreed to have flyers attached to the pizza boxes; we just have to provide them. Michele also commented that we have begun running print ads in two local Pennysavers as well – Salamanca and the Twin Tiers Traders.

2009 Executive Committee Projects

Michele reviewed a list of Executive Committee projects.

1. WIB Lease - After review of the materials regarding the WIB and DOL leases, Michele stated that Worker's Comp had recently moved out, leaving open space upstairs with DOL. We should look into combining our lease with DOL and moving as many staff upstairs as possible to alleviate the problem of disabled individuals and others having to go outside of the building to enter in the front and access the elevator to come downstairs for services. We should also try to renegotiate the square foot price. If that is not feasible, the WIB will approach Mr. Magnano about any other possible space for rent or look for other properties.

2. CAWIB Mission - Steve reviewed the CAWIB mission, vision, goals & expectations. These will be on a later agenda.
3. Set Percentage to Spend on Training for Adults/DW.
4. Develop a budget process and timeline.

Expenditure Level Reviews

Michele reviewed the expenditure levels for the Operator Contracts, the Youth Contracts and the WIB Office Budget Reconciliation. She stated that as of February 09 all PY07 funding has been spent and we have started expending PY08 funds. She also noted that in past years, we had begun expending the next year's funding by November. This situation indicates that the One Stops spending is slowing, which is not what we need to have at this point.

Stimulus Funding Plan

Michele stated that the development of the plan is on hold as we still have other issues to determine including the RFP for Operator Services. Also, guidance has not yet been issued to the local areas from NYSDOL.

Motion to adjourn 1:45 p.m.

Next Meeting – Friday, April 17th at 12 noon at a location TBD.