

Bucks County Workforce Development Board

Board Meeting Minutes

Date of Meeting: June 24, 2020

Teleconference

In Attendance: Board of Directors – Dennis Jones (Chair), Kyle Cloman, Anita Diggs, Maria Gallo, Mark Hoffman, Greg Krug, Erin Lukoss, Marcine Schiehser, Stephanie Shanblatt, Archana Sharma, James Horan, Jan Rossi, Brian Shields, Mark Bortman

BCWDB Staff: Billie Barnes, Alice Colyar, Dianna Kralle, Frank McGovern

Guests: Joe Warner, Larry Melf, Danielle Bodnar, Greg Hart, Robert Pisko, Brian Cummings, Susan Herring, Yolanda Udvardy, Deana Giorno

Next Meeting: September 23, 2020 – 9:00am – *Location TBA*

Agenda Discussion

I. Welcome & Call to Order, Dennis Jones

Chair, Dennis Jones called the meeting to order at 9:02 and greeted attendees. A round of in was then performed and Mr. Jones welcomed Brian Shields and Mark Bortman, two new Board Members.

II. Meeting Minutes, Dennis Jones

Mr. Jones directed Board Members to review the December 19, 2020 meeting minutes.

Mr. Jones requested a motion to approve the 3/25/20 meeting minutes.

Action/Vote: Mr. Horan made the motion. Mr. Krug seconded the motion. All were in favor; none opposed.

III. 2010 Solutions, Joe Warner

Ms. Barnes introduced Joe Warner from 2010 Solutions, a marketing company hired to aid in building a marketing plan to increase traffic. Mr. Warner shared that they first did a competitive analysis to determine what like companies are doing and how that stacks up to Bucks County. They did group discussions and exercises to determine the perception of the brand. Mr. Warner shared their research results including both quantitative and qualitative results. Mr. Warner stated that they have begun a three-step email campaign and are currently in phase two.

Mr. Horan requested a copy of the PowerPoint to which Mr. Warner agreed. Ms. Schiehser asked about the messaging regarding what makes a “good person.” Mr. Jones asked the access to webpages when clicking on the links in the campaign; the link will take the employer directly to the staff.

Ms. Barnes shared that the marketing materials were created in-house when she arrived and that it lacked a branding theme. This was the impetus to engage in more professional outreach and Joe’s next step is to create a Business Services Toolkit. Joe also spoke about the click-rate of the emails sent out which is fairly low. Mr. Jones asked how to expand to all businesses in the County. Mr. Warner shared that 2010 will continue to monitor the effectiveness of the campaign.

IV. County Transition, Billie Barnes

Ms. Barnes shared that the County Transition will be occurring on July 1. Shortly after the Commissioner's election they created a transition team for Workforce and Economic Development Subcommittee; a final report has been released to the public. In this report, the recommendation has been made to dissolve the Workforce Development Board on July 1, 2020. Over the past 4 weeks staff have worked to transition. Another recommendation is to combine both Workforce and Economic Development. A final reason that the recommendation was made was to encourage tighter fiscal oversight. A press release should be sent out. We are also moving our offices to Warrington. This will allow us to braid funding sources. One outstanding item is an agreement between the State and County. Ms. Kralle clarified that the nonprofit status will be dissolved, not the Board of Director's and their role.

V. COVID-19 Response, Brian Cummings and Billie Barnes

Virtual services are being offered and will continue to be offered once the site reopens. Mr. Cummings share the following key dates:

Jul 8-9 – Site cleaning

July 10 – Site tours to view social distancing plan

July 13 – limited staff on-site

August 3 – reopen for appointment only for job seekers

Mr. Cummings shared that foot traffic was 1,500-1,700 participants per month prior to the pandemic. Through the end of May we have had about 200 individuals attend workshops and 5-9 recruitments per month. Mr. Horan shared they their essential business is hiring for about 50 employees and their struggle is receiving applicants and the increased dollar amount individuals receive through Unemployment. Mr. Horan shared their safety procedures in place to ensure a healthy environment.

Ms. Barnes shared that these virtual services will aid in solving the transportation barrier. Ms. Barnes commended Mr. Cummings and his Staff for the hard work and innovation.

Ms. Sharma shared that this has been a great opportunity to provide on-line services and thanked Mr. Cummings for his work.

VI. Fiscal Updates, James Horan

1. Outstanding funds owed: Mr. Horan shared that all outstanding debt has been paid to the contractors.
2. Mr. Horan shared that the PY19 Budget will need approval and directed participants to view the PY19 budget. Mr. Horan noted that the difference in Revenue over Expenses was a timing issue and related to revenue recorded in the current period that was related to past expenses. Mr. Horan requested a motion to accept the PY19 Budget
Action/Vote: Mr. Jones made the motion. Ms. Sharma seconded the motion. All were in favor; none opposed.
3. Mr. Horan asked the participants to review the PY20 Budget that will be voted on a later date. Mr. Jones commended the updated Budget. Mr. Horan shared that the budgeting items are a solid draft and format from an audit perspective.

Mr. Horan requested that Mr. McGovern share the Grant Overview with the whole board.

IX. General Discussion

Mr. Hart shared that the state is supportive of the transition to the County and reiterated Ms. Kralle's comment regarding the continued role of the Board of Director's.

Mr. Hart also stated that local boards can market CareerLink Services and public media as long as the return is to the PA CareerLink and its services.

Ms. Krallé also took a moment to acknowledge two staff members that will not be transitioning to the County. Ms. Marion Shinn worked for the Board for three years and was an integral part of aiding the Board through the financial recovery. Ms. Mary Ann Vitale worked for the Board for forty-three years and provided outstanding support and technical assistance to staff, clients and partners.

VII. Adjournment, Dennis Jones

Mr. Jones thanked all attendees and requested a motion to adjourn the meeting.

Action/Vote: Mr. Jones made the motion. Mr. Horan seconded the motion. All were in favor; none opposed. The meeting adjourned.

Respectfully submitted:

Dianna Krallé

June 24, 2020