



PIEDMONT REGION

VCW-PIEDMONT COUNCIL MEETING MINUTES

*Serving Albemarle ~ Charlottesville ~ Culpeper ~ Fauquier ~ Fluvanna ~ Greene ~ Louisa ~
Madison ~ Nelson ~ Orange ~ Rappahannock*

VCW-Piedmont Council Meeting Wednesday, September 8, 2021 1:00 PM- 2:30 PM	PVCC Eugene Giuseppe Center 222 Main Street Stanardsville, VA 22973
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VCW-PIEDMONT COUNCIL	PROGRAM YEAR 2021 (JULY 2021 – JUNE 2022)			
COUNCIL MEMBERS	ATTENDED			
QUARTERLY MEETINGS	SEPT 2021	DEC 2021	MAR 2022	JUNE 2022
Lee Frame – Chair	X			
Ron Frazier				
Heather Hill	On the Phone			
Tony O’Brien	On the Phone			
Ann Mallek	X			
Kathy Campbell				
Fitzgerald Barnes				
Holder Trumbo, Jr.				
Marie Durrer	X			
Amber Foster				
Robert “Skip” Barton	X			
PWDB STAFF				
Sarah Morton	X			
Helen Cauthen	X			
Dave Kilgore	X			
Stephanie McNamara	X			
Caroline Rice	X			
Rahul Maitra				
Shannon Holland				
Candace Spence				
OTHER GUESTS				
Stephanie Hoer	X			
Antwon Brinson	X			

I. **Meeting Called to Order** by Lee Frame at 1:03 PM

II. **Determination and Announcement of Quorum**

Quorum was declared with 4 Council members in person.

III. **Opportunity for Public Comment**

There were no public comments.

IV. **Items Requiring Approval**

June 2021 Meeting Minutes

There were no comments. Robert Barton motioned to approve the June minutes; Marie Durrer seconded. The motion carried by unanimous vote.

Chair and Vice Chair

Lee Frame volunteered to continue as Chairperson of the Council and Ann Mallek volunteered to serve as Vice-Chair. Robert Barton motioned for Lee Frame (PD-9) and Ann Mallek (PD-10) to be approved as Chair and Vice-Chair of the Council; Marie Durrer seconded. The motion carried by unanimous vote.

New PWDB Members

Sarah Morton introduced the nomination forms (shared in the meeting packet distributed prior to the meeting) for two new Piedmont Workforce Development Board (PWDB) members.

Clare Lillard (Replacing Rebecca Gartner)
Kaki Dimock (Replacing Phyllis Savides)

Ann Mallek motioned to approve the two members to the PWDB; Marie Durrer seconded. The motion carried by unanimous vote.

Department of Social Services(DSS) 4 F Grant

- VCW-Piedmont applied for the SNAP Grant and established the 4 F Program (Farm, Family, Food, and Finance) within the proposal to assist those utilizing SNAP benefits.
- The initial proposal was \$55,000 and VCW-Piedmont was offered \$190,000 with eligibility of up to 5 renewals. DSS was enthusiastic at the prospect of the program.
- Due to staffing limitations within VCW-P, we approached United Way of Greater Charlottesville as a sub-recipient.
 - Lee Frame asked if there is an MOU in place with the United Way. The response was that one will be developed upon approval of moving forward.
- The members of the Council in person and attending by phone were enthusiastic at the prospect of serving so many people throughout both Planning Districts.

Ann Mallek motioned to endorse the DSS 4 F Grant; Marie Durrer seconded. The motion carried by unanimous vote.

V. Director's Report

Introduction - New Team Members

Sarah Morton gave an overview of the two new Board Staff Members hired using funds from the Go VA Grant.

- Caroline Rice, Communications and Engagement Specialist
- Kelvin Whitehurst, Talent Engagement Specialist (shared with CVPED)

Strategic Plan and Local Plan, DEI Framework

- Caroline Rice will be sending out the Strategic Plan when it is complete. The Strategic Plan includes an element of support for the DEI framework as charged by the Board.
- At the Board level the DEI Framework will focus on Culture, Climate, and defining roles.
 - DEI Sub-Committee was recommended by the Strategic Planning Committee.
- The goal is to establish connections to deepen Community impact.
- Sarah Morton emphasized that the DEI focus is not about race, rather the idea of opportunities for everyone from an inclusive perspective.
 - Due diligence is required to make sure there are equal opportunities for all.
 - Cultural competence is important regarding new staff members as they are hired.

Monitoring Status

- State Administrative, Program, and Fiscal Monitoring was submitted for PY '20.
 - The formal report was received by the State.
 - CAP (Corrective Action Plan) was completed and submitted to the State as well.
- PWDB Fiscal Monitoring PY '20
 - Sarah Morton informed the Council of the approval from the State on June 22, 2021.
- PWDB Program Monitoring PY '20
 - Local program monitoring was completed on June 15, 2021.
 - There was a gap with Financial Literacy and it was resolved through connections with Union Bank to offer training.
 - State data validation took place on September 3, 2021.

Board Certification

- **The VCW-P Board has been certified by the State.**

Infrastructure Funding Agreement/MOU

- Submitted to the State for approval on August 25, 2021.
- All partners agreed without negotiation which was taken as a positive sign of improved communication and support for the LWDB.

40% Training Mandate

- Directors of Workforce Boards across the State were pulled together to discuss the 40% Training Mandate. Case management will count retroactively back to July 1, 2021, which is considered a big win.
 - Lee Frame acknowledged that it had been a long wait to count case management despite the necessity.
- A final ruling on the Mandate is expected by the end of September 2021.

Grant Updates

- GO Virginia Grant – “Project Future of Workforce Outreach”
 - The project kicked off in July/August 2021.
 - Project Future will be mobilizing workforce in Madison, Nelson, Louisa, and Fluvanna with the cooperation of the respective localities
 - Communications and Outreach Specialist position is funded through Project Future.
 - Mobile Resource Specialist will be funded through Project Future with a target hire date of September 15, 2021.
- Return to Earn Grant
 - The parameters of the grant have been updated to reimburse up to \$500 per qualifying new hires without requiring the business to match the \$500 given as a sign on bonus.
- PPE Grant – f
 - unding to ensure safety is top priority within the Piedmont Region.
- Temperature Taker Grant
 - Temperature Taker is currently in the Culpeper One-Stop Center.
 - Temperature Taker is pending in Charlottesville.
- The Security Grant has been extended through 2022
 - This Grant is imperative because of belligerent community members in the Centers.
 - Career Readiness Coordinator will be assisting Jobseekers with soft skills.
- Dislocated Worker Grant
 - Application by the State Workforce Directors to support social services with up to \$200,000 per region.

One-Stop Center Certifications and Albemarle Affiliate

- Applications have been recommended to be approved by the State for Charlottesville Comprehensive One-Stop Center, Culpeper One-Stop Affiliate Center, and Orange One-Stop Affiliate Center.
- The application to make the Albemarle Career Center a VCW-Piedmont Affiliate One-Stop Center has been submitted to the State.
- Charlottesville Career Center Collaboration – Sarah Morton recommended that VCW-P continue discussions with the Downtown Charlottesville Job Center to explore cooperation options.
 - Sarah Morton and Dave Kilgore asked the CLEO to vote to approve the pursuit of this collaboration. Dave Kilgore asked that the conversation can continue for fact finding; he did not want wait until the December CLEO Meeting to start the discussion.
 - Helen Cauthen elaborated that there needs to be at least one Comprehensive Center within the Piedmont Region.

- Ann Mallek spoke to the fact that this collaboration may be a backward move to have it downtown as it would be less available to the masses.
- Lee Frame asked how much of a financial impact this would have regarding staffing or otherwise. Sarah Morton said there would be temporary support. Could potentially have a Board Staff member there to take names or ‘assist.’
- Dave Kilgore and Sarah Morton will build a proposal between now and our next CLEO meeting.
- No objections to moving forward.

The Ann Mallek motioned to continue the conversation to collaborate with the Downtown Charlottesville Job Center; Lee Frame seconded. The motion carried by unanimous vote.

Organization Options

- Sarah Morton gave the CLEO an update on some infrastructure options for VCW-Piedmont as it has gained a lot of momentum as an organization. She also posed the following questions:
 - *What could our infrastructure look like?*
 - *What do you see VCW-Piedmont looking like in the next 12-18 months?*
 - *Could we become our own 501-C3 or have our own fiscal agent?*
- Helen Cauthen gave an example of necessity of growth. The partnership approved VCW-Piedmont to apply for a \$55,000 short term grant; the amount awarded was \$190,000 which is a much bigger undertaking.
 - The Executive Committee for CVPED encouraged the staff to branch off or expand the financial agreement that currently exists. There are limitations as to what the Partnership can do.
- Lee Frame asked what other VCW Organizations are doing across the State. He doesn’t see the change in the Organization as a problem solved.
 - Supports the non-profit aspect to encourage growth and expansion.
 - The CLEO is excited to hear more during the December Meeting.
 - Sarah Morton addressed Lee Frame’s question by informing that many LWDB’s are organized differently. She gave examples of the different configurations. Lee Frame would like to know from the individual regions what they see as benefits or pitfalls.
 - Sarah Morton asked if we are we too dependent on grants? Due to the reliance of grants, VCW-Piedmont may not be stable enough on a sustainable basis.
- Sarah Morton shared that she fully supports the CLEO moving to a different VCW-P Director if they do not want to move forward with growth.
- Ann Mallek does not want to move backward as she loves that there has been so much progression in the past 15 months.
 - Ann Mallek would also like to ideally see everyone move toward a structure wherein all partners are under one roof to be fully functional.

VI. VCW-Piedmont and Goodwill Continuous Improvement

- Dave Kilgore presented an update to the concerns expressed during the June 2021 CLEO Meeting regarding Goodwill’s performance.
 - Management Communication and Coordination
 - Metrics and Key Performance Indicators
 - Financial Controls will be moved from monthly to quarterly.

- Branding and Outreach will continue to focus on successful co-branding.
- Dave Kilgore shared the metrics and KPI of the Continuous Improvement Plan in the following categories for all localities:
 - New Enrollment and Participation rates for Youth, Adult, and DLW
 - Youth Action Plan – Best Practices
 - Measurable Skills Gain

Financial Agent Reports and Financials

- Dave Kilgore presented the Financial Overview through the end of PY'21 as well as Program spending versus Budget for WIOA.
- The following financial milestones were shared:
 - Monthly monitoring meets State requirements.
 - Goodwill WIOA documents showed progress during the July 2021 reconciliation and reflected 100% accuracy!
 - PY'21 VCW-Piedmont and Goodwill contracts were signed.

Partner Updates

- **Central Virginia Partnership for Economic Development**
 - Candace Spence presented the Labor Sector Strategies Report
 - CVPED has created one page fact sheets for some of the Labor Sectors such as Light Manufacturing, Business and Financial Services, Information Technology, Food and Beverage Manufacturing.
- **Goodwill Industries**
 - Stephanie Hoer shared success stories from within the Goodwill Industries Organization within the Piedmont Region.
 - VCW Culpeper One-Stop Center partnered with CTEC by hosting a job fair at their new facility on August 7, 2021 including a tour of the grounds.
 - VCW Culpeper One-Stop Center co-hosted a job fair with LFCC on September 8, 2021 on the Warrenton Campus.
 - One-Stop Centers within PD 9 have launched their Work Readiness Program including resources in LinkedIn Learning.
 - VCW Charlottesville One-Stop Center hosted four virtual job fairs in August 2021.
 - VCW Charlottesville One-Stop Center has fostered a partnership with the Piedmont Housing Alliance and subsequently co-hosted a job and experience fair in Friendship Court on September 7, 2021.

Meeting Adjourned by Lee Frame at 2:40 PM