



**MARICOPA WORKFORCE CONNECTIONS FULL BOARD**  
**MARICOPA ASSOCIATION OF GOVERNMENTS, SAGUARO ROOM**  
**302 N. 1<sup>ST</sup> AVENUE, STE 300**  
**PHOENIX, ARIZONA**  
**THURSDAY, JUNE 22, 2006**

**MINUTES**

**1. Call to order**

Chairman Richmond Vincent called the meeting to order at 9:40 am

**2. Pledge of Allegiance**

**3. Roll Call**

<b>Present:</b>	<b>Absent/Excused:</b>	<b>Guest:</b>
Neil Alexander	Katherine Collins	Dennis Smith
Susan Andrews	Rex Critchfield	Lenore Parker
Lari Braun	Rebecca Flanagan (E)	Jody Ryan
Chuck Brewer	John Garza (E)	Marie Sullivan
Jolynn Clarke	Gabe Loyola (E)	Lisa Wilham
Tom Colombo	Tony Maldonado (E)	Sergio Escamilla
John Corella	Jack Milligan (E)	Suzanne Ledy
Jane Fletcher	Jim Ponte (E)	Jodi Hall
Rick Hansen	Barbara Stahl (E)	Pauline Ramirez
Belinda Hanson	Camille Donldson	Rudy Barcelo
Bill Harrington	Janine Tilli (E)	Pat Gregan
Laonda Jacobs	Therese Valadez (E)	Diana Shepherd
Marion Kelly	Craig Warren	Jessica Matteson
Blair Liddicoat	Nancy Welch (E)	Myriam Corral
Charles McCarty		Jaye O'Donnell
Rodrick Miller		Sandra Watson
James Mohan		
Ted Murphree		
Bob Neckes		
Steve Prokopek		
Pam Ross		
Susan Schmidt		
Annette Stein		
Karen Thorne		
Richmond Vincent		
Diana Vowels		
Mike Wall		
Ann Marie McNeil		

#### **4. Greetings and services available through the Maricopa Association of Governments (MAG)**

Dennis Smith, Executive Director of MAG, welcomed the board. He and Rita Walton, Information Services Manager, and Jeff Romine, Senior Regional Economist for MAG, informed the board about the services available through MAG. They discussed the following topics:

- Planning Foundations
- Transportation Management
- Metropolitan Planning
- MAG's Policy Structure
- Mapping, Data and Analysis
- Population base and capacity
- Employment base and capacity
- Locations of Growth

MAG offers various data collection hardware and information to the public.

#### **5. Approval of Minutes- Action**

Chair Vincent requested a motion to approve the April 27, 2006 meeting minutes. Member Jolynn Clark made a motion to approve the April 27<sup>th</sup> minutes. Member Bob Neckes seconded the motion. The minutes were approved.

#### **6. Department of Commerce**

Jane Fletcher, Development Committee Chair, introduced Jaye O'Donnell from the Department of Commerce to report about the marketing efforts statewide. Arizona's objective is:

Ms. O'Donnell reported that for fiscal year 2007 the public relations campaign will be focused on Bio-Science and focus on bringing scientists to the valley. A video is currently being filmed to showcase what is happening in the state related to bio-science.

Sandra Watson, Senior Director of Workforce and Business Development, notified the board that the Business Workforce Development Unit has merged for strategic measures to move Arizona forward. Currently there are five units:

- Workforce Policy Unit
- Workforce Programs Unit
- Apprenticeship Program Unit
- Small Business Advocate Unit
- Business Services Division

The purpose is to build technology innovations for all business and identify gaps.

#### **7. Acknowledgement of new MWC Members**

Jane Fletcher introduced new members to the full board and requested introductions be made.

#### **8. By-Laws Approval**

Vice Chair Bob Neckes presented the by-laws for the Maricopa Workforce Connections Investment Board.

Mr. Neckes reviewed the by-laws and informed the board of the changes that were made to the document.

The board requested the responsibility of the Board Secretary be amended to state the following: *The responsibility of the MWC Workforce Investment Secretary is to review minutes and records and archives of the Board including attendance. The Secretary works in Partnership with the MWC Board Liaison or their designees.*

Tom Colombo made a motion to approve the bylaws with amendment. Marion Kelly seconded the motion. The motion carried.

#### **9. Regional Marketing Plan- Action**

Chairman Vincent reported on the workforce comprehensive plan. He presented Arizona's objective as follows:

- To create one statewide brand
  - Drop County Descriptor
  - Convert all outdoor signage
  - Convert all collateral material
  - Cross-populate partner collateral
  - Prioritized-based services
  - utilize system building
- Sell universal One Stop products
  - Market universal training programs
  - Small business emphasis
  - Targeted high growth sectors
- Create Regional Collaborations
  - Create a regional marketing plan
  - Combine resources
  - Increase effectiveness
  - Save money/time
- Measure impact on stakeholders
  - Measure impact of regional plan
  - Measure impact on targeted sector
  - Measure training strategy

This marketing plan will focused on the business.

Ted Murphree made a motion to approve the comprehensive plan. Jane Fletcher seconded the motion. The regional marketing plan was approved.

#### **10. Grant certificates of completion to Employed Worker Training Participants (EWTP)- Action**

Suzanne Ledy presented the action item to grant certificates to Employed Worker Training Program participants, recommending grant industry-recognized credentials to American Italian Pasta Company. The American Italian Pasta Company (AIPC) has been awarded a EWTP contract to implement a technical skills training program

that provides the training participant skills, knowledge and abilities that are industry-recognized and transferable. At this time, Maricopa Workforce would like to recognize AIPC employees for their skill attainment and achievements by issuing a certificate of completion by the Maricopa Workforce Connections, Inc. Workforce Investment Board.

Rodrick Miller made a motion to approve granting certificates of completion to EWTP participants. Ted Murphree seconded the motion. The motion carried.

## **11. Committee, Council, and Task Force Reports**

Operations Committee- Chair Tom Colombo explained the performance measures reporting tool. He talked about the measures on the handouts to demonstrate the various steps of the system.

Development Committee- Chair Jane Fletcher reported that the committee had been busy with recruiting new member which were introduced to the board at the beginning of the meeting.

Youth Council- Chair Charles McCarty reported that the Youth Council has identified three goals:

- Establish and implement a standardized reporting format for all providers.
- Establish new service areas to include definitive geographic locations
- Establish, implement and execute a comprehensive marketing plan exclusively for youth.

He also reported the Youth Council is working on establishing a 501c3. Mr. McCarty closed by encouraging all board members to attend the PLOT Finale that night.

Task Force- Chair Steve Prokopek reported that the task force is to meet with business.

Susan Schmidt added to Mr. Colombo's report on the performance measures. She stated that most measures are being exceeded and explained the numbers shown for the Maricopa Workforce Connections One-Stop Career Center System Performance for July 1, 2005- March 31, 2006.

## **12. Certificates of Appreciation and Chairman's Award**

The board members who are being awarded the certificates are not present. Chairman Vincent will hold on to the certificates to be presented at the MWC Strategic Planning Session in August.

## **13. Pre-Planning for Strategic Session**

Mr. Vincent reported that the Strategic Planning Session will be held in Prescott, AZ in August, and stated that it is critical that all board members attend and to R.S.V.P as soon as possible.

John Corella asked if the board will be able to review the operation budgets at the strategic session. Ms. Schmidt informed him that the budget will be discussed at strategic session in August.

**14. Call To Public**

No members from the public were present.

**15. Adjournment**

**Chair Richmond Vincent adjourned the meeting.**