

WORKFORCE DEVELOPMENT BOARD

SEPTEMBER 24, 2002

8:30 A.M. TOMPKINS COUNTY

LIBRARY

PRESENT: Barbara Blanchard, Rich Bohman, Nathan Carlisle, Thomas Colbert, Doug Czerwonka, Lee Dillon, Mary Pat Dolan, Bob Fortier, Paul Gardner, Mary Gould, Carl Haynes, Dammi Herath, Todd Mallison, Dennis Mastro, Doug McDonald, Jean McPheeters, Lisa Patz, Alan Pederson, Scott Pronti, John Rossi, Steve White, Irene Stein, Nancy Zahler, Leslie Leonard, Jeff Wesche

EXCUSED: Milt Goldstein, Jack Little, Joyce Maglione, Tim O'Neill, Mary Opperman, Connie Sowards, Michael Stamm, Marty Turnbull

ABSENT: David Marsh

GUESTS: Fred Keller, Chairman and CEO of Cascade Engineering; Linda Johansen, Women's Opportunity Center Board Chair; Michael Ryan, CBORD; Byron Curry, BOCES; Mayor Donald Hartill, Village of Lansing, Gary Ferguson, Director, Ithaca Downtown Partnership; Joe Kozlowski, John Flynn, Tom Riley, New York State Department of Labor; John Glenning, Steve Jones, Diana Garrish, Jan Wingate, Professional Opportunity Developers (POD)

CALL TO ORDER

Chairman Pedersen called the meeting to order at 8:34 a.m.

APPROVAL OF MINUTES

It was Moved by Ms. McPheeters, seconded by Mr. Carlisle and unanimously adopted by voice vote of members present to approve the minutes of June 18, 2002, as submitted.

SWEARING IN OF MEMBERS

Ms. Aurora Valenti, Tompkins County Clerk attended the meeting and gave the oath of office to members.

PRESENTATION BY FRED KELLER, CHAIRMAN AND CEO OF CASCADE ENGINEERING

Mr. Keller, Chairman and CEO of Cascade Engineering shared his insights for creating a world class business while meeting three worthy goals – doing right by employees, supporting community and enjoying long-term sustainability. Mr. Keller was recently honored as the Employer of the year for Goodwill International. This award is given each year to the one company worldwide that best exemplifies the ideal partnership with Goodwill.

WORKFORCE SERVICES COMMITTEE

RESOLUTION – Extension of 1-Stop Certification

On Motion of the Workforce Services Committee, the Board hereby approves the extension of the current initial certification through December 2002 to allow for subsequent time to conduct a thorough review.

Ms. Giordano reported the Tompkins County One-Stop Consortium (DOL & OET) was officially certified by the Tompkins WFDB September 2002, and by NYS in October 2002. The certification requires annual review by the WFDB to determine progress, identify areas in need of improvement or modification, and to ensure that the plan remains consistent with the vision and strategy of the WFDB. The Special Committee conducted the initial certification. The Executive Committee has assigned the annual review process to the Workforce Services (WFS) Committee. The WFS Committee has established a process to conduct the review and anticipate completion by December 2002.

RESOLUTION – Reduction of Individual Training Account Limit

On Motion of the Workforce Services Committee, the Board hereby approves the reduction of the WIA-funded Individual Training Account limit from \$5,000 per person to \$3,000 per person.

Ms. Giordano reported the Director of Employment & Training and co-manager of the WFNy Career Center requested that the WFS Committee consider reducing the per person training limit. The average cost per person is approximately \$1,500 due to improved leveraging of other funding sources (Pell, TAP, etc.) and increased use of short-term training solutions. Furthermore, many job seekers “shop” for training services from county to county to try to find the “best deal.” It is in our best interests to align our spending limits with those of our contiguous counties’ to help ensure that our limited resources are maximized to provide the greatest possible benefit to our local residents and workers.

SPECIAL COMMITTEE

RESOLUTION - Adoption of 2002-2003 Strategic Plan

It was Moved by Mr. Mastro, seconded by Mr. Haynes and unanimously adopted by voice vote of members present to approve the adoption of the 2002-2003 Strategic Plan. Mr. Mastro provided an overview of the plan. The Special Committee, with input from the full board at the May 2002 Board meeting, developed a proposed Strategic Plan for 2002-2003 that was presented in draft at the Annual Meeting in June 2002. The plan focuses on workforce/economic policy issues for the board to further explore and act upon throughout 2002-2003 to guide board and system activities. The plan can be accessed off the website at: <http://www.TompkinsWorkforceNY.org/aboutus.htm>

Mr. Mastro thanked the Special Committee for their work. He stated that the facilitated discussions that were held to discuss the Plan were excellent.

Chairman Pedersen thanked the Special Committee for their work and participation.

Ms. Zahler asked if there are a projected number of individuals that will be served. Ms. Giordano indicated the Quality and Assessment Committee is working on measurements and they will be presented at the next Board meeting.

PARTNERS TABLE

RESOLUTION – Approval of Memorandum of Understanding for July 2001 – June 2002

Ms. Fuller provided the overview for MOU II. She stated that the group worked diligently to create a plan that will allow agencies to work together. A dispute process has been included and the Cost Allocation Plan has been revised to remove programmatic costs and include only shared system costs. She noted a lot of effort went into developing a way to count costs, and participant count was agreed on. Refinements will continue to be made during the development of MOU III that covers the period July 2002 – June 2003 and resource sharing will be included which will reduce the cash outlay for partners. The local partners have approved MOU II and once approved by the Board and local signature obtained, it will be forwarded to Albany. It was Moved by Mr. Mastro, seconded by Mr. Rossi and unanimously adopted by voice vote of members present to approve MOU II covering the period July 2001 through June 2002. Ms. McPheeters asked if all of the original partners are still participating. Ms. Fuller stated that the original group is intact; however, some partners face difficulties paying their bill.

Retail/ Related Service Industry Panel

Mr. Pedersen introduced Gary Ferguson, Director of the Ithaca Downtown Partnership. Mr. Ferguson provided an overview of the retail and related service industry as it pertains to the downtown area. The following is the outline he presented from.

DOWNTOWN AREA

THE PARTICULARS

- 85 stores
- 45 eating and drinking establishments
- Average store size: +/-2,000 SF (range –400 SF – 13,000 SF)
- Average eating/drinking establishment size: +/-2,500 SF
- Est. # of retail employees in downtown: 350

- Stores tend to be locally owned, one of a kind and owner operated

DOWNTOWN GOALS

- Add another 50,000 SF of retail space
- Currently have about 325,000 SF of retail space
- Modest growth opportunities, particularly in new projects

DOWNTOWN'S RETAIL FUTURE

- Specialty niche center
- Based on three primary market segments: regional shoppers, tourists and students
- Looking to bring some convenience goods to downtown sub-market
- Downtown shopping is and will continue to be experiential

RETAIL WORKFORCE ISSUES

- Staff turnover (transient community; now wage competition)
- Manager talent: periodic need for finding managerial talent
- Labor pool-intense competition, spots remaining open, level of talent
- Downtown is a customer service based type of retailing – hard to find
- Many retailers like to nurture long-term relationships with workers
- Fear that new major employers will siphon off workforce

RESTAURANT WORKFORCE ISSUES

- Limited now
- Many restaurants report need for workers
- Turnover is high; talent pool spread
- New Route 13 restaurants will further split and spread the talent pool

HOW WORKFORCE DEVELOPMENT CAN ASSIST

- Recognize the difficulties faced by the industry
- Recognize the inter-relatedness of commercial districts Countywide
- Help grow the pool of candidates
- Provide basic training for candidates, particularly food service

Ms. Patz asked how retail/restaurants recruit employees. Mr. Ferguson indicated that some recruit from programs through schools, however, most do not and only use traditional forms of media for advertising. Mr. Ferguson also stated the majority workers are part-time employees.

Mr. McDonald, Economic Development Director for the City of Ithaca, provided the following information pertaining to expected growth within the City.

SOUTHWEST DEVELOPMENT

Project Total Square Footage	# Jobs during construction	# Jobs after construction
Hampton Inn – 4 Story 38,720	40	5
Wegmans +/- 115,000 sq. foot store 36,500 out parcels	150	150
South Meadow Square(Benderson) +/- 450,000 sq. foot	350	850
Widewaters +/- 200,000	200	600

SMALLER SOUTHWEST PROJECTS – APPROVED IN LAST FEW YEARS

- Ruby Tuesday
- Bill Cook Imports – addition
- Tops Xpress (convenient store and gas)
- Maguire Ford – addition
- Meadow Court Motel – New rooms/building
- Buttermilk Falls Plaza – addition
- Hollywood video/Office Max/Frontier Cellular
- Autozone

CHALLENGES

- Traffic solutions – working with Department of Transportation, City and Developers
- Environmental issues/drainage

OTHER DEVELOPMENT

INLET ISLAND

- Boat Yard Grill
- Station Restaurant (90 employees)/City land exchange
- Other small parcels received
- Promenade/waterfront trail

WEST END

- Suffered through Octopus/Route 96 construction project

WEST STATE STREET

- Alternatives Federal Credit Union – key component of redevelopment in West

End

- Other projects in the works/Corporate Park purchase

FOCUS ON NORTH SIDE AND SOUTHSIDE NEIGHBORHOODS

- Planning initiatives in both
- Small Cities funding

COLLEGETOWN

- No direct involvement
- Parking significant challenge
- Commercial/student/residential interfaces

NORTHEAST DEVELOPMENT

Mayor Donald Hartill of the Village of Lansing provided the overview on Northeast development.

PYRAMID MALL

- 750,000 SF retail space
- Attracted several national chains
- Target opens in October
- Tops Plaza replaced old Howard Johnson's

CHALLENGES

- Cayuga Mall – strip mall
- Triphammer Road is being redesigned
- More livable – sidewalks on both sides
- Additional traffic lights at Tops Plaza
- Possible additional entrance onto Route 13

BUSINESS AND TECHNOLOGY PARK

- 1400 employees currently
- Possible expansion

UPDATE ON EMERSON PROJECT

Mr. Pronti stated that the first pieces of equipment began production on August 8, 2002. The hiring process is continuing and over 300 people have been screened for jobs. The Workforce New York Career Center has been assisting in the recruitment process and they have done a terrific job. Twelve new hires began work this week. Site work is between 80 and 90 percent complete. Full production is expected by January 1, 2003. Tompkins Cortland Community College is

providing training help relating to orientation. Mr. Pronti stated that Emerson is very please with the assistance they have received from Workforce New York during this project.

EXECUTIVE DIRECTOR'S REPORT

Ms. Giordano distributed her report in writing. It is included below.

TOMPKINS COUNTY WORKFORCE DEVELOPMENT BOARD STAFF REPORT

Upcoming WFNY Sponsored Events

Can You Really Teach Soft Skills?

A NYATEP Teleconference with Denise Schaller, Schaller Solutions
September 25, 2002
9:00 – 11:00, Human Services Building, 320 W. State Street
\$25 pp; Register at: <http://www.nyatep.org/teleconference02.html>

Mastering The Board Game

Presented by Leadership That Works with Bill Charney
“A Policy Governance â workshop that enables board members to control and leave micro-managing behind!”
September 26, 2002
8:00 – 4:00, Ramada Inn, 2310 North Triphammer Road
\$175 pp, Call 888-233-7117 for Registration Details

It's Good Business:

Addressing Domestic Violence and Violence in The Workplace
A one-day workshop designed to increase awareness of domestic violence and violence in the workplace as well as provide you with resources for dealing with these issues. The day will include: theatrical pieces by “Plays for Living” from NYC; A workshop by Leora Amir entitled “Legal and Policy Aspects;” a panel presentation regarding the impact of violence on the workplace; and a community resource presentation.
October 1, 2002
8:00 – 3:30, TC3 – The Forum, 170 N. Street, Dryden
\$90 (if register and pay by 9/26), \$100 after
Register at: <http://www.TompkinsWorkforceNY.org/workplaceviolence.htm>

Grant Update

Older Worker Retention

The Workforce Development Board, on behalf of 2 Tompkins County Manufacturers and 1 Cortland County Manufacturer, applied and was awarded \$168K grant to research and develop strategies for improving the retention of workers over the age of 45 in various manufacturing occupations. The goals of the project are to reduce

workplace injuries, improve worker retention, increase worker productivity, and to increase worker flexibility and skill sets.

Current Status:

- A request for proposal has been issued seeking a consultant for the project
- Intern selection process has begun
- The contract with the NYSDOL has been received

Skills II (Community Assessment Initiative II)

The application for \$100,000 was submitted June 2002, and proposed the following:

- State of The Workforce Report
- Basic Skills Pilot program

A response was received from NYSDOL raising a variety questions regarding the appropriateness of the proposed projects. A response is being drafted seeking reconsideration. If unsuccessful, modifications to the plan will need to be considered.

InVEST

The InVest program, which targets unemployed and low-wage workers to teach or improve skills in demand skill areas (computer, manufacturing, construction, healthcare), has wrapped up all training activities. There were 93 trainees. A full report of outcomes will be available early next year after all post-training activities are completed. The partnership is already gearing up for the soon-to-be-released InVEST II.

Organizational Communication Project Underway

Kirti Rege, TC3 Intern

Kirti is conducting an assessment and making recommendations regarding communication across the many layers of the organization. The project will involve online surveys, telephone interviews and personal interviews with board members, board staff, partners, partner staff, and some of our customers.

This project will take place from September 2002 through December 2002, with a final presentation to the WFDB in January 2003. Due to the time frame limit, research will concentrate on the adult workforce system. Thanks in advance for your participation and cooperation.

Partners Table Activities

Grants Collaborative

This committee, comprised of staff from Partner agencies and other interested human service agencies that provide employment related services, is dedicated to

pooling the vast resources, experience, and knowledge to pursue grants that would be unattainable by a single agency. This is based on the premise that by coming together we will have the power to be competitive on a higher level with larger returns. The committee has agreed to pursue grant opportunities that will:

- Maintain and/or enhance current programs;
- Is consistent with the goals of the Workforce Development Board; and
- Provide financial support for the board and one-stop system;

Associate Memberships

The Partners' Table is exploring the possibility of creating an Associate Membership to further enhance one-stop system services. An associate member will enjoy many of the same benefits as a Partner, but will not be eligible for a voting seat on the Board. Although the criteria is still being developed, it is anticipated that associate members will pay a lump-sum participation fee rather than participate in MOU negotiations.

Memorandum of Understanding (MOU)

All partners have remitted their outstanding balance for MOU1, with the exception of VESID. We remain in gridlock over the process for obtaining payment.

The Partners' have just wrapped up MOU2 and have identified issues to be addressed during MOU3 negotiations. The most difficult issues throughout negotiations are the resource sharing and cost allocation pieces: State-level guidance remains limited and inconsistent; Best practices from other areas seem not to apply here; and agency's budgets are severely strained. Significant process was made in the last 6 months and MOU3 is expected to be complete in the near future.

Workforce Investment Act Reauthorization

The Workforce Investment Act is up for reauthorization in Congress next year. A statewide team has been preparing NYS Principles for Reauthorization for comment by local WIB boards, local and state partners, and the SWIB. A web-board process for commenting on the principles is being created. More information to follow soon...

ADJOURNMENT

The meeting adjourned at 9:52 a.m. The next meeting is scheduled for November 19, at 8:30 a.m. in the Borg Warner Room at the Tompkins County Public Library.

Minutes prepared by [Jennifer Luu](#).

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