

WORKFORCE DEVELOPMENT BOARD

NOVEMBER 16, 2004

8:30 A.M. TOMPKINS COUNTY PUBLIC LIBRARY

- PRESENT:** R. Bohman, D. Czerwonka, L. Dillon, P. Gardner, C. Haynes, D. Herath, J. Little, J. Maglione, T. Mallinson, D. Marsh, P. McKee, J. McPheeters, M. Opperman, R. Pass, L. Patz, S. Pronti, J. Rossi, J. Mattick, M. Stamm, M. Turnbull, J. Wesche
- EXCUSED:** B. Blanchard, A. Edelman, R. Fortier, L. Leonard, A. Pedersen, I. Stein
- ABSENT:** P. Carey, T. Colbert, W. Cooke, K. Mann, S. White, N. Zahler
- GUESTS:** N. Bohn, City of Ithaca; J. Fogler, Ithaca Journal, D. Cooper, Audrey Edelman & Associates; B. Heath, Tompkins County Office of Employment and Training
- STAFF:** Debra Giordano, Jennifer Luu

CALL TO ORDER

Chair Turnbull called the meeting to order at 8:35 a.m., and the Board introduced themselves.

ANNOUNCEMENTS

There were no announcements.

BOARD ACTION ITEMS

Approval of Minutes

It was Moved Ms. McPheeters, seconded by Mr. Little and unanimously adopted by voice vote of members present to approve the minutes of May 18, 2004, July 27, 2004, and September 28, 2004 as submitted.

Board Appointment(s)

It was Moved by Ms. Dillon and unanimously seconded to approve Mr. Fogler, President and Publisher of the Ithaca Journal and Julia Mattick, Director of the Tompkins County Office of Employment and Training to the Workforce Investment Board. Ms. Mattick was welcomed to the Board in September; however, lack of quorum prevented her from being appointed at the September Board meeting.

Mr. Fogler stated he has been working in Ithaca for approximately six months. He is familiar with the workforce investment board because his wife is an employment specialist at Broome-Tioga Works. He stated he is happy to be here and hopes he will be able to contribute to the board's activities in the coming months.

Executive Committee Actions

It was Moved by Ms. McPheeters, seconded by Mr. Czerwonka and unanimously adopted by voice vote of members present to approve the Executive Committee actions as outlined in the synopsis provided with the agenda packet.

Amendments to Youth Awards

At its September board meeting, the WIB awarded several contracts for provision of WIA In-School and Out-of-School youth services as follows:

County Youth Services (formerly known as County Youth Bureau)
\$17,007 intake coordination and support
\$3,000 to continue work on work readiness and passport projects

Ithaca Youth Bureau
\$59,080 to serve 27 eligible in-school participants

Challenge Industries (& Cornell Cooperative Extension)
\$98,650 to serve 30 - 35 eligible out-of-school participants
\$6,000 to serve 6 eligible in-school participants

Tompkins Community Action
\$86,101 to serve 52 eligible in-school participants

Since that time, the Ithaca Youth Bureau expressed concern about its ability to implement the program quickly enough (primarily due to civil services hiring processes) to meet performance expectations. Reacting to this concern, discussions were held between the WIB staff, Office of Employment & Training, Tompkins Community Action and the Ithaca Youth Bureau on how best to address this concern. The group determined that it would be necessary to restructure the in-school WIA youth program, significantly reducing the role of the Ithaca Youth Bureau, and significantly increasing the role of Tompkins Community Action. Therefore, please authorize adjustment of the following awards:

Ithaca Youth Bureau
\$0, except an undetermined amount as a subcontractor of Tompkins Community Action

Tompkins Community Action
\$127,122 to serve 89 in-school WIA eligible youth participants

Contract Extension with Challenge Industries for Disability Program Navigator Position

The WIB received a \$55,700 grant October 2003 for one year of funding for a Disability Program Navigator (DPN). The WIB contracted \$53,700 with Challenge Industries as a sole source provider of these services. New York State has awarded the Tompkins WIB with another \$55,700 to continue the DPN for another year. Kevin Nickerson, from Challenge Industries, has successfully served in the capacity of DPN for the past 12 months. The executive director hereby recommends renewal of the contract for an additional amount of \$53,700 for continuation of the DPN program through September 2005.

Five-Year Plan Amendments for Dislocated Workers and Trade Act Customers

Effective July 1, 2004, the New York State Department of Labor assigned WIB's (and their WIA grant subrecipient – Office of Employment and Training) with responsibility for serving Trade Act eligible customers. Furthermore, NYS adopted the policy that all Trade Act customers must be dual-enrolled in the WIA Dislocated Worker Program. Therefore, every WIB is required to amend the dislocated worker section of the five-year plan to include Trade Act services. Trade Act has additional requirements. The executive director has drafted an amendment of the five-year plan accordingly, which has resulted in modifications to certain definitions that also relate to dislocated workers. The table below identifies the substantive amendments to the Five Year Plan (left column) and how it compares to the current plan (right column).

Modification to Five Year Plan	Current Five Year Plan
On-the-job (OJT) training and customized training are now considered the preferred methods of training, with classroom training as the least preferred	No preference stated
Classroom training: Defined as at least 150 instructional hours unless there is sufficient justification for less than 150 hours. Note: Classroom training less than 150 hours is allowed, but will now generally be classified as an intensive service rather than training.	No minimum instructional hours defined
On-the Job Training: The employer must provide no less than 240 hours (6 weeks) and no more than 1,040 (26 weeks) of reimbursable training.	No minimum training period established
No more than 25% of an employer's full-time workforce can be included in an OJT contract at any one time	Not specified
Training funds cannot be used to retake failed tests or uncompleted courses	Not specified
Distance learning may be approved only when it is part of a curriculum that leads to the completion of a training program; requires students to take periodic tests; and requires students to come onto campus or other approved facility for tests and meetings with instructors	No policy specific to distance learning
No job search or relocation allowances will be paid with WIA Title I funds. For trade-certified workers, TAA funds, if available will be sought... Note: TAA requires it, if available	Current plan does not allow job search or relocation allowances.

UPDATES

WORKFORCE SERVICES COMMITTEE

Mr. Stamm reported the committee has met twice and they have been focusing on the recertification of the One-Stop Center. They have toured the current facilities, spoken with staff, and reviewed the current center management which comprises the Department of Labor, the Office of Employment and Training and Challenge Industries. The group has reviewed lease agreements and data on traffic and services that are being offered to see if changes are needed. The Committee will bring its recommendation to the full Board in January.

STAFF REPORT

Ms. Giordano provided a handout relating to the local and regional job market that highlights where the shortages and surpluses in jobs are. The information is based on the jobs that are listed on the Workforce

New York system within the region as well as the job seekers who are registered. She stated the information is fairly representative of what is being seen in the area and noted employers who are recruiting may need to recruit outside the region. She reported work continues on the State of the Workforce Report and a lengthier update will be given at the next Board meeting. In other news, the partners are in a planning process so everyone involved obtains benefit, and the youth contracts are well underway and recruiting has begun for those programs.

UPDATE ON DEVELOPMENT IN TOMPKINS COUNTY

Mr. Stamm stated Tompkins County Area Development (TCAD) has been very busy. Currently, projects outside the City of Ithaca that are under construction or near completion are valued at over \$11 million dollars. Approximately 109,000 square feet of space is being renovated or constructed which will create 100 very high quality employment opportunities. Companies being worked with include F&T Distributing, Global Phoenix, C&D Assembly, Ithaca Materials Research and Testing, and Ongweoweh. Work is also being completed on a specialized health services facility located by the inlet that is a joint venture between Ciaschi and Cayuga Medical Center. TCAD is also working with a local developer who is looking to acquire and renovate a underutilized manufacturing facility that will provide the community with much-needed, moderate cost, light manufacturing and assembly space. That project is very complex and will require environmental remediation and a lot of incentives. Discussions are also underway with a downstate company that is looking at acquiring the ISA Babcock facility.

Recently, a closing was held for \$31 million dollars in bonds for Ithaca College. He stated that often the community doesn't pay a lot of attention to projects occurring at Cornell University and Ithaca College, but Ithaca College planned for and sought bonds for over \$30 million dollars in facility renovations and capital investments which will result in many short-term construction jobs.

Mr. Stamm stated one of the concerns of TCAD is only having one carrier at the Tompkins County Regional Airport. He noted the taskforce working on this issue is exploring some very creative solutions to the air service challenges in Tompkins County. He stated one of the things that is very important to TCAD for short-term projects and longer-term initiatives is the alignment with Workforce Development. Presently, TCAD and the WIB are physically aligned, but they want to make sure that their strategies to create jobs are closely aligned with the WIB's strategy to create qualified people to meet those jobs.

Mr. Stamm reported TCAD recently completed a feasibility study for a targeted marketing initiative. It is a joint venture with NYSEG and Cornell University to identify companies involved in material science research to try to get them to locate a unit here permanently. Mr. Stamm reported work continues with Schuyler that requested boundary amendments to their Empire Zone, to include locations within Tompkins County. The application, which was originally rejected, was resubmitted and hopefully it will be accepted this time. They have also begun working with Broome County on a foreign trade zone, and if successful, it may be possible for Tompkins County to borrow some of their zone acres for projects in Tompkins County. Projects that may be eligible are those that import raw materials, add value to them, and then export.

Mr. Stamm reported on some of the trends that TCAD is seeing. Traditional durable goods manufacturing, companies like Borg Warner and Emerson, continue to invest in their facilities. He stated there has been slow, steady growth in light manufacturing, and continued volatility in the high tech sector is expected. Occasionally a company that was started here relocates to other areas; however, there is enough positive growth here to fill that void. The Cayuga Venture Fund is supporting some of those things. C-TECH, an organization at Cornell, is starting to consolidate some of the tech transfer operations and they are indicating that the deal flow with high-tech startups is increasing.

Mr. Stamm stated TCAD continues to be very involved on a large scale with projects occurring in the City of Ithaca including the Ciminelli Project, the parking garage, etc., and they expect to be very involved in other projects in 2005. One of the projects in preliminary discussion is housing. He indicated a handful of

developers are discussing high-end housing options downtown and incentives will likely be needed for the project to be successful.

UPDATE ON DEVELOPMENT IN THE CITY OF ITHACA

Mr. Bohn reported on projects in the City of Ithaca, primarily the Ciminelli project (Seneca Place) and the Cayuga Green Project. Both projects will be completed in June/July 2005. Seneca Place will have the most significant impact on jobs downtown because Cornell is relocating their alumni and major gifts and trust offices. They will be occupying most of the office space and will be bringing down approximately 275 jobs and growing an additional 75 new positions. Cornell is leasing 70,000 feet of space and there will be another 22,000 feet of office space available. The City's goal with the project is to fill the marketplace and strengthen the downtown area.

The Cayuga Green project will provide additional parking as well as a 10-12 screen Cineplex and additional retail space. There will also be 20 market-rate condominiums, with an average price of \$240,000, built that will look out over the creek. Phase two of the project will include an additional 20-40 housing units where the current helix is located for the Green Street parking ramp along with additional retail space under the Green Street parking garage. The project will link with the downtown by using the alley by the Home Dairy. He indicated that primarily service and retail jobs will be created, such as parking and theater management positions, etc.

Mr. Pass asked if any consideration has been given to creating upscale student housing in the area. Mr. Bohn stated that this has been explored, but the demand for student housing has declined. Other ideas are being explored to draw students downtown.

Ms. Opperman stated she was recently at a meeting with university officials to discuss the issue of dual career couples. She stated that the renewal downtown is going to go a long way in attracting families to the area. She asked if when the downtown is taking shape, if traffic patterns are going to change and if this has been analyzed to accommodate the larger number of employees who are going to be coming into the City. Mr. Bohn stated a traffic analysis was completed and it showed that some work was needed and those issues are being addressed.

Ms. Turnbull asked what the transition plan is going to be to bring the Cornell employees downtown. Ms. Opperman stated the employees are going to begin transitioning in June 2005 and continue through the summer. She stated the employees have been very involved in the planning and they are excited about the opportunity.

Ms. Giordano asked about the targeted marketing for material sciences and what types of jobs this will create and the goal of the program. She stated she sees employers having a lot of difficulty in finding technician level employees. Tompkins Cortland Community College is developing a two-year biotechnology transfer degree and this will help, but is concerned about how long it might take to implement. We need it now. She stated that some employers in the community require four-year degrees for what should be two-year programs, if they are specific to the discipline. Mr. Stamm stated the group will be hiring a national consultant to work with Cornell to choose targeted companies, both small and large, and their needs will be ascertained so programs can be designed to assist those needs. Ms. Opperman stated more opportunities are needed so the college graduates will stay. In many cases the companies aren't mature enough to have opportunities for those just graduating.

ADJOURNMENT

The meeting adjourned at 9:55 a.m.