

**Minutes approved as submitted on December 8, 2011.**

## High Country Workforce Development Board Meeting

August 11, 2011

### MINUTES

**Call to Order:** by Chairman Peterson at 3:03 PM.

**Members Present:** Barbara Barlow, Anne Bowlin, Jason Carlton, Kim Cashatt, David Edwards, Marie Gwyn, Jenny Harpold, Fonda Harris, Clark Hunter, Bryan Peterson, Wanda Proffitt, Sam Ray, Sandy Reese, Earl Tipton, Sallie Woodring

**Staff:** Misty Bishop-Price, Rebecca Bloomquist, Jacob Clark, Heather Kersey, Don Sherrill, Adrian Tait, MaryAnn Urka

**Guests:** John Greene, Rick Herndon, Patrick McKemie, Mike Pierce, Ginger Shaffer, Pam Wilson

**Consideration of Minutes:** Earl Tipton moved to approve the minutes of the June 9, 2011 meeting as submitted. Seconded by Sam Ray. The Chairman announced that a statistical correction to the originally printed **High Country Labor Market Information**, under "Occupations with Most Want Ads" (p. 19, Board Book) had been made by MaryAnn Urka, and was reflected in the current electronic version on the WDB website.

Following approval of the June 9<sup>th</sup>, 2011 minutes, Mr. Peterson welcomed Jason Carlton, owner of GoWilkes, to the WDB and administered the Oath of Office. He then requested Board members to briefly review the **Code of Conduct** policy (August Board Book, p. 5) on disclosure of conflicts of interest. No conflicts of interest were reported.

#### Committee Reports

**Executive** (p. 7): The Chair reported that the Executive Committee met today at 1:00 PM, during which time the PY 2011 meeting schedule and committee assignments were approved. In place of the Adult Services/JobLink committee, two new committees have been formed; Business Services and JobLink Services. The JobLink Services Committee will address both adult and youth customer service issues.

**Youth Council** (p. 9): Marie Gwyn reported that Debbie Ewald succeeds Sherri Dees as the new Get REAL Youth Coach, upon Ms. Dees' acceptance of an offer of employment from Avante Group in Wilkes County. The Youth Council will also begin preparation for issuing a Request for Proposal (RFP) for PY 2012 Get REAL service providers.

**Adult Services/JobLink:** Board staff member Don Sherrill reported on 2010 WIA performance measures (p. 8).

#### Information

**Workforce Update:** Workforce Director Adrian Tait announced the upcoming 2011 Workforce Development Partnership Conference in Greensboro, Oct. 11-14, inviting interested Board members to contact him for further information. The Regional Innovation Grant (RIG), which funded the "Get **NOT** Out of Your Life" campaign, is approaching its end. Stating the need to investigate alternative funding sources, Tait announced that he and staff member Don Sherrill will be attending a Rural Center grant information session later in the month. Tait also reported that JobLink customer survey responses indicated a need to focus more on decision making that is based on accurate data.

**Construction Industry Report** (pp. 12-15): WD intern, **Heather Kersey**, presented a brief summary of her work on "*Potential Impacts of Energy Efficiency and Renewable Energy of a Declining Construction Industry*". The full report will form part of the revised **High Country State of the Workforce Report**.

**Energy Sector Partnership Grant Update** (pp. 16-17): Energy Sector Specialist **Jacob Clark** summarized recent activities, highlighting several initiatives underway. In addition to providing training for

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contractors, the SESP grant has provided funding for development of a “Green Valuation Specialist Program”, and National Association of Realtors “Green Designation”. To date, 32 local realtors have received this designation, with another 40 expected to follow by the end of August. Local plumbers will soon begin training in North Carolina’s new water conservation and efficiency standards, which become effective in January 2012. The Future Forward Workforce Alliance continues to streamline the collaborative process, and is in discussion of job creation within renewable energy markets.

**JobLink Report Overview:** Special Projects Coordinator **Rebecca Bloomquist** presented an overview of the comprehensive JobLink Report. Publication of the full report, **JobLink Career Centers: An Analysis**, is expected to be completed by October 2011.

**Member Industry Sector Discussion:** Members participated in an informal discussion of the current workforce climate, identifying various employer challenges and opportunities. At the forefront of discussion were issues such as finding qualified employees, making good employer/employee matches, use of social media in outreach, cost management, dialogue with school boards, and developing positive cultural regard for education.

**Adjournment:** Motion to adjourn was seconded at 4:20 PM.

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The next meeting of the High Country Workforce Development Board will be a Strategic Planning Retreat, scheduled for Nov. 10<sup>th</sup>, from 11 AM-4 PM. More information to follow.