



**The Southwest Ohio Region**  
WORKFORCE INVESTMENT BOARD

**ANNUAL MEETING**  
**SuperJobs Center**  
**February 10, 2011**  
**8:00 a.m. – 10:00 a.m.**  
**Minutes**

**SWORWIB Members:** West Africa, Jay Alvaro, Elizabeth Baldock, Beth Brannigan, Steve Browne, Michael Conner, Leah Cordova, Alfonso Cornejo, Margaret Fox, Natalie Galbato, Jennifer Graft, Sharon Hancock, Betsy Harris, Joe Hummel, Sherry Kelley Marshall, Paul Magnus, Walter McLarty, Rene McPhedran, Doug Moormann, H.A. Musser, Greg Oshita, O'dell Owens, Kevin Powell, Gwen Robinson, Jennifer Roeder, Sean Rugless, Bill Rutz, Jim Schwab, Doug Sizemore, Simon Sotelo, Ty Stuckey, Vijay Sud, Teresa Tanner, Todd Uterstaedt, Karen Wessel, Robin White, Charles Wright, Allen Zink.

**SWORWIB Members Absent:** Ted Bergh, Timothy Devine, Brenda Gumbs, Richard Harris, Greg Hartmann, Deborah Heater, Carl Hilliard, Gail Holloman, Mike Kelly, Stephen Kuebbing, Tim McCartney, Sean Parker, Ric Powell, , Leshia Spahr, Amy Tanaka, Joe Zimmer.

**SWORWIB Staff:** Pat Massey, Anne Mitchell, Nicole Ware, William Ware.

**Resources:** Vivian Alexander , Kevin Holt.

**Guests:** Keith Tyler, Marchelle Posey, Diane Walsh, Leah Winkler, Debra Giordano, Thomas Hutter, Robert Haas, Eileen Turner, Jennifer Spohr, Julia Muntel, Alan Wedgeworth, Gigi Hart, Andrew Lotter, Steve Studdard, Charlie Points, Darlene Kramer, Pete Strange, Emily Scardena, Bob Scarborough, Brenden Regan, undecipherable name ending as Boff..

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**I. Opening – Welcome and Introductions**

Having exceeded quorum, Chairman Conner opened the February Annual Meeting of the SWORWIB at 8:03 a.m. Conner reminded the members and guests to please legibly sign-in for the official attendance record. Conner welcomed new members present then Conner requested that all members present introduce themselves. Marshall noted appreciation to Frisch's for donating the continental breakfast for the SWORWIB's meetings for fiscal year 2011 from July 1, 2010 through June 30, 2011. The Board applauded Conner and Frisch's for the donation, and also applauded for the welcoming of the new Board members.

**II. Approval of the Agenda**

Chairman Conner reviewed the agenda and reminded members that the consent agenda is used by larger boards to handle the business of the organization in an efficient fashion in order to have time to focus on essential discussions. The practice is that everyone reviews the entire agenda before approval including a close review of the consent agenda and then indicates during the "Approval of the Agenda" any consent agenda item they wish to move from the consent agenda to Other Business for separate discussion. There being no requests for agenda changes, Browne moved, Galbato seconded a motion that the agenda be approved as previously distributed. Motion passed unanimously.

**III. Consent Agenda**

There being no other corrections, additions or requests for separate discussion about items on the consent agenda, Kelly moved, Cornejo seconded a motion to approve the Consent Agenda with the correct spelling of Greg Hartmann's name in the Nominating Report. Motion passed unanimously. The following materials provided in the board packet were, therefore, approved:

- 11.18.2010 Quarterly Board Minutes
- 1.28.2011 Annual Strategy Session Minutes
- Chairman's Report
- Treasurer's Report with attachments: FY2009-2010A133, FY2010 Independent Fiscal Audit

- IRS 990 for Tax Year 2009-2010, Ohio Charitable Solicitations Report
- Fiscal Entity Report
- SuperJobs Center Report
- Nominating Committee Update Report
- President's Report
  - Audit Updates
  - Grant Updates
- Media and Public Relations Report
- EWDC Report

#### IV. Presentation of ODJFS Silver Designation

Tom Hutter of Ohio Department of Jobs and Family Services (ODJFS) presented a Recognition Plaque to the SWORWIB for achieving the Silver designation for our One-Stop System and Local Workforce Investment Area. Hutter mentioned that over the last three years he has observed great improvement in:

- the amount of outreach into the community including businesses, economic development, and youth,
- the expanded regional approach to working within surrounding counties both in and out of state,
- the attention paid to developing staff (including partners) and giving them opportunities to professionally improve their skills,
- the focus on the individuals who need our services,
- the overall feeling, attitude, and approach of wanting to be a top notch organization
- Incredible improvement in communications with the website improvements and newsletters

Hutter noted that the SWORWIB had attained one of the highest rates of improvement from the initiation of the Gold Standard program to the latest balanced scorecard, and is one of the top five rated workforce areas within the State. He mentioned to the board members that he had once visited when the board was about a third of its current size and the major goal was to get business done in less than an hour. He complimented the board and Marshall on the amazing growth in business participation and stellar business operations and applauded the SWORWIB for its meaty and important agenda items and discussions with economic development and employers. Conner accepted the plaque on behalf of the Board and noted that this work has been lead by Marshall since she assumed her role in late 2007 and measurement and performance continue to be her hallmark. The board members provided a round of applause for this achievement.

#### V. Presentation of SuperAwards

Marshall provided the introductions of the SuperAwards for 2011 while Mayor Mallory and Chairman Conner presented awards to the following people who have been exemplary partners, businesses, board members and staff during the previous year:

**2011 SUPER BOARD MEMBER** James Schwab, formerly with USBank, now President of the Health Foundation for his stellar leadership as Treasurer of the SWORWIB for three years and recruitment of a replacement Treasurer from USBank.

**2011 SUPER FOUNDER AWARD** Paul Reynolds for being a founding board member and nominating committee chairman, and providing 10 consecutive years of SWORWIB service from 2001 through 2010. John Young for being a founding board member and providing 10 consecutive years of SWORWIB service from 2001 through 2010 - counting some time as the interim executive. Pete Strange for being a founding board member and chairman and providing 10 consecutive years of SWORWIB service from 2001 through 2010. David Pepper for being a founding board member while a City Council Member and then as County Commissioner and providing 10 years of service from 2001 through 2010 through these various roles.

**2011 SUPER EMPLOYMENT PARTNER AWARD** St. Bernard Soap Company for working with the SuperJobs Center on various efforts to recruit employees and train existing employees through state grant funds. The Huck Group for collaborating with the SuperJobs Center to recruit, screen and hire employees for this Harrison, Ohio manufacturer at a time when very little manufacturing hiring has been occurring.

**2011 SUPER ECONOMIC PARTNER AWARD** Doug Moormann and Julia Muntel from the Partnership USA for regional economic development under the CincinnatiUSA Regional Chamber for their collaborative work with the SWORWIB on both the HUB of Innovation in Consumer Research and Early Warning Business Retention Grants

bringing \$500,000 in new money to the region while also building stronger connections between economic and workforce development.

**2011 VOID FILLER AWARD** Diane Walsh for filling the voids with SuperJobs Center staffing transitions and new staffing from the State of Ohio so services continued to our dislocated workers from area plant closings at Avon and Jim Beam.

**2011 SUPER LEADER AWARD** Marshall and Chairman Conner turned the award giving around on Mayor Mark Mallory by recognizing Mayor Mark Mallory for his leadership in supporting coordination of efforts for serving youth and employers with summer employment opportunities and working with City Departments to promote use of the SuperJobs Center as a job posting site for opportunities with the City of Cincinnati. We also recognized Charles Winburn for his understanding of the importance of job creation and organized effort to focus on job creation action with the formation of the Job Creation Committee and various Roundtables dedicated to workforce development, training, and entrepreneurial efforts.

**2011 SUPER STATE PARTNER AWARD** Robert Haas, WIA Performance Manager, for his training and technical assistance to our one-stop operator and youth providers to better serve our customers and improve our performance success. Also, Thomas Hutter, Chief, Bureau of Wagner Peyser for his openness to our alternative perspectives about various Gold Standard evaluation efforts as well as assistance to our MOU process and introducing new technology supports to our operations and for statewide implementation.

**2011 SUPER CONNECTORS AWARD** Daniel Freese for arranging for construction volunteers for the Cincinnati Public Schools Fifth Quarter and all six construction clubs with CPS and Darlene Kamine for linking the SWORWIB to CPS resources in order to reach these middle school students with our messages about the expansive opportunities in construction related professions for those who graduate from high school with math and reading skills.

**2011 SUPER YOUTH SUPPORTERS AWARD** Richard Harris for his service to the Emerging Workforce Development Council simultaneously as he joined the SWORWIB as well as his demonstrated commitment to youth through his employment and coaching of young people. Joseph Hummel for his championship of the construction career pathway collaborative and leadership with the high school focus area for the construction pathway. Hummel took the liberty in accepting the award to note the importance of the stellar work of the SWORWIB staff who coordinate such good work and volunteer deployment in service to our community's youth.

**2011 SUPER EMPLOYEE AWARD** Kevin Casagrand for organizing financial operations and setting up improvement systems. Gigi Hart for long standing employer relationships with employers in the business, finance and education industries. Andrew Lotter for highest placement numbers as a business services representative as well as highest special NEG ITA activity in the State of Ohio. Latrisha Payne for maximizing the Board's GStars investment through the effective use of ITA record keeping and data management. Charlie Points for assistance with the improved [www.superjobs.com](http://www.superjobs.com) website and its continuous updating. Patricia Massey for getting the Eligible Training Provider process redesigned and implemented in accordance with Board policies about the performance standards expected of the Eligible Training Providers we approve for training for our customers. Anne Mitchell for exceeding all goals on the Spirit of Construction (SOC) grant for middle school success messaging and construction careers pathway development resulting in SOC funding for a third year of activities.

Conner asked for another round of applause for all the awardees, and thanked Mayor Mark Mallory and his staff for his time to assist with this annual award activity. A long round of applause was provided for the award recipients, Chairman Conner, President Marshall and Mayor Mark Mallory and staff.

## **VI. President's Report**

**President's Written Report-Questions:** Marshall asked if there were any questions regarding the President's written report. There were no questions about the written report.

**Signature Resolution for Bank and Financial Activities:** Marshall reported to the SWORWIB that with the officer changes from the election in November and these officers ascending into their roles this month; we need to obtain a board resolution for the officers and Marshall to be signatories on SWORWIB bank accounts and checks. This is an annual task that involves both the resolution of authorization and obtaining the signatures of all officers on the bank paperwork. A. Musser moved, Baldock seconded a motion authorizing the Board Resolution required our Bank and

authorizing the President/ CEO and new Treasurer Karen Wessel to obtain all signatures necessary to make this annual signatories adjustment. Motion passed unanimously.

**Tax Exemption Update:** Marshall reported with elation that the negotiations with the Hamilton County Auditor's Office regarding the appropriate amount of taxes the SWORWIB as a non-profit should not have to pay and the amount we do have to pay as a result of renting space to Arbor/ResCare as a for-profit organization has been resolved. The back taxes have been paid and all interest and penalties waived. This represents a savings of over a quarter of a million dollars. Arbor/Rescare has been billed for this year's single portion of the taxes and the process for invoicing them for the "private use taxation" has been designed and implemented. The board gave Marshall a round of applause for accomplishing this lengthy and laborious feat of persistence and endurance on which she has been working since her first day on the job on 12.17.2007.

**Roster Corrections:** Marshall reported that Massey will shortly be sending the current draft roster of all board members and their contact information to each board member. Each member needs to review all their information and email any changes to Massey as noted in the email. The new and final roster will be sent out to everyone once finalized.

**Conflict of Interest Forms:** Marshall also noted that Massey is working with everyone on the board to obtain 100% compliance on completion of the Conflict of Interest forms in order to meet this audit requirement. Please see Massey at the meeting today or she will be sending emails to obtain a signed form before our upcoming state audits.

**SuperJobs Center Tour:** Marshall announced that following the board meeting there will be a short tour of the SuperJobs Center for all new board members and anyone else who would like to join in the tour. Charles Walters of the SuperJobs Center will meet everyone out by the elevator at adjournment.

**Other:**

**Employers First Summit Scheduled for 3/3/2011 at GE.** Marshall announced that under the leadership of the Northern Kentucky WIB, the four Workforce Boards in our region received funding to develop a strategic plan for marketing the informal 10-year partnership of the Northern KY WIB, SWORWIB, Workforce One (Butler, Clermont, Warren) and Southeast Indiana One-Stops to serve employers regionally through the tri-state public workforce system. The first of two Summits is scheduled for March 3, 8:00 -10:00 a.m. at the GE Brian H. Rowe Learning Center in Evendale. Attendance is by invitation only due to space constraints and security approval for the tour of the facility which follows the Summit. Board members who are interested in attending should let Marshall know as soon as possible.

There being no questions on the written or presented report items, H. A. Musser moved, Baldock seconded a motion to approve the President's Report both as previously distributed and as reviewed and with additions during the meeting. Motion passed unanimously.

**VII. Business Engagement Committee**

Browne reported that only a few of the Board Members have turned in their Business Engagement Survey and urged everyone to participate. This survey will help set the agenda for the coming year for the Business Engagement Committee. Marshall asked that all members of the board please complete the Business Engagement Survey that was developed as a first project of the new Business Engagement Committee who will be working to improve participation of Board members in services to the SuperJobs Center and youth providers. Marshall and/or Massey will be resending the surveys and reminding everyone who hasn't completed one to please get them back to us so Chairman of the Committee, Steve Browne, can establish the baseline of our members engagement in the core functions of the Board. All surveys should be sent to Pat Massey.

**VIII. Regression Model Performance Standards – New National Method**

Robert Haas, WIA Performance Manager, Ohio Department of Jobs and Family Services presented information on a new federal pilot project that Ohio will be implementing this year. Under the use of a regression model for measuring performance the nine "Local Area Negotiated Standards" (or SuperJobs and Youth Performance Targets) and their subsequent actual outcomes will be adjusted to a set of state data about conditions in different local economies throughout the State of Ohio. The purpose of the regression model is to obtain data consideration reflective of different state areas with vastly different employment, poverty and unemployment conditions. Haas reviewed the last

year's performance standards showing the slight differences for the City of Cincinnati/Hamilton County combined Workforce Area #13 and implications for customer attention going forward. Marshall noted that Haas would be meeting with a team from the SuperJobs Center and a team from the youth providers, as well as making a short presentation at the Required Partners Leadership Council meeting at 10:00 a.m. In this way, we are able to maximize his trip to Cincinnati by having him train the board, a key committee and our vendor group all in one trip. Marshall noted that his technical assistance and willingness to be worked for multiple training sessions while in town is partly why he was recognized as one of the Super State Partners!

**IX. Public Comments and Announcements**

Conner announced that the Board agenda always includes time for Public Comments and Announcements so those in the audience group can ask questions or make comments, and board members can share related announcements with other board members. There were no public comments or further announcements at this meeting.

**X. Next Meetings**

Marshall shared that the Board meeting days are also key meeting dates for several Board Committees. Today the Board meeting will be followed by the Required Partners, Measurement, and Workforce Partners at 10:00, 1:00 and 3:00 p.m. respectively. The next Executive Committee Meetings are scheduled for March 10 & April 14, 2011. The next Quarterly Board Meeting is scheduled for May 12, 2011. If Board members have any questions or need additional information, please contact Pat Massey or Marshall or let Steve Browne know so a "board partner" can be identified to assist new members in becoming familiar with this large, public board meeting construct.

**XI. Adjournment and SuperJobs Center Tour**

There being no further business, Kelly moved, Cornejo seconded a motion to adjourn the meeting. Motion passed unanimously and Chairman Conner adjourned the meeting at 9:40 a.m. Interested board members joined Chuck Walters for the SuperJobs Center Tour.

Respectfully submitted,



René McPhedran  
Secretary