

NORTHWEST WISCONSIN WORKFORCE INVESTMENT BOARD MEETING, INC.

Thursday, March 22, 2007– 10:00 a.m.

Lakewoods Resort - Cable, WI

MEETING MINUTES

The meeting was called to order by LeRoy Forslund, WIB Chairman. Roll call was taken, a quorum was present. The WIB honored the Pledge of Allegiance.

PRESENT:

Mitch Bormann
Dan Westlund, Jr
Bruce Lindgren
Otto Rusch
Jack Wichita
LeRoy Forslund
Walt Jaeger
Jerry Hembd
Rick Roeser
Mike Martino
Jerre Eckes
Pete Whiteneck
Dick Nystrom
Bill Eskola
Doug Moquin
Chuck Gottschall
Ray Maday
Bambi Pattermann
Mary McPhetridge
Jerry Drahos
Phil Rasmussen, Jr.
Carol Ewan-via phone conference

ABSENT:

Theresa Pierce-ex.
Elizabeth Skulun – ex.
Helen Hansen – ex.
James Kehoe, Jr.ex
Bob Martin, Sr.- ex.
Toby Johnson – ex.
Mike BeBeau – ex.
Gail Huycke – ex.
Tom Draghi – ex.
Clare Hintz – ex.

OTHERS

Mari Kay-Nabozny
Steve Terry
Jennifer Baron

The public meeting notice was published in 2 class A newspapers and aired on area radio stations in the WDA.

Introduction of New NWWIB, Inc. Member

Mary McPhetridge, Director of the Ashland Area Chamber of Commerce was introduced as a new WIB member representing the services sector.

Otto Rush made a motion to approve the appointment of Mary McPhetridge to the NWWIB, Inc. Seconded by Dick Nystrom. Vote taken, carried unanimously.

Approval of New WIB Committee Appointments

Bruce Lindgren was recently appointed to the Workforce Development Committee. Mike BeBeau and Mike Martino were appointed to the Business Development Committee.

A motion was made by Rick Roser to approve the recent appointments to the WIB Business Development and WIB Workforce Development Committees. Seconded by Otto Rusch. Vote taken, carried unanimously.

Approval of 12/21/06 Meeting Minutes

Members present omitted were Jerre Eckes, Dan Westlund, Jr. and Pete Whiteneck.

Richard Nystrom made a motion to accept the 12/21/06 meeting minutes as presented. Seconded by Jerry Drahos. Vote taken, carried unanimously.

Executive Committee Report

Steve Terry discussed the February and March Executive Committee Reports and the action items which took place.

A motion was made by Jerry Drahos, seconded by Carol Ewan to approve the Executive Committee reports. Vote taken, carried unanimously.

Consent Agenda Item

Doug Moquin made a motion to accept the consent agenda items. Jerre Eckes seconded the motion. Vote taken, carried unanimously.

Business Conference

Otto Rusch gave a report about the upcoming Business Conference taking place on May 3-4th at the Lakewoods Resort in Cable. It was noted that the workshops are geared toward the changing workforce. Mike Martino reported that KBJR Channel 6 will be available providing coverage of Inventor's and Entrepreneur's Club meeting taking place at the Business Conference and can highlight the Conference as well. Mari distributed a registration sheet. It was noted that registration and lodging will be covered for WIB members.

Skilled Trades Labor Shortages

Norm Vorhees, President of the Northern Wisconsin Building Trades Council was introduced. He explained the membership and structure of the NWBTC. There are 17 affiliated craftsmen who are members of the Council of varying skilled trades occupations. He explained that some construction crafts are market driven, making it difficult to hire an apprentice when there isn't adequate work. He discussed locations in the area that train apprentices in a variety of crafts, and the apprenticeship program for Iron Workers which is three years to complete. Discussion took place on the conflicting data provided on area job openings. It was noted that Norm was been involved with the Northland Works projects. A question was raised on how the WIB can become more involved in addressing the need for skilled workers in the building trades industry. Discussion took place about the lack of youth interested in entering a skilled trades occupation. A question was raised about who works with high school counselors in identifying a career path for a student. It was noted that without adequate funding being invested for apprenticeships through school districts, this initiative will not happen. Ideas were discussed about doing job tours, job shadows and career fairs to promote more apprenticeship opportunities in skilled trades industry and other occupations facing labor shortages.

Community Health Center

Steve Terry discussed a news article published by the Daily Press announcing the Otto Bremer Foundation grant that CEP received for \$35,000 to start the process of three public hearings (in Ashland, Washburn and Iron River) and planning for a potential Community Health Care Center in Bayfield County. This Health

Care Center would provide medical services to uninsured and inadequately insured individuals. Steve indicated that the area health care facilities have been very supportive in the possible implementation of a Community Health Care Center in our area. An editorial supporting the Community Health Care Center in the Daily Press was included in the packet. It was reported that Bayfield County has been ranked with one of the highest levels of poverty in the nation.

WIRED III Proposal

Mari Kay-Nabozny reported that the federal Department of Labor provides 12 grants for regional economic development activities for \$5 million each in working with emerging economies, particularly with the research and development of the bio-fuel industry. The DOL only accepts two from each state. Our area applied to the state of Wisconsin to go to the next round of grant applications to be submitted to the federal DOL, but we were not approved. Although our area was not approved, the state was pleased with the proposal, and informed CEP to pursue this initiative through other state grant opportunities such as DWD's Emerging Industry Skills initiative, the Joyce Foundation and RISE. It was noted that we need to inform Governor Doyle that northeast Minnesota was funded for a regional WIRED grant by their Governor.

Senator Kohl Appropriations

Steve indicated that two appropriations (senate's version of earmarks) requests were submitted by the WIB and CEP to U.S. Senator Kohl's office for the 2008 budget. One proposal was for the accelerated welding program and the other proposal was for a Manufacturing Discovery days to get more youth interested in manufacturing occupations. Senator Kohl's office only received five appropriation requests last year and encouraged our organization to submit these proposals that they strongly supported for our area.

Review Consider Fast Track Welding Program

Steve discussed the welding program being planned for this summer between WITC, CEP and WIB. At this time, WITC is putting together a budget for this plan. The Job Center is in the process of recruiting individuals to take the training.

Richard Nystrom made a motion to approve the proposal for the welding program. Seconded by Walt Jaeger. Vote taken, carried unanimously.

Discuss WITC/NTC Alignment Meeting

Steve gave a report on meetings between the CEP and WIB, with WITC and NTC Technical Colleges. WITC and NTC both have new presidents. The purpose of the meetings is to make each other aware of the services they provide and how to collaborate with one another on training programs and other workforce training initiatives. It was noted that some of the short term training programs CEP provides could be credentialed through the technical college system.

Review/Consider for Approval 21st Century Workforce System Policy Paper

The Great Lakes Employment and Training Association put together a position paper to set the tone for the future of workforce development, which emphasizes how the value of advancing workforce development initiatives will greatly impact the changing economy.

Jerry Hembd made a motion to approve the WIB and CEP's support for the GLETA policy paper. Seconded by Jack Wichita. Vote taken, carried unanimously.

Discuss NWWIB/CEP Board Development Training

Steve indicated that discussion has taken place since the completion of the Baldrige Assessment that focuses on leadership and governance, which WIB and CEP Board members have taken. Steve recommended a day long training for both Boards. A recommendation was made to put together an agenda on what the focus and

intent of the training would be. The Committee discussed possible dates to hold this training. It was agreed to hold the training on June 11th at the Heartwood Conference Facility in Trego, Wisconsin. It was noted that Boris Franks from UWS would facilitate the training.

Superior Days & NAWB Conference Update

Steve reported that CEP's Crex Meadow's Youth Camp was on the agenda at Superior Days through the Department of Workforce Development. The legislative visits resulted in the possibility of sustained funding for the Crex Meadows Camp.

At the recent NAWB Conference in Washington, D.C., Jerry Hembd explained the themes of talent development, regionalization with surrounding counties, and outcomes and metrics. The Conference addressed that need for WIBs to focus more on adult job training, workforce readiness and talent recruitment.

ITA Approval

One ITA was received for approval:
PC Technician – WITC in Ashland

Doug Moquin made a motion to approve the PC Technician ITA. Seconded by Walt Jaeger. Vote taken, carried unanimously.

Other Business

Phil Rasmussen addressed the emphasis and results of the economic and climatic changes that have affected tourism, hospitality and transportation that has impacted business at Lakewoods and other businesses in the area.

Otto Rusch asked Board members if they would be willing to provide one or more of their monthly per diems to support the Crex Meadow's Youth Camp wish list for items that the youth need.

Chuck Gottschall distributed Job Service's annual report for fiscal year 05-06 with the services provided.

Steve updated the Council on the Virtual Job Center website. The website may operational by summer. This site will allow participants to register online and access services directly through a call center.

Steve announced a dislocation at Burn's Best furnace manufacturer in Spooner. The company laid off 60 people. A rapid response meeting will take place on April 3rd to provide the dislocated workers information on the services available to them.

Steve announced that Ron Danowski is the new Division Administrator at DWD and Sue Gleason is now the Deputy Administrator at DWD.

Mari asked Council members to send her any news items that they may want included in the WIB's magazine.

Next Meeting Date and Location

The next meeting of the Northwest WIB will take place on Thursday, June 28, 2007, in Superior with a possible business tour of Enbridge Energy.

Adjournment

Chuck Gottschall made a motion to adjourn. Seconded by Phil Rasmussen, Jr. Vote taken, carried unanimously.

The meeting was adjourned at 12:15 p.m.