

Minutes of Governor's Workforce Investment Board
a.k.a.
State Workforce Investment Board (SWIB)
June 12, 2008 1:00 p.m.

Board Members Present: Clara Andriola, Michael Bahn, Linda Branch, Mary-Ann Brown, Senator Maggie Carlton, Michael Dayton, Pam Egan, David Fordham, Robbie Graham, Alvin Kramer, Richard Lee, Leslie Martin, Veronica Meter, Larry Mosley, Cass Palmer, Jean Peyton, Keith Rheault, Maite Salazar, Cameron Sorenson, and Assemblywoman Valerie Weber.

Board Members Absent: Jim Annis, Stavros Anthony, Jim Chavis, Marc Furman, Elizabeth Ghanem, Michael Peltyn, Assemblywoman Debbie Smith, D. Taylor, Senator Randolph Townsend, and Mike Willden.

Guests: Valerie Hopkins, Kelly Karch, Bill Anderson, Connie Williams, Renee Olson, John MacNab, Tom Fitzgerald, John Ball, Ron Fletcher, Lynda Parven, David Jefferson, Anthony Snowden

Staff: Tamara Nash, Board Liaison

Agenda Item I. – Welcome

Cass Palmer, Chair, welcomed everyone and thanked the members for their attendance.

Agenda Item II. – Introduction of New Members

The new members of the Board were introduced.

Agenda Item III. – Roll Call and Confirmation of Quorum

Tamara Nash called roll and it was determined there was a quorum. Chairman Palmer called the meeting to order.

Agenda Item IV. – Discussion/Possible Action on the Approval of the January 17, 2008 Meeting Minutes

Chair: Any questions, comments, discussion on the meeting minutes? Do I have a motion?

1:12:19 I move to approve, Mr. Chairman.

1:12:21 I second.

Chair: All in favor?

Board: Aye.

Chair: All opposed? Motion carried. Great.

Agenda Item V. -- Presentation – Nevada's Workforce Information Update

Chair: At this time, please welcome to the microphone, Mr. Bill Anderson, our Chief Economist from the Research and Analysis Bureau for DETR. Bill?

Anderson:

Thank you, Mr. Chairman and members of the Board. In light of your long Agenda, I'll do my best to be brief and only take up a few minutes of your time. When I met last time with you a few months ago or so, I kind of laid out the economic picture at that time and then ended by alluding to our forecast with respect to the labor markets. And what I thought I'd do this time is kind of reverse that and basically spend most of my time talking about the outlook and laying that out in a little bit more detail that I did last time. And then secondly, Mr. Chairman, if you remember, you had a request of me when we last met to kind of give the Board a very broad, general overview of sectoral trends. At the very broad, what we would call super sector level. So I'll be responding to that request as well. So with that background information in place, let's go ahead and move forward. Again, not much has changed with respect to the economy's overall performance from when we last met. I would describe it as kind of running in place. We continue to see job levels basically hold steady. Our unemployment rate is creeping up. During the first quarter of this year, it averaged about 5.8%. But there is some solid reasons to be optimistic. If you look at the chart that's up on the screen now, you can see a historical pattern unfolding in Nevada whereby prior to what I would call major mega-resort-type openings; we tend to see a very strong run-up in employment growth. And we look at that trend and see that it happens cycle after cycle and we think that that should play out again over the course of the next couple of years. If you look, and you're all very well aware of this, especially those from the south, we have several major properties that should be opening up within the next half decade or so. In fact, we've already got the first one in the books, that being Palazzo during January of this year. But we have several projects, some of them accounting for in excess of 10,000 jobs that are in the pipeline. We'll see that really move forward at a rapid pace beginning in 2009. So that's kind of what's driving our optimism concerning the future. And what we're looking at specifically for the future is job levels to hold relatively steady this year with very slight growth. But then starting in 2009, we should see job growth creep towards 3%. And by the time we get out to 2010, when all of those properties are opening up, when we hope that the housing sector has stabilized, we should see some growth, more normal growth that Nevada is used to in the 5% range.

So specifically in terms of numbers, we're looking at about 145,000 new jobs over the next few years. Obviously, given that list of new properties that I just mentioned, leisure and hospitality growth will lead the way. We're looking at about 8 ½ % job growth by the time that we get into 2010. Construction jobs, both on the non-residential side and again we're assuming that the residential side should at least stabilize during the forecast period, we should see those jobs growing at about a 5% rate. Financial services job growth will surpass 3%. And even in the State's rural areas, where mining is a major industry, we're looking at about 1,500 new jobs over the course of the next few years. So again, we're looking at this difficult period that we're going through right now on the economic front as kind of the precursor to a more robust picture in the years ahead.

Now with respect to your request Mr. Chair from last time, if you look at the spreadsheet, it's just a one-page spreadsheet that's in your handout that's been provided to you immediately following with a hard copy of my presentation, I think that that information there will answer your questions. Over the course of the last half decade, we've generated about 230,000 jobs here in Nevada. That equates to growth in excess of 20%. In absolute terms, that growth was concentrated in a number of different sectors: professional and business services, trade, especially retail trade, leisure and hospitality, construction, education and health services. Each of those had roughly 35 to 45,000 new jobs over the course of the last half decade. In terms of their pay levels, trade and leisure and hospitality, by their very nature in the aggregate at least, are relatively low-paying jobs. But in the other three sectors that I just mentioned, professional and business services, construction, and education and health services, those are relatively high-paying sectors. So the bottom line is that you can see that we've had a rather broad based growth. We've had growth in our high-paying sectors. We've also had growth in our relatively low-paying sectors as well. So it's a very broad picture that I've tried to paint for you here. And obviously, as you requested, I kept this very general, but we can dig into this in pretty great detail and look at very finely defined industry sectors if that's the direction that you'd like me to go.

So, with that, I'll turn it back over to you and I'll be happy to respond to any questions.

Chair: Bill, good presentation. Before we get into questions, just as a reminder, if everyone can turn off their microphones after speaking, we're getting a little bit of feedback in our room next door. But Bill, great overview. As myself and Director Mosley and Deputy Director Ardell Galbreth, as we get out and meet with some of the other government agencies from the various states, we are one of the few states that has a type of economic forecast going forward. For lack of a better word, it's a nice headache to have. Most of the other states are in the reverse syndrome to where they're losing individuals from their states. You'll see as we get into our presentations today, we actually have a very good program marketing campaign of attracting individuals from out of state, let alone developing individuals from within our state to take those next level positions. But we're in a unique opportunity. In the next couple of years, especially in the hospitality industry, the next couple of years are going to be tantamount to a boom again here in Southern Nevada as well as all of Nevada. As the State Workforce Investment Board and the two boards here in the state, we're trying to get ahead of the game and come up with a game plan to help out in terms of developing the in-house individuals, attracting individuals from outside of the state and staying ahead of the curve, so to speak, of in terms of providing quality, qualified individuals to take these leadership positions, as well as trade positions here within the state. We see a couple of issues coming forward. Obviously the big push is going to be in the gaming and hospitality area. And we all know that they pay and their benefit packages are very competitive. And what we're trying to get ahead of is the fact that the new properties are going to take from the existing properties. The existing properties will then beg, borrow, steal, attract individuals from all the other sectors, be it from mining, nursing, food and beverage, on down the list. And that's where we anticipate a large recruitment problem: finding individuals to join those particular industries. The gaming industry, I think, will survive so to speak, but the state as a whole, we need to get ready for those other sectors. And that's what this marketing plan and Team Nevada program that we'll roll out here for you today is an attempt to do. That said, do we have any specific questions for Bill and his presentation?

Lee: Mr. Chairman, this is Richard Lee. I do. Bill, let me go through some numbers here so I can understand. Major new projects, everything on there we've opened the Palazzo, but the Plaza's delayed. But that doesn't make any difference. Forecast highlights, 145,000 new jobs through 2010. Is that overall jobs? Does that include leisure and hospitality? Is that overall new jobs? What's that figure represent in forecast highlights?

Anderson: Mr. Chair, through you to the Board Member, yeah, that is a total. That is economy-wide. I can tell you that of those 145,000 new jobs; about 51,000 are in the leisure and hospitality sector. We're also going to get some significant contributions from construction, especially on the non-residential side as these projects are getting to a more labor-intensive stage of production. As I also pointed out, we're going to see a lot of job growth in some of the support services, especially in finance. Again, assuming that the residential real estate market stabilizes, we'll see some job growth there. As well as in the support industries and professional and business services. So this is an economy-wide forecast.

Lee: So if we were just playing with some numbers, if we're created 40-some thousand new jobs in the gaming industry, it looks like almost four times that is the total jobs we'll create in the market. Is that correct, or three times, almost four times?

Anderson: Yeah, and that's correct. I would hesitate though to make that causal relationship. You know, some of those jobs will be the direct result of the expansion in the gaming industry. But at the same time, there will be other factors at play that really aren't related to the expansion in gaming industry. Certainly the mining jobs. But more importantly in terms of numbers, on the residential housing side, certainly there's going to be increased demand for housing as a result of the expansion in the gaming industry, but there will be other factors unfolding that will impact that as well. Most notably, at least we hope, is the return to normalcy in the credit markets.

Lee: Good. One other figure, leisure and hospitality growth peaks at 8.5%, surpasses 400,000. Is that the total number of employment or jobs in the hospitality and leisure industry? Is that that number?

Anderson: Yes. Right now we have roughly 350,000 jobs. And by the time we get out to the end of this forecast period, there'll be about 400,000 leisure and hospitality jobs. That relates back to that 50 or 51,000 figure that I threw out just a moment ago.

Lee: Okay. Good, good. Exciting numbers. Thank you.

Bahn: I had a question Chairman Palmer.

Chair: Yes.

Bahn: This is regarding some of the questions I asked last time with the high technology sector, which I believe is a lot more promising for Nevada than this picture indicates. If you'll recall, Mr. Anderson, we had some discussion on what is the classification for high paying jobs. And I indicated it was a 100,000 plus. Anyway, in the professional and business services, how do you account for high technology, defense related, homeland security related, do you combine them all together or do you separate them? In my discussions this morning with Nevada Development Authority and about a month back with the people up north, Sierra Pacific Corporation Economic Development Organization and the College of Engineering at the UNR, this is an area I would plead with this Board to look very hard at because these jobs are real high paying jobs and deserve some attention from the taxpayers. In terms of statistical information, is there any way of putting more focus on these jobs?

Anderson: Mr. Chairman, through you, those jobs, depending on how you define high tech jobs, but my guess would be that they are spread out across different industries. There are high tech jobs in manufacturing. There are high tech jobs in health services. High tech jobs in professional and business services. Personally, I think its best when you start thinking about high tech jobs, what I'm focusing on here is on the industries. Okay? I think it's probably a better approach to look at it on an occupational basis. And we can tell you, in fact we have ten-year forecasts for, you know, if you want to classify computer programmers as high tech. We have a ten-year projection for that occupation. We can tell you on average what their pay range is. Similarly, you're going to have engineers in construction. You're going to have engineers in manufacturing, in transportation and utilities. So they're kind of buried in these industry numbers. But we do have the capabilities to pull that out on an occupational basis and look at engineers, be they electrical engineers, mechanical engineers, and nuclear engineers, whatever. And all that information is available on our website, NevadaWorkforce.com. But I'd be happy the next time we get together to kind of pull out some of that occupational information for you if that's okay with the Chairman.

Bahn: One more comment I had. In the grouping of industries you have, defense and homeland security are not included, is that correct?

Anderson: They would be within the professional and business services.

Bahn: Thank you.

Chair: Very good comments. With that said, part of the Team Nevada Initiative in the opening stages, is to identify those sectors either by industry or by job that are critical to the state that we either see a lacking thereof of qualified individuals to fill the role, and then what's the role or the campaign to bring individuals into those positions. We'll put that on the list to study to see the impact and see how difficult it's going to be to fill those positions. A quick analogy would be recently we had a need in the nursing industry. And we came up with some proactive plans to drive young high school individuals to the nursing fields. Similar analogy here, if that makes the list in terms of high need for the state, we'll come up with some plans to drive individuals into those fields, either

by recruitment process or by an educational development process. One way or the other.

Lee: I'd like to support the Board member's comment too about looking at the non-gaming industries and especially the high tech, and especially the future for homeland security. Just to give you an example, we're currently working with a new school called, actually we're just giving it a quick name right now, and it's called a School for Spooks. And it's basically a school that's going to train intelligence officers. The thing about it is there's a lot of people that retire or leave Nellis Air Force Base with a high security clearance but have no degree and therefore can't parlay that into a vocation. And this school is going to be designed to taking those kinds of people and then taking their intelligence and their security clearance into another level. We are going to become and we need to kind of, this is a good point, because we're going to become a very important prominent field, if you will, for threat reduction technology. And I think that we as a Board should pay attention to that. Because it's going to be a lot of high tech and a lot of very highly educated jobs that's going on at the test site, that's going on here like the school that we're going to be having. That school should be operational by the end of the year. So it's not just something we're talking about. So I agree and I would like to see us look at maybe . . . Well here's, I'm thinking out loud but we can tell people that there is something here other than a cocktail waitressing job, we need to pay attention to that. So let's pull out these other professional jobs that are out there and say Vegas is more about, it's not all about cocktail waitressing and all that. There's a lot more going on here. And I think we need to take and exploit that a little more than we are.

Bahn: With your permission, I'd like to comment on supporting this document. 85,000 went unfilled last year for defense analysts, or what's also known as spooks. And I did talk to UNLV about the possibility of having the program. And I also had some discussions about training people like you were mentioning at Nellis and the National Guard people. There's a crying need to fill these jobs right now. And these jobs are in six figure range.

1:32:20 Mr. Chairman?

Chair: Yes.

1:32:25 Down here. Mr. Chairman, and just to add on to Mr. Lee's comments. I do appreciate the fact that it's important to make sure that we look at the diverse areas of the economy and I know a lot of people particularly when they think of Southern Nevada, think of the hospitality industry. And representing workers in that industry, I would also like to add that those cocktail waitress jobs are very good jobs, particularly in the organized sector with health insurance and benefits and those kinds of things. So I completely agree that it's important to not just look at those jobs and help people understand that there's a whole fabric of our community that has very many jobs, but also to help people understand the high quality of jobs in the service sector that exist here. And we do something here that isn't often replicated across the country and so we'd like to highlight the high quality of those jobs as well. Thank you.

1:33:23 Thank you, Mr. Chairman. I just wanted to go back to; it looks like the second page of the slides when it looks at Nevada job growth history and forecast. I get the DETR monthly report and I know right now the last report that came out that I have is April of '08, and we're sitting at a negative minus .4 job growth and the only jobs that are currently hiring seem to be government jobs. I wanted to find out two questions. Number one, on the '08 growth indicator being a little under 2%, if that is true, because I think that's a little high. And just based on current economy. And then you can see the literature that's out. Different reports around the country that Nevada is unfortunately one of the top ten states to avoid for jobs in the next twelve months. So we've got some work to do there. But, I wanted to find out on the next slide down, the forecast of 145,000 new jobs, is that true net, or is that recovery plus new for the job loss that we've already seen?

Anderson: That would be a net figure. Just to give you some comfort level with these job numbers. We estimated, when we put this forecast together, 2007 job growth. And our estimate at the time was about 1.4%. We actually came in very close to that at about 1%. So ever so slightly below. In

terms of this year, the numbers you're referring to where our job levels are basically holding flat, those are based on a sample. If you look at a census forecast estimate where we can go in and count our unemployment insurance records and get a better feel. They're not as timely but it gives us a better feel for what's actually happening in the workplace. That's telling us that though we continue to see some slight job growth, certainly not what we're used to. But we may go back and revise these forecasts down, but in all likelihood what we'll do is simply revise down the base. We still think that given the number of new projects that are coming online over the course of the next several years, that that will fuel considerable job growth here in the state. And just to respond to another one of your comments about the public sector job growth, that's an interesting development. The public sector isn't the high growth sector in terms of job growth. It is a stable sector. And in fact, it shows up in the spreadsheet that accompanies this. Over the course of the last five years, public sector jobs have basically grown at about 11%, which is exactly half of the 22% job growth that we're seeing economy-wide. So it's not a high growth sector in our economy, but it is a stable one, a relatively stable one. It's not subject to the ups and downs that much of the rest of the economy is subject to. But over time, as I said, job levels in the public sector only grew at about half the rate that they grow in the economy as a whole.

Chair: Any other questions or comments from Bill on his presentation. A couple of comments, Bill, before you leave. First off, great dialogue in terms of concerns and needs. I keep referring to this Team Nevada which you'll see a presentation here momentarily. Team Nevada's going to take a neutral look at the state from north, south, an agnostic look in terms of the needs for the employment sectors. Based on, we understand gaming has the largest amount of positions coming forward. But at the same time, we also recognize the needs of all the rural areas, of all sectors within the state, i.e., mining, healthcare, and on down the line. And we're going to give equal weight into those individual industries or sectors as we're calling them, to make sure that we can find and retain all the individuals within those positions. So there will be a review process. That is essentially, this is more for Veronica and our new members here, that's essentially what this Board is for, is to provide input of this nature to make sure that the Governor and his staff are on target in terms of the State's needs. And that means everyone has their own interests and we need to represent all interests equally. Question from the floor?

Bialac: Moshe Bialac, Nevada State AFLCIO. I have a question because I've had some hard conversations northeast of here in the Caliente, Wheeler Pass, Pioche area, where the Southern Nevada Water District is based in commitments, and the same questions would apply to Central and Northern Nevada, sometimes agriculture is excluded, so my question would be, if it is, then that's an answer. Or if it's pumped in here somewhere, but what about ranching and the agricultural industry that's still around here. And again, the Water District has made a commitment to those lands that they're going to pump from that they're going to continue ranching that land above. So, I've had conversations with residents in those rural areas regarding that and I don't see it here so that's my question.

Chair: I can answer from the Team Nevada perspective that the agriculture sector is going to be represented. Bill, your numbers, do you have data on that agricultural area?

Anderson: Mr. Chair, through you, the reason they don't show up here, if they're in here, and some of them are, they're in the natural resources sector. But a lot of those business establishments, to the extent that they don't have an employee payroll, per se, as would a typical business, they may not be paying into the Unemployment Insurance System. And these relate to employees that are covered by the UI System. So if it's a family ranch, they probably don't show up here. But if it is a business establishment, a business ranch, it would show up under natural resources.

Chair: Excellent point. Again, I stand on my answer also, Moshe, that from the Team Nevada perspective, we'll take a look at that sector to make sure that's represented. Bill, very good report. Thank you very much.

Anderson: Thank you, Mr. Chair.

Agenda Item VI – Presentation – Driving Transformation: Sector Partners Initiative

Chair: I'd like to introduce Ardell Galbreth, our Deputy Director of DETR. And Ardell's going to give us a presentation on Driving Transformation, Sector Partners Initiative. Ardell?

Galbreth: Thank you, Mr. Chair. First of all, I want to say on behalf of the Department and thanks to you, Mr. Chair, for your leadership and the support of the Board, we were awarded a grant from the National Governor's Association, which is a copy of the letters in your packet. We were one of six states that were awarded this particular grant in this Best Practice Policy Academy. And of course, we recently had an orientation in Reno. They felt as though our plan, our action steps, were very strong. And we're planning to move forward on that. And as we press on, with regards to Team Nevada, which is a copy of our action plan in your handout, you see where our goals are very defined, focusing on the workforce needs. And we place an emphasis on the Chair mentioned earlier with the sector strategies initiative. Also, you can see a diagram in the framework is what we'll be working from. In order to make sure that all the key elements that will transform our workforce development system into one that meets the business demand, driven through the Workforce Investment Worker Pipeline. You'll see where we have a niche for special populations, which will include youth, older workers, people with disabilities, ex-offenders and so forth. In addition to that, through our initiative, we have in the process of establishing employer advisory groups, which will provide inputs into this Team Nevada in order to bring it together for a comprehensive plan to get from where we are to where we want to be. We quickly found out that if we continue to do the same old thing that we've done in the past, we certainly will get the same old results. So as such, our Director, along with the Chair, has recruited a very formidable team with Team Nevada. Members of the team consist of legislators, both from the Assembly side as well as the Senate, executive level employers from the business community. We also have the superintendent of public schools, superintendent of school districts in the areas of the state. And as you can see in our initiative and time table, we hope to stay right on track and get a comprehensive plan developed sometime during the spring of next year. And along those action steps that we're taking, we're going to be able to showcase some of the things that we have done and are doing. For example, next month, we have been asked or selected to present our initiative at National Workforce Innovation Conference which takes place in New Orleans and we'll roll out our plan and make sure that everyone throughout the country knows what we're doing and how we are going by collaborating with the different types of businesses and industry that impact our workforce in the State of Nevada.

So without going through the list of action steps, again, we hope to bring together a good solid comprehensive plan that will be able to meet our workforce needs and bring the human capital into the state as needed. I think it was mentioned earlier that there could be a possibility that we may be recruiting out of state workers as well. So with that, Mr. Chair, I would like to entertain any questions that any of you may have regarding this plan.

Chair: Questions, comments for Mr. Galbreth? Yes, Jean.

Peyton: This is Jean Peyton. And I have a comment and a question. When I reviewed this diagram, I noticed that disabilities were not listed, people with disabilities were not listed under these special populations, and Ardell did mention them, but I really would like to see it listed because it's really; people with disabilities are really underemployed and are a great resource. And the other thing is, I may have missed it but is there a listing of the members of Team Nevada?

Galbreth: Mr. Chair, if I may. Yes, there is a listing. In previous packages we have included it and we can certainly include that in the next packet and get it to you right away as well. We have a listing of; at last count was 23 members. And again, it's membership from all different areas in the private sector, public sectors, as well as key members from the Governor's staff as well.

Chair: Jean, that's a very good comments on the exclusion of the words Disabled Individuals within the

diagram. It was there originally and believe me, the focus has always been and will be to maintain the sector of disabled individuals at the forefront of this initiative.

1:46:37 I have a question. With this award, was there any money involved and how much?

Galbreth: Mr. Chair? This award was primarily for technical assistance and consulting. For example, as I mentioned, we did have an orientation about a week, week and a half ago. Later on next month, our core team members who consist of five to ten members, will be going to Madison, Wisconsin to again meet with other state with Best Practices to help us formulate this plan. So again, it was not in a monetary value. It was consultant support as well as technical assistance.

1:47:22 So then that begs the question, where's the funding coming from to support this?

Galbreth: Well, let me back up. The travel for this particular conference or workshop, they will be bearing the expenses of it. They meaning the National Governor's Association. So there is a minimum amount of funds that is associated with it. And that covers the travel and per diem for the members of the team. Very small.

Chair: I understand, very small. But very well, good question, the funding sources is on the Agenda to be discussed. One from a Best Practices perspective. From the other states to where they're receiving their funding flows for their initiatives. But one of the major emphasis is going to be from private funding to talk to the business community also. That said, there are several grants that we're applying for in progress. But that will not fund the entire program, per se. yes, Ms. Weber.

Weber: Thank you, Mr. Chairman. I wanted to find out, I wanted to thank Jean for her question, because I think it stimulates in my mind that if members of this committee are not aware of who the Team Nevada is that the members of the public don't know who those members are. Is that information posted on a website, more than one website? Is there a link from DETR to Team Nevada and are the individual members able to be accessed to the public and are the meeting minutes available to the public?

Branch: This is Linda Branch.

Galbreth: Mr. Chair, through you . . .

Branch: I just wanted to dovetail on Valerie's question. My question was the selection process. What was the selection process?

Galbreth: Mr. Chair, through you, again, the list of team members, they were e-mailed out to all of the Board Members a couple or so months ago. However, it has changed since then and we will make sure that it is published on DETR's website and linked to the local boards as well. With regards to the selection, again, it was not a selection, it was a recruitment. A recruitment of individuals that had an impact or could bring support to the table with regards to the workforce needs. We looked at, as I said, the private sector at the highest levels. For example, Felix Rappaport, who is the Chief Operating Officer I believe at the Luxor. We have Nevada Restaurant Association representation on it. The school district. So again, it was not a selection process for the team. We were trying to assemble team members for our team that we could bring to the table that would help us identify the workforce needs. And if any of you certainly would like to be a part of that, we would like for your support as well.

1:50:40 I've looked around me and I can't find anybody who received the e-mail, so could you send it again, please?

Galbreth: We will certainly do that.

Bahn: I had a question. Oh, I'm sorry. Chairman Palmer, in this sentence where it says in August of '08, retaining a Workforce Development Facilitator, could this be possibly in the area of metrics? Could you look at the metrics with respect to how DETR's Best Practices compare with best practice of other states? There has been considerable thought and time spent in National Governors' Association, I attended a meeting a few years back, on compared to metrics, I'm giving it like industry standards of ISO 9000. Would you look into the possibility or would that be outside the realm of your present thought or engagement?

Galbreth: Again, Mr. Chair, through you to the Board Member, no that is not outside of our realm. We will certainly ask whoever we retain for our facilitator or consultant to take a look at that and bring it back to us. Again, the key focus will be on sector initiatives and metrics certainly could possibly play into that and we'll bring it back to you once we get the answer from our consultant.

Chair: Any other questions, comments? As you can see by the schedule of events, as you can see, Team Nevada is still under development as we speak. The process is just now in, not in its infancy because we've gone quite a ways down the road on the development of the Team Nevada process. We are mimicking and there are a lot of other states that are miles ahead of us in this process. When we evaluated their sector initiatives and we saw the need that the State of Nevada has, we thought it was a natural marriage to bring that program here to the State of Nevada. Quote me if I'm wrong Ardell, we are about the one of the group of six new states to the initiatives and there are twelve states ahead of us. So we are states number thirteen through eighteen to get into this style of program and initiative to research the various workforce sectors to say hey, instead of just a shotgun approach and inefficient use of funding, the issue was to put a blue ribbon panel together to look at the sectors within the state, identify those sectors that need help and assistance in attracting and retaining quality individuals and then put a plan together to address those needs. That's the brainchild of this sector initiative. As we speak, we're developing the team. We've gotten, like Ardell has mentioned, quite a few senior c-suite type individuals from the business community and numerous legislative individuals. And anyone here on this Board would be more than welcome to join the team and we would value the input.

Branch: Mr. Chairman?

Chair: Yes.

Branch: Just to clarify, is Team Nevada a project of DETR or not really a project of the workforce board but actually a project of DETR, is that correct?

Chair: That is correct. It's a DETR initiative. That said, though, we are looking for input of this nature from this Board to assist in the direction of the Team Nevada program per se. We had a question from the floor? Yes, sir.

Snowden: Yes, thank you, Mr. Chairman. Anthony Snowden of Southern Nevada. In terms of the actual June, 2008, that says special population strategies, I had a general question and a comment. First of all, assist to close of Nevada Business Services here in the southern end of the state; we have a loss of approximately 1,500 jobs for summer youth. And I'm just curious to know if this specific initiative includes a real working plan or is this just something you included in here as just to qualify to be recipient of this grant. And if so, then what kind of actual strategies exist out there, other than the use of the current service providers? I think there are G&J and also Nevada Partners Incorporated, not dealing with the population from 14 to 16 year olds due to tracking mechanisms. So, is this a real plan or do they have any other strategic planning that'll use other service providers or some other mechanism in order to get the youth into employment? Thank you.

Galbreth: Mr. Chair, through you to Mr. Snowden, as indicated, there is in fact an action plan as far as the youth and the support. The youth are included in this. With regards to the different types of delivery of services, it will be worked not only through the local workforce investment boards, but

also through community and faith-based organizations or agencies as well.

Chair: Any other questions, comments for Mr. Galbreth?

Salazar: This is Maite Salazar, Mr. Chairman. As a follow-up to Valerie Weber's question about access to minutes from meetings, is there any way that the Board members could receive a copy of minutes?

Galbreth: We certainly could get you on the list and we'll make sure that they're all e-mailed to you.

Chair: I'm assuming from that request all Board members would like a copy of those minutes?

Galbreth: Mr. Chair . . .

Chair: Ardell, just a link to the website to address the minutes rather than hard copies or electronic copies to everybody.

Galbreth: Absolutely. Mr. Chair, if I may, I really do appreciate the interest of this from the Board Members because you are going to be the driving force. And because of your support and leadership, we are able to push forward and make sure that our workforce demands are met. So again, it's very exciting and I think that as we move down the road on this, you're going to see some very different things happening here in the State of Nevada with way of the workforce transformation.

Chair: I appreciate that comment. But I can tell from the interest from the members, that that's the reason why they're here on the Board is one, their professional input. Two, their interest in the development of workforces here within the State of Nevada. And again, I put the offer out to anyone here that would like to join that effort, please contact me or Ardell directly. Fair enough. Any other questions or comments? Ardell, good conversation. Thank you.

Galbreth: Thank you.

Agenda Item VII – Recommended Revisions to the Governor's Workforce Investment Board's Bylaws

Chair: In discussions with DETR staff, as we review our Board's bylaws, there's a couple of housekeeping or administrative revisions we'd like to introduce at this time for review and comment. Tami, can you walk us through these revisions?

Nash: Thank you, Mr. Chair, Members of the Board. For the record, my name is Tamara Nash. Staff is recommending that the Board's bylaws be revised to require that the Board meet at least three times in a calendar year instead of the current four times per year or once per quarter. In the beginning when this Board was formed, there was a lot of work to be done by the Board. And since the system is basically established at this point, it's not necessary that the Board meet quite as often. But we have left the words in there at least three times per year so that would allow for the chairman to call additional meetings as necessary or required.

Chair: Any specific questions or comments for Tami on this specific issue?

Weber: Thank you, Mr. Chairman. So the proposal is to change from four to three?

Nash: That's correct, Assemblywoman . . .

Weber: Then I guess my comment to that would be that sometimes we don't have a quorum, which is probably the reason you want to go to three, I understand that. But sometimes we don't get reports for up to six months and now that's going to delay reports that are tabled even longer. So that would be just a thought for discussion for any member that may be thinking along that lines.

Nash: Okay.

Chair: Comments?

Nash: Okay.

Chair: Next item, Tami.

Nash: Sure. Additionally, as most of you are aware, as the Assemblywoman just mentioned, we have experienced some difficulties in establishing a quorum for many of the last several meetings. For this reason, we are recommending that the bylaws be revised to allow for the appointment of alternates who could attend Board meetings in the event that the primary member is unable to attend. The alternate must be qualified to serve in the same capacity as the primary member. These alternates would also be appointed by the Governor.

Chair: Discussion, questions, comments? Yes, Ms. Carlton?

Carlton: Thank you, Mr. Chairman. And we have tried to do this in other committees that I sit on and a couple of them that I've actually had the honor to be the pseudo chair, sort of. And the problem that we find is when you have an alternate come in, there's an education curve that ends up slowing up the meeting pace. And I understand if someone has to miss just one in let's say a year, but a lot of times you'll end up having four different people at four different meetings and you'll never actually meet the member because something came up. So I would be apprehensive about that. I would say a substitute appointed by that person who was appointed may be appropriate, but an actual designated alternate I believe would probably slow down the continuity of the committee.

Nash: Mr. Chair, could I give you some history on what's happened with this issue? We did allow for substitutes in the past. And when the act was actually reviewed, the Act specifically states that members of the Governor's Workforce Investment Board must be appointed by the Governor. So for the appointee to designate somebody to attend in their place, that person is not actually appointed by the Governor at that point. So that's how the Act was translated and that's why we're at the point where we're at now. And I agree with her point, in the past, the substitute, like in Dr. Rheault's position, it would've been Phyllis Dryden and Phyllis Dryden almost always was in attendance in the audience at the meetings. So that would be a recommendation on our part as well. If you're going to designate somebody to attend in your place, that they be an active part of this Board as far as, you know, the public attendance.

Chair: Yes, Ms. Weber.

Weber: Thank you and thank you again for recognizing me, Mr. Chairman. I wanted to find out, remind me from the bylaws what the attendance requirement is for a member. Because maybe that's where the chokepoint is. Because I know I'm looking through the membership and there's some individuals I've never seen at a meeting. And yet they're, they're a member of this Board. And for those of us that do try to come, I wasn't sure what the requirements would be. Thank you.

Nash: Yes, Mr. Chair, through you to Assemblywoman Weber. The bylaws do state that if you miss three consecutive meetings that you can be asked to be dismissed from the Board.

Brown: Mr. Chairman, Maryann in Reno, can you hear me?

Chair: Yes.

Brown: It seems to me if we're going to go back or go down to three meetings a year and then you allow a substitute, I mean, you could be a member who comes once a year and that really doesn't show much of a commitment in terms of your appointment to this Board. So if we're going to move to

three meetings a year, I would probably not be in favor of allowing substitutes. If you can't make three meetings in a year.

Rheault: I would second that.

Nash: I'm trying. I'm trying to get . . . It's been a real struggle getting a quorum. And so I was just trying to come up with some ways that maybe it would be easier on all of us.

Chair: That, Tami, that said, I do appreciate those initiatives. But I've got to agree with Ms. Brown's comments. When we say three meetings a year, that's a minimum of three meetings. We're trying to be somewhat conducive to everyone's schedule. And rather than four, bring the minimum down to three. I may choose to have four, five or six meetings, depending upon the topic matter and the timing. But we're trying to be at least conducive to that. But I've got to admit, three meetings a year, there is a commitment to that meeting schedule. And then if we allow alternatives to that, I think the other comments earlier would go hand in hand and we would not administratively be able to go through the Agenda items as fast as we should be able to.

Bahn: Mr. Chairman, I wanted to make a comment. I have experienced some difficulty in attending the meetings because I'm on the Board of three other organizations out east. And one of the issues I have is, and I have been in communication with Tami off and on on this meeting the quorum, that we, at the last meeting we changed the dates. We don't usually keep the dates which we publish. We subsequently change them. And at least for me, that's an issue. I don't know if other members have the same problem or not. If there is by some miracle we could keep the dates as we publish them in the beginning of the year, I don't care what they are, then it's easy to schedule to clear for conflicting requirements, we can't at the last minute change, in my case. I have multiple homes and multiple office locations and so forth. At least that's my problem, I don't know if that's the issue with somebody else or not.

Nash: Mr. Chairman?

Chair: Yes, Tami.

Egan: That was me, actually. We must sound alike. That's okay. Hi, Tami.

Chair: Excuse me, Ms. Egan.

Egan: That's okay. And just another comment, sometimes with boards or activities, is where people aren't seeming always fully engaged, sometimes it is a matter of timing and I know we've got a lot of great folks on the board, including those of us who are here, who have really busy schedules, but the other thing that we might be able to look at is at what level are we engaging all of the board members in the topics under discussion, in the issues that we're looking at and the committee work beforehand so that we all feel like we have a full stake in it. Sometimes when board attendance falls off sometimes what's going on is that there's a lot of committee work being done and the full board feels like it's just coming and rubber stamping things for a little bit and sort of all work is done, so what input am I really having. Those kinds of things. So there might be a way over time, if we really want to make sure that the Board is healthy and full, to make sure we're engaging all us fully in the content of the meetings as well. Easier said than done.

Chair: Very good comment. And understand that especially in the last six months as we are in the process of developing this Team Nevada approach, a lot of it has been done behind the scenes at the DETR Agency itself. That said, going forward, starting off and I'm going to put Mr. Lee on the spot, his presentation is about some of the marketing aspects of the programs going forward are interesting and we're getting to the point where we have substantial material to present to the Board for comment. That's on a post issue. Where we need the Board's direction in the next six to twelve months is in the formulation of Team Nevada. And I think with the advent of the program and the questioning we're going to be hitting you for, like today's discussions, I think

will bring the interest levels extremely back to this Board. But very good comment.

Fordham: Mr. Chairman? I'm against both proposals for the following reasons. We're in a difficult economic time now. We're facing a period of high expectation and growth rates and it seems like the impact of this Board is greater during this period than maybe in another time period. And to cut down on the number of meetings to three and then not be able to get a quorum on top of that, I mean it's not beyond the possibility of meeting twice a year when our responsibilities should be much greater. And I, like Valerie Weber, there are a number of people on the Board that I've never even met and I think that rather than go and water down the Board, that we should start enforcing the membership requirement and let's get some people who want to serve on the Board and are willing to come for a quorum. And the meeting's on Thursdays, the change that was done in the middle of the year was to accommodate people's schedule and not meet on a Friday afternoon in a difficult time period. And this was done with plenty of notice and the dates have not changed from that. The only date change has been because we couldn't establish a quorum and it was a cancellation. It was not that the meeting was rescheduled. So I'm against both of these proposals.

Branch: Mr. Chairman? I agree with David. I'm against both of them as well. Because we don't want to be behind the eight ball. We want to remain in a proactive position. And I'm definitely for the enforcing the bylaws with the attendance.

Chair: Good comments, Ms. Branch. Other comments?

Nash: Mr. Chairman?

Chair: Yes, Tami.

Nash: This is Tami. I appreciate the comments as well. I would like to ask for the Board's assistance, though, in recommending some people that would be interested in serving on the Board because I have done a lot of outreach. I've sent out hundreds and hundreds of letters to difference industries and I've gotten little to no response. So maybe some of you would have a better, you know, shot at getting some people interested on serving on this Board. And then we can enforce those requirements. Because we are required, even though some of these people don't come, we have to maintain a 51% membership requirement in order to stay in compliance with the Act. So sometimes some of these business people, even though they don't attend, haven't been dismissed from the Board because then we would be out of compliance.

Graham: Robbie Graham. Perhaps it would be helpful for the Board to see what positions you need to fill or if there are specific areas to fill. And if we could see that, then perhaps we could make recommendations to you for what needs to be filled.

Nash: Absolutely. I'll get that to you right away.

Graham: And I think also if we make the recommendation, each of us should be willing to make the ask and work with you to get the people in.

Nash: The people that we're looking for basically are private business people in any industry.

Lee: Mr. Chairman. If you're going to turn down these two initiatives, you've got to realize there has to be a renewed commitment for what you just said to get the Board Members here, but also to get new Board Members on here. That has been a big headache. I've been involved in a little bit of that process and when we put new Board Members on the Marketing Committee, we had to go through a lot of people before we could find people who were willing to serve. And Tami is being, I don't know how to say it here, she's been beat up over this. Like you say, hundreds of letters. There has to be a recommitment here. If you're going to turn these down, then this Board has to commit. If you turn it down, you vote to turn it down, then bring us another committee

member or something. Or if you do go with it, I would, the only way, I would support an alternative person, but I would make a commitment that that alternative person would be here, even when I am here as often and would be very, very educated and highly capable of carrying on. Not just somebody who fills a seat, who fills this seat. Somebody who's very active, if there was an alternative member, for instance, for somebody on the Marketing Committee who would be very involved. I don't think that's that difficult to find competent people to be an alternative member of the Board. But again, we don't have time so I don't know what to really discuss this issue in full here. And I think you've got some input so maybe go back to Tami and maybe I move that we, if we don't go forward on this, we go back and come back maybe with a little different initiative to help get, to help, what's the word I want, to help accomplish what we need to accomplish here and that's to have responsible people here when they're supposed to be here. And if it's alternative people, to make sure that alternative people are very qualified to be here. And that's my input.

Brown: Mr. Chairman, just one comment about the comment about alternates. If someone is committed to come to every meeting as an alternate, we should just have them be a member because that's our problem is not getting people who will commit to come to the meetings. So if you can find an alternate that wants to be engaged and will come to every meeting, then let's just make them a member, because that's our problem.

Rheault: Mr. Chairman, this is Keith Rheault. I have one additional question for Tami. On page four of the bylaws, it looks like we're deleting the nominating committee, could you give us some background. Is that because it's not been used, been effective and what's the plan?

Nash: We're going to discuss that in the agenda item after the next one.

Rheault: Okay.

Chair: But staying on course with the two issues, first off, good comments back and forth. Tami, correct me if I'm wrong. I believe we have, as evidenced today, we have 2 ½ new members coming on board as we speak. That said, we have enough membership per se, if the individuals (-indistinct-) in the word commitment. I think one of the best comments I've heard today is the subject matter and the engagement of the Board itself to be worth our time to be here. And I think that's the directive, the root issue that we need to address to make sure that we're here and we're providing comment to the Governor and staff about serious economic conditions for our workforce issues. So I think if we can correct or bring to bear a lot more question and answers and comment periods for the Board, I think that would drive the membership to be here on the long term.

Peyton: Mr. Chair, this is Jean Peyton. I really would like to know why those folks that David has never met haven't been coming. I'm wondering if someone has ever said to them, you know, is there a reason that you're not coming? Is there something about the Board that we're not meeting your needs? Because part of being on the Board is having a mutual meeting of needs. And so I'm wondering if we've talked to them. Is there something going on that we need to know. If they're really not interested but they're on there because we need them for the 51%, let's ask them to leave.

Chair: Jean, point well taken. I'm taking the comments from Tami because Richard's comments earlier, Tami has gone above and beyond in terms of contacting the individual Board Members in play, asking them or on the receiving end of a phone call saying, look, business dictates I can't make this meeting, I can't make this meeting. Unfortunately, reality is there are times when two or three meetings in a row individuals will miss. Yet, they're on the phone saying I'm still interested in the Board and its activities, but this activity came up or this personal emergency came and we give them the benefit of the doubt, for lack of a better word. Now, that said, yes we're starting to pull the lasso in a lot faster and a lot quicker as evidenced again, by bringing on new Board Members as we speak. With that said, though, if you have individuals, especially from the business community that would be interested in serving the Board, please let's get the names to Tami.

2:16:14 I have a question, Tami, I know that you have, from the business sector, you have Southern Nevada and Northern Nevada, what are the vacancies in Southern Nevada, or in both areas?

Nash: We currently have four vacancies and they're all business, private business, and it can be Southern or Northern Nevada. We'd also like to get representation from rural, which is what Leslie Martin is representing at this point. She's from Ely.

Martin: Mr. Chairman, and I have a person I've been working on that would be very good and when this meeting is over, I'm calling him again.

Chair: That's what we like to hear. Unfortunately, I need to keep the meeting rolling along and I think we're had enough discussion on that, at least from my determination to table these two initiatives for this meeting. We will revisit the issues at the next meeting and give you an update. But again, I go back to the root issue in terms of your commitment to the Board and your commitment to being here at as many meetings as possible. And I guess, as a gift for that, the Board also understands it's need to make a quote (-indistinct-) also. Like I said before, the Team Nevada Initiative (-indistinct-) to review and get your comments from your various industries to bring the interest level in to these meetings. Great comments, though.

Agenda Item VIII – Local Workforce Investment Board Reports

Chair: We'll start up North with Tom, our CEO. Tom?

Fitzgerald: Good afternoon, everybody. You have the quarterly report in the Board Packet. And at the time I wrote it, I didn't have detailed information on the specialty nursing program that was funded through Governor's Reserve Funds. And I have some raw data today and it's actually quite exciting. The eight hospitals in Northern Nevada who participated had a total of 183 individuals attending the various certification classes. And when this project was proposed for funding, it was stated that not only is there a nursing shortage nationwide and very severe in Nevada, but also that the nurses who existed, there were shortages in ICU. There were shortages in emergency services. There were shortages throughout the existing nursing core. And these certification trainings that were given, this was a project that was about two years in the making. And some of the comments from the participants have included "good, short, basic overviews to jump start the study for certification", "lots of great information to help prepare for exam", "great overall review and will prepare for my future to pass the certification and become a nurse practitioner", "this is not only great for certification but will also help me become a better RN", "clinical updates in nursing and excellent review", "thanks" and "great programs". This program, there will be a final report that will have all the data that will be submitted to DETR to close out the funding and everything. To me, this is the type of workforce training that is so critical to us and our future. Because all of us are going to need help from the healthcare industry at some time in our life, and having these people gain the certification, gain the extra training and become more competent as they are in their jobs, I think is a great return on the dollar. So, 183, these are actual nurses. These aren't people who want to be nurses. 183 nurses who are in everyday work took part in this training and I think that's outstanding. If anybody has any questions, I'll be glad to answer them.

Chair: Questions, comments, for Mr. Fitzgerald? Yes, Senator Carlton.

Carlton: Thank you. And that was, remind me where that came from? I'm trying to remember where that program came from.

Fitzgerald: The program was initiated through Perl's Training out of Florida.

Carlton: Okay. And how did it get here in Nevada?

Fitzgerald: We were contacted a couple of years ago by the individuals who run the program. Some nurses

who live in Nevada had attended the training in other states, recommended that it come to Nevada. They looked up the Northern Workforce Board and that's how the initial contact was made. And then we put them in touch with Job Opportunities in Nevada who is our primary WIA One Title Service Provider. And together, they worked out what would be involved, who could handle the training, who should be in the training and things like that. And over the two-year period, it evolved into the actual training.

Carlton: Okay, thank you. And thank you, Mr. Chairman. Do we know, are there other programs out there like that that we could use, let's say, in other desperately needed areas, like mental health?

Fitzgerald: I do not have an answer for that. I don't know. We did not research this. They sought us out on this particular one.

Carlton: Good. And now that we've learned the path, maybe we should go back down it and start seeking out. If this worked that well, maybe we should start looking for other programs that could help alleviate the healthcare professional shortages that we have.

Fitzgerald: Nevadaworks currently has a request for proposals out that closes on July 10th and we're quite anxious to see whether any further types of these programs will be presented to us. This is something that Nevadaworks really believes in and we actually have some funding for this coming year that we would like to do more of these programs. So within about four weeks, we're going to know whether more of these exist that are being presented to us for consideration.

Carlton: Okay, thank you. And Mr. Chairman, in my other life, working with healthcare, non-profits and some of the safety net providers, I'll reach out into that community and find out if they know of any of these other programs. Because we need to be able to train our own and enhance the training that we have here in this state. So we'll work on that.

Fitzgerald: Thank you.

Chair: Good comments. The practice of taking Best Practices from other programs makes total sense for us from an economic viewpoint, as well as we're that further along the road in terms of developing. Yes, comment?

Brown: Mr. Chairman, just a question. So once they've obtained the training and are going to then be certified, are you going to know outcomes in terms of whether or not that led to job progression? Because that certainly would be the goal that they were able to achieve, you know, higher paying goal. I'm assuming that's one of your outcomes of obtaining the certification.

Fitzgerald: Right. And at this time, since the program just occurred within the past two weeks, the follow-up on this is for one year. So, yes, during that year, that kind of data will be collected.

Brown: That'd be great. And I'm just curious about the cost of it for the 183.

Fitzgerald: I don't have the exact numbers but it was approximately \$40,000 total.

Brown: Okay, thank you.

Chair: Nice comments, Ms. Brown. And I've heard that twice today in terms of performance measurements or metrics, in terms of measuring the outcomes of any of the programs that we are involved with. The aspect of metrics has to be built in to the program itself so that we understand, after a period of time, six months, twelve months later, that the monies that we spent in the program were of value. Tom, great report. Thank you very much.

Fitzgerald: Thank you.

Chair: Moving on to Southern Nevada. We're looking for Mr. John Ball, but we have a replacement for John.

Jefferson: Mr. Chairman, David Jefferson, Finance Manager, Southern Nevada Workforce Investment Board. I apologize; Mr. Ball had to step away. We're in the process of locating new office space for the Southern Board. Many of you might be familiar with the struggles we've had to get out of the current building. We're spending \$25,000 a month on the lease right now. We found the Veteran's Administration. They'll be coming in July 1st and taking over pretty much all of that lease except for about \$2,000 a month in storage that we have that we actually need for all the WIA files right now. So that's where Mr. Ball is. We've located a couple of choices. Probably going to save you about \$15,000 a month. So I know that's probably good to hear to you.

So, I'm just going to be real short today. I know you have the report in front of you. Mr. Mujahid Ramadan became our Board Chair at our last meeting on May 28th. Cornelius Eason in the Vice Chair. At that meeting, the Board voted on who would be our providers for our July 1st contracts. On the Adult Dislocated Workers Funds, Nevada Partners, Native America Community Services, Foundation for Independent Tomorrow, CHR, and Bridge Counseling. We've started to meet with those providers and negotiate client numbers as well as total dollars.

MOU, between the Southern Board and DETR was signed off on the 27th, making DETR responsible and operator for the Maryland Parkway JobConnect and that will be our official One Stop for the State of Nevada.

Last but not least, our Youth RFP went out in May. Those are due back June 30th, for October 1 release date on those youth contracts. Any questions?

Chair: Questions, comments? First of, great report. Obviously, we're very impressed with saving 15k a month. That speaks very highly. Good initiative, good job. And way to fill in for Mr. Ball.

Jefferson: Thank you, much.

Chair: Thank you.

Agenda Item IX – Discussion/Possible Action – Discussion on the Value, Mission, Responsibilities and Need of Current SWIB Committees

Chair: I've had a couple of discussions with staff about revisiting the need for some of the committees that the Board has established in the past. Several of these committees have been inactive, one, because of the role that the DETR staff has taken over. And a couple of housekeeping or administrative issues I'd like to go through with Tami's assistance. Tami, can you walk us through, first, the Budget Committee?

Nash: Thank you, Mr. Chair, Members of the Board. Again, my name is Tamara Nash for the record. The Budget Committee is charged with overseeing the allocation of Workforce Investment Act Title 1, Governor's Reserve Discretionary Funds, which is the 10% of the total yearly Title 1 allocation consisting of youth, dislocated worker and adult funding. And it's set aside to support other required statewide employment and training activities as deemed necessary by the Governor. These activities include the dissemination of a list of eligible service providers, conducting evaluations, providing incentive grants to local workforce investment boards, insisting in the establishment and operation of a statewide workforce investment system, and operating a fiscal and management accountability information system. At this time, staff is recommending that the Board consider revisions as to what requests for WIA Governor's Reserve Funds need to go before the State Budget Committee for approval. These funds are under the purview of the Governor and is the Governor's designated WIA lead agency, we are recommending that DETR be allowed to exercise its authority to allocate WIA Governor's Reserve Funds as it deems necessary for all allowable activities that directly support the functionality and sustainability of the

State Workforce Investment System, without first obtaining approval from SWIB Budget Committee. We are further recommending that the SWIB Budget Committee remain responsible for the review and approval of all pilot project and incumbent worker training proposals that are brought forth by either local workforce investment board for consideration of funding under these funds. And staff is also recommending that the SWIB Budget Committee remain responsible for the distribution and award of the annual WIA local workforce investment board incentive awards which are required under Section 134 of the Workforce Investment Act.

Chair: Tami, if you may, can you just give us an understanding of what the administrative difficulties have been?

Nash: Yes, Mr. Chair. As far as DETR uses some of the funds. We've requested funds in the past from the Budget Committee to help support the statewide workforce investment system for, you know, items such as licenses for the Oracle, licenses that we need for the One Stop Operating System, some technical support as far as keeping the computers up and running in all of the One Stop centers, just things that directly support the system as a statewide system, not individual types of things. So we've run into problems because, as with everything else, it's very difficult to get a quorum, even for a subcommittee. And sometimes these things, we need to be able to allocate the money right away and it's just very cumbersome.

Chair: Questions, comments for Tami on the issue? Yes, Senator Carlton.

Carlton: Thank you. What type of dollars are we talking about here? How large are the numbers?

Nash: Normally, the pot of money that's set aside is anywhere from 1.2 million to 1.4 million. In the past, we've used approximately 500,000 of that supporting the statewide system.

Carlton: So if someone would come in and have a request from you, would it be a \$20,000 request, a \$400,000? I'm just trying to get an idea of what type of money folks are asking for without the current oversight scheme you have in place.

Nash: Right. The only one that would be looking for money from this pot of money would be DETR. And it would be to directly support the statewide workforce investment system. There's other money set aside. The local workforce investment boards may come to the committee or bring a request to me for funds for some special project or something that they need that would benefit the statewide system as well, and then that would be brought to the Budget Committee as always.

Carlton: Okay.

Nash: The only requests I'm talking about now are DETR.

Carlton: Right. And nothing against DETR, it's just, in the current environment, anytime you would eliminate oversight, I believe you would be opening yourself up for criticism. So you would have to keep that in the back of your mind. And I understand what you're trying to do. It is very difficult. I've watched other state agencies struggle with having to go through things like this. But if there's not another form of oversight out there, I would be very cautious.

Nash: Senator Carlton? Just so you know, these funds are audited on a regular basis by the Department of Labor. And we have very specific requirements of what we can use these funds for. And we're well aware of those requirements.

Chair: Yes.

Weber: Thank you, Mr. Chairman. Regarding the composition of each of the subcommittees, is there a current list of all of those members?

Nash: Mr. Chair, through you to the Assemblywoman, yes, ma'am, there is. And I'll get you that.

Weber: That would be great. Because I don't know if, and the composition of the subcommittees is by, how do they get their members?

Nash: Like the Budget Committee, we want to make sure that there's a member of both local boards on that Committee, as well as a balance of Northern and Southern members in order to, especially when we're looking at allocations between North and South for like, if they ask for youth funds, we want to make sure that the balance, everybody has a say to make sure it's a fair and equitable distribution of funds.

Weber: And are there vacancies on any of the committees?

Nash: You know, so many of the committees have been very inactive and I'm sure there are. That's why we're kind of going back and revisiting them all.

Chair: That's a very good question. Tami, in looking at the time limits that we have for today and some of the information requests, let's table this item until next meeting, with the understanding that in the interim, we can get a list of the Board Members and the participants therein and that way we can have a better discussion involved. And at the same time, I'd like to see the oversight on the current funding process you have for DETR right now, in terms of getting these dollars. It rolls back to the original discussion about commitment to the meetings and having the meetings on a routine and regular basis. I'm looking at the individuals down here in the South, which is easy to do, and I can see the head nods in terms of the commitment being to the meetings. And if we are at the quarterly meetings, then we can get the funding requests through on a timely basis. But let's get a listing of each of the committees and the members present on each for the next meeting.

Agenda Item XI – Governor's Workforce Investment Board Committee Reports

Marketing and Business Support Committee

Chair: First report, we'll kick off with Marketing and Business Support Committee with Richard Lee. Richard?

Lee: Thank you, Mr. Chair, Board. It's good to be here to talk about some of our accomplishments. It has been a year or two years of challenges. We've had some that have been not insurmountable but been difficult. But we've also achieved some great success in the Marketing Committee and I think that's one of the big things and one of our goals when we first started was to re-identify and start a new brand campaign for workforce, for JobConnect. And I think that we've accomplished that. It took us a while to decide on the colors and the formats and the script and all the things that you do when you do that. But it's been very successful. We've had a number of t.v. spots. We've had radio spots. We've had print campaign. We've had sales brochures printed in both English and Spanish. We've had business cards. We have business cards. If you don't have business cards and you need JobConnect business cards, don't hesitate to ask anybody in the Marketing Committee. We can make sure you get that. We've had direct mailers. We've been reaching out both to employers and employees. We have had success with the employees, but employers is still, I think we have a long way to go there. So we also have done a lot of things with career and the new orientation in our career centers for the new orientation video is another accomplishment of the Marketing Committee. And at the fairs, the career fairs, we've had a lot of material to hand out that we've had a consistent brand. And of course, one of the things that's really up and going right now is our billboards. I don't know how many have seen the billboards here in Southern Nevada. I think when you get a chance, you can drive around town. They are moved from place to place. I've seen them in at least two or three different places. And maybe it's just because I'm on the Marketing Committee, I notice them very quickly. That's usually the case. My observation is biased. But I didn't know we were going to have them and then all of a sudden I looked, oh, there's a JobConnect. And the architecture, if you will, or the color, the way

the brand is put together, it is becoming recognizable. And any time you are promoting a brand, it's expensive and it takes time. We have begun the process. And it is successful, but it will become more successful because that's the generic nature of that. Now, we launched the new website. I think that if you haven't had a chance to go on it and give us your comments, we have had comments from people who've gotten on it. We have worked out, it's much more user friendly. It still has a few things that we're working on, the website, to make it a little more user friendly, to also help those people who navigate that to get where they want to go. There's a few little interesting quirks. It seems like we were just looking at it the other day and it didn't quite work like we wanted it to, and so we are remedying those. Need your input. Please, take a few moments to go to Nevada JobConnect. It's easy to find. That's all you have to do and get in there and take a look at it. Navigate it. Act like a businessman or a person who needs to hire employees to see what it does with you. And then act like a person looking for a job and then see what it does for you. And then give us some comments. We have to get some comments back so we know what direction to take. So far, we're pleased.

Coming down, now, I'm bringing you from a big picture and I'm coming down into a new campaign. And the new campaign is kind of geared toward what we consider to be somewhat, I wouldn't call it an emergency, but a high degree of demand for what's happening in Southern Nevada and it's certainly happening in Northern Nevada, but not to the degree that it is here, and that is finding employees for all the jobs that are going to be created, as was covered by our committee earlier. So, I'm going to turn the time over to Mark and Steve from our BBC, for the people who've done a tremendous job and they're going to talk about the new campaign that we have targeting getting more employees oriented, getting them in the system for Southern Nevada. So Steve, Mark, please, the floor is yours. Are they ready? Yes, they are.

Aramini: Yes, we're just firing up the PowerPoint here. I'll hand it over to Mark.

Bayer: Thank you, Richard and thank you for the opportunity to present this campaign to you today, or this proposed campaign to you today. As Richard said, we've been very conscious of what's been done with the brand development and we've taken that into consideration in coming before you today and making a recommendation that we pursue developing this Las Vegas support campaign and therefore you can trust that we will keep the branding of Nevada JobConnect very front and center in all that we do here and keep a consistent identity out there for us while we make the message a little more specific to this particular item.

Not to reiterate what has been said already, but to get through it rather quickly, the Las Vegas job crunch facts that we are working from are basically several new Las Vegas metaresorts are under way. These resorts will create tens of thousands of new jobs and Nevada JobConnect can play and will play a crucial role in fulfilling these employment needs. In addition to what's going on specifically with that job crunch, there are some other statewide challenges that we're looking at at the same time that became apparent in the Team Nevada meeting. Some of these were brought up. Many of the baby boomers are entering retirement, causing further strain and demand on union capital. Many students, youth and other Nevadans new to the workforce are relocating to other states and funding and training and recruiting continue to be an issue due to the lack of resources. The employment issues that we are looking at are new job demands will create a major strain on the Nevada job market. New properties will tap existing properties for employees. Existing properties will tap other industries for employees. Other industries will be faced with an employee shortage as Cass has pointed out. He did it again today and when we spoke earlier, something that we've kept in mind at every step of developing this program. The key marketing issues are, there is limited staff assistance, there are also limited resources and a reduced marketing budget. So all things that we are looking at as well.

The Las Vegas hiring support campaign that we are developing needs to create community outreach program, a business community outreach program, target in-state job seekers and target out-of-state job seekers as well. The campaign objectives are to educate the affected businesses about our available resources, provide starting point solutions to their employment needs,

communicate job openings to in-state job seekers, and communicate job openings to out-of-state job seekers. The possible campaign components read like everything that's out there. We know we can't utilize all of them, but they should be looked at and evaluated relative to the available budget and how they can work together with what we've already accomplished in the branding of Nevada JobConnect. But just to run through them quickly, business publications, direct mail, micro site, which plays off the main website, public relations, out of market job seeker publications, radio and web, possibly information cd's with hyperlink to Nevada JobConnect and intro and info piece, and some ideas in new media or new media outlets within the established media, a charter video on-demand program, which is a cable on-demand program, then career center support materials and then the in-state marketing for job seekers that we are currently utilizing for t.v., radio, print and outdoor. So, that's a little bit of background on what we were working from in developing the ideas that we're going to present now and I will turn it over to Steven to give you a little background on those and have you take them through them.

Aramini:

Thank you, Mark. Steven Aramini, BBC Advertising. Everything that we're showing you today is really just threshold thinking in working with Tami, working with Richard, going to the Team Nevada meetings and attending these meetings. You know, basically when we put it together, we want to really catch our audience's attention and create a hard hitting message. So we put together three different approaches. We have one example to show you of an in-market, focusing on our businesses and then an out-of-market focusing on job seekers. So we have one comp, is what we call it, of each of three approaches. And basically we're presenting them to you today along with what Mark had gone over with you, really to get your input in terms of, if you think one direction is the right direction to take and moving forward. And then based on your feedback, we're going to continue to move forward and hopefully come up with some tangible marketing solutions that can create a positive impact and bring some new job seekers into the state to start filling those 145,000 jobs that are hitting Nevada. So, with that, the first concept, we'll launch right in and then we'll get to everyone's comments.

We have called this one "The Wave" and basically in meeting with people, hearing the comments, we've heard it multiple times that this, essentially, a tidal wave of new jobs is coming and hitting Nevada so we embrace that and made that metaphor a part of our marketing campaign. So, this was what we had put together and because it's really small, I'll read the headline and the body copy to you. "When the wave hits, will you be ready?" Then we have a giant wave and the reflection is the "Welcome to Las Vegas" sign. The subhead, "With 145,000 new jobs hitting Nevada by 2009, every industry will feel the employee shortage. It's a fact, tons of new businesses are rushing into Las Vegas and new businesses affect existing businesses like yours by stealing your employees away. Make sure your company has a survival plan. Contact us today and learn how you can prepare for the hiring crunch by utilizing our convenient no-fee system." Then we list just some bullets of some of the key services that Nevada JobConnect offers from a businessperson's perspective: "search for employees, post job openings, training and education resources, financial incentives, labor market information, rapid response layoff assistance, eleven locations throughout the state". One thing that we don't have on here and we kind of tried to keep the concepts very pure is to, well, I'll comment on that when we get to the out-of-market. But that was the in-market, targeting businesses.

This would be an example of that wave, how we would approach it for out-of-market job seekers. We spin this message to say, "Catch the wave. With 145,000 new jobs hitting Nevada by 2009, there's no better time to relocate to Nevada and start your new life. Ride the wave of new employment opportunities rushing into Nevada. There are new job postings everyday and you can search them all through our convenient no-fee system." Now this one is just the wave. I know we had talked about the possibility of including some sort of quality of life message in there as well. Maybe visually to show kind of the quality of life of Nevada. Right now we've just kind of kept them more at the concept stage for your feedback at this point.

The second approach and I'll rip through these really fast because I know we're short on time, we just called Notice. The notice essentially is 145,000 new jobs are coming to Nevada by 2009. But

the way we packaged it was in the headline, "Before your employees give their notice, maybe you should look at ours. Notice: over 145,000 new jobs are coming to Nevada by 2009." So essentially, the same idea, just wrapped in a different package and this one is more industry focused. This one is speaking to businesses; so obviously, this is a gaming hospitality message. But, depending on how deep we go into the specific industries, we can cater that message to specific industries.

And then just showing you another example of this of how we might approach it from an out-of-market job seekers. This one has the headline, "Want to give your notice, maybe you should look at ours." And it's written on the order form for the short order cook wheel.

And then our third concept which we just called Open Season and that one's got a sort of cartoon hook. And the headline on that is "its open season on your employees" with our fishing line. "With 145,000 new jobs coming to Nevada by 2009, plenty of businesses will be trying to lure your employees away. Are you prepared?" And then from our out-of-market job seekers, picture's a chef, for example, and the headline just says "Get hooked. Nevada's fishing for good employees like you."

So, like I said, these are just threshold ideas. They're just sort of big picture ideas and you know, when we develop this, based on your feedback, you know, that's when we're going to develop the full campaign. Now in terms of paying off this campaign, what we'd like then to do, is we'd like to direct them to a micro site that can be trackable so we can see exactly who is paying attention to this ad campaign and then we can give them the information. So in terms of preparing them, what we'd like to do is put together sort of their emergency kit, packet, if you will, that arms them with information about what is happening with this job crunch and all the facts from quantitative standpoint in terms of numbers and figures, but also, real life solutions of how they can prepare for this so they aren't caught with an employee shortage from a business standpoint, existing businesses, they aren't caught with an employee shortage. And, for job seekers, of course it's letting them know about all the opportunities and then directing them to the proper channels through DETR's job bank or the national job bank.

So with that, what we see as the next steps are obviously getting your input and feedback today, discussing any budget or priority of tasks and then based on chosen campaign approach and feedback, then we're going to go back and prepare the marketing materials for the Board to review, so keep it rolling down the line and keep things moving.

Richard, I don't know if you have anything to add to that.

Lee: Well, I think it's good. We also, while you were talking, handed the artwork that you brought to me this week and they got a chance to look at it up close and personal and look at it. I don't think today we are asking the Board to recommend which of those they think we should go forward with. What I would like is input from the Board about the direction. The Catch the Wave is probably the first one that we'll do because it's not specific, it's more general. But so we would welcome input and direction and please do it now.

Fordham: The ad copy that went around, Richard was for 135,000 jobs. Mr. Anderson's presentation was for 145.

Lee Well, quit being so picky.

Aramini: Yeah, I pulled an audible on that.

Lee: I appreciate it. It is going to be . . .

Fordham: Alright. The other thing is, I don't know if it's the light in here, but the green on grey text down on the bottom is very hard to read.

- Aramini:** Just to address both of those, yeah, I did kind of pull an audible on that. In the comps, we had 135,000. That was the information that we had gotten from the Team Nevada meeting a few weeks ago. And just in today's meeting with what was presented about an hour ago, the number was 145,000, so I basically adjusted it on the fly. As far as the readability of the green on grey, in meeting with Richard a few days ago, we actually did address it and in the comp that we have put together here, it actually was for, I think you were probably referring to that one, we did correct the readability and definitely there's more tinkering to do. These are not meant to be final by any means, but that's effeminately a good point and one we had talked about earlier.
- 2:54:10** Mr. Chairman? I kind of like them. They're sort of fun and positive. It was my first impression. There are some folks about there in a couple of the industries that I'd love to maybe ask for a little bit of feedback from. Is that something that's possible and to share back with the committee?
- Lee:** Absolutely. We definitely would like input from people out there in the industry. Because they are, as we all know, they are struggling. Where are we going to get these people? How are we going to get them trained? Who do we market mostly to? Do we market them in airports? Do we go to universities? Where are these campaigns going to be the best used? And so yes, we'd love that kind of input.
- Branch:** Mr. Chairman, this is Linda Branch. I really like the message, the freshness. That's the way I felt about it. It was a freshness that's coming to Las Vegas which is very inviting.
- Chair:** It's universal also. It hits all the sectors, all of the industries. It's not specific. Obviously, there's a gaming one tainted, but short of that, it is a fresh message, both in the market and out of the market and from the business perspective as well as from the job seeker perspective. The out-of-market or out-of-state in this, I really enjoy, because that's where we're going to have to find a large number. But we need to kind of make sure we focus on the in-state individuals and give them the opportunity to train and get prepared in advance to take those entry-level or medium-level or senior-level positions.
- Martin:** Mr. Chairman, Leslie Martin. I find it rather ironic the first one says "Catch the Wave". We're in a desert. And being from White Pine County, you're trying to take our water. I just found that one really ironic. So I had to share that.
- Chair:** We're open to all comments.
- Sorenson:** Cam Sorenson, here in Carson City. Has there been any consideration to using different types of careers highlighted in these slides? I think they're all, all three of the ideas are creative but I don't see any link to high tech jobs, any link to manufacturing jobs and it kind of plays into the stereotype that we talked about earlier that there's only, you know, cocktail waitress jobs in Nevada.
- Bayer:** Yeah, well, basically as Steven said, these are comps and we're really trying to illustrate the idea. The one thing that we liked about all of them is that they did have flexibility to go across a wide variety of industries. When we're putting comps together, we're kind of at the mercy of a quick read material we can find to reference and we're not creating it, we're just borrowing it for this purpose. But we're very well aware of that. Specifically to the campaigns or ideas two and three, where we would show specific employees in work environments. I think that Richard's comment about starting out with the wave with no meaning whatsoever to real water, anywhere, that would give us kind of a springboard as a general statement that we can come in the with specific messages, industry-specific, and related to specific areas where we're looking primarily to view.
- Aramini:** Yeah, the wave really does have more of a umbrella or universal message that it doesn't alienate anybody. Anyone can read that and sort of apply it to their industry. Campaigns two and three obviously are very industry-specific and so . . .

Bayer: As they're presented.

Sorenson: I guess my concern is the first, even the waves are Las Vegas specific though, right? You're showing Las Vegas in the background. Could we do something that, I don't know, but is more universal across the state?

Bayer: Yeah, you know, when we first were moving forward, we definitely had focused it on Las Vegas so that, if that's the direction that the Board would like us to go in is go beyond the Vegas message, then definitely we feel like we could come up with something that would work for, if it was a message for the North or for Rurals. Whether or not it's just one blanket image or we'd focus it per region, you know, that's something we'd have to look at. But that's, yeah, definitely a good point. And I think that's kind of something we'd like your feedback on. You know, as we've been developing it, we obviously called it the Las Vegas hiring support. So we definitely have been focused on Vegas. So if that's something we need to expand statewide, certainly we can do that. Now having said that, there is a good chunk of the budget that we're going to continue with our branding campaign on a statewide basis up here North and in the Rurals. This was a sort of subcampaign if you will, really focused on addressing those 145,000 new jobs, the bulk of which happen to be falling in Las Vegas. But, I guess I throw that back at you guys in terms of how far we should go with it.

Lee Understanding our budget constraints, it's difficult. But I think we could have a campaign for that could be geared toward high tech and military and threat reduction technology. But those jobs are just beginning and a lot of those jobs are black that nobody knows about. But there might be able to be a subtle way if the Committee thinks that a subtle way to put in something in there that is, that it's not only about gaming in Las Vegas but there could be. I don't know how. We'll do that. Maybe we'll look at it, explore it with me and BBC and our Marketing Committee.

Sorenson: I think the theme overall is great. I think it even lends itself to the flexibility maybe you need to modify it geographically or by industry if we want to broaden it and continue to build on it. So, thank you.

Bayer: Richard, I would go you one better than subtle. We can make it as direct and as obvious as the Board felt comfortable with going after specific industries. I think when we look at the open season campaign and the notice campaign; I think they both lend themselves to being as specific or general as we want them to be. But I do want to stress that we didn't come in here saying that these are the exact scenarios and the exact messages. They're really more examples of what the messages could be.

Lee: Well, Committee, please, if we don't have time today, get back to me or BBC, especially with maybe specific industry input, maybe give us some input on this like we asked you to on the website. So we're going to define this and roll with it very quickly.

Nash: Chairman, Lee, instead of trying to get it to you or BBC, maybe they should send them to me, since everybody knows my e-mail address.

Lee: Of course, I should not have spoken. Always go through Tami.

Nash: And I'll forward it on to you.

Chair: Thank you, Tami. Good comments. But like Richard advised or requested, it's these kinds of comments that we're looking for and directional issues that we're looking for. Understanding the comments in terms of the economics that we have, do we spend all of our money on a unified campaign or if the bulk of it is in Las Vegas, or percentage wise, more dollars spent on the Las Vegas market and less dollars on the Northern market, or do we want a unified campaign. That's the type of comments we're looking for. So please, get those back to Tami as quick as you can.

Great presentation, gentlemen, thank you.

Bayer: Thank you, Chairman.

Aramini: Thank you.

Chair: One of the items that we tabled for this meeting because of time limitations was review of the individual functions or committees. The Marketing Committee, I've got to give kudos off to Richard because he's been doing a beautiful job in terms of taking our message, running with it, coming back with hard copy materials as presented today. He's just doing a phenomenal job. Tami and I have discussed the other committees and at a later date, we'd like to go through each one and review the mission and vision and the action steps that are in play as we speak. That said, again, I'm conscious on time.

d. Youth Council Taskforce Committee

Chair: Youth Council Taskforce Committee, Mary-Ann Brown. Mary-Ann?

Brown: Very briefly, in light of our time, just to let you know that if you look at the Southern Nevada's report, it outlines the Youth Conference that we funded and they did a nice job of summarizing that event which occurred April 11th. Northern Nevada declined a conference this year and in light of that, we have taken the rest of our incentive grant dollars and distributed them to programs for youth. Those went this week before the Board of Medical Examiners, to the College of Southern Nevada for learning and earning programs, Elko County Juvenile Probation Department, Project Greenhouse, Desert Rose Adult Health School Las Vegas for an adult program, and Southern Nevada Workforce Investment Board Youth Mapping Program. So we were able to make sure that all those funds were expended as part of that incentive grant. And I was helped a lot certainly by all the staff who worked very hard to make that happen in a short time frame. We'll next be moving on again looking at, as I spoke with both the Chairman and Director Mosley in terms of the direction and our Committee and function on strategic planning, etcetera. Thank you.

Chair: Great job. Appreciate that report and appreciate your effort.

Agenda Item XII – Staff Reports

Chair: I'm going to introduce Renee Olson up in Carson City. Renee was recently appointed to the position of DETR's Chief Financial Officer following Marty Ramirez's retirement. So, first I want to congratulate Renee on your promotion and we're interested to hear your financial update.

Olson: Thank you, Chairman. I'll keep my comments brief as well. We have worked through the numbers for the three rescissions that were presented to us this year. So those numbers have been finalized and I believe we've provided details on those. Let me know if you'd like me to go into some details at this point. I will kind of work through the oldest money first.

PY05 money that expires 6-30-08, we've expended that fully. Just this last month, we expended the last of the marketing money that had been allocated in that Gov Reserve allocation.

PY06 funds, we have expended all of the program dollars at this point. We still have some funds left in Gov Reserve, approximately \$123,000. And so those funds expire next year on June 30th.

PY07 funds, we are still working, we've spent about 75% of the program dollars, so I believe we're on target there and we are working our way through the Gov Reserve funds. At this time, there is approximately \$300,000 of unallocated contingency money there. So when we're talking about the Budget Subcommittee that would be funding that would be available for allocation at that subcommittee level.

And come July 1st, we'll have approximately \$1.5 million of Gov Reserve money of PY08 dollars available. So we look forward to those discussions at those budget subcommittees so we can get that money settled and get started. But we'll start with the PY07 dollars and get those fully obligated.

So what I just understood with the incentive grant dollars is that we got all those funds obligated by June 30th, which was the date that we had to obligate those, is that correct?

Nash: That's correct, in their contracts, Renee. They went to the Board of Examiners on June the 10th and it's clear in the contract they have until June 30th to actually expend those funds.

Olson: Right. So as of June 30th, those funds have to be expended and liquidated within three months after that date. With that, that concludes my report. I'll entertain any questions.

Chair: Questions, comments for Ms. Olson? Renee, I appreciate your report and I understand the need to obligate especially the PY08 funding as quick as possible and we'll push on those items. But thank you and welcome.

Olson: Thank you.

Agenda Item XIII – Public Comments

Chair: Due to the time restriction, I am going to limit to five minutes but I'd like to start up in Carson City. At this time, any public comments up in Carson City? Going once. Fair enough. Public comments in Las Vegas?

Snowden: Yes, good afternoon, Board, Mr. Chairman. I thank you for the opportunity to speak. Actually, this has been a very, very interesting discussion and dialogue here today. But in terms of, I just want to address a couple things that was on your Agenda here. First of all, it had to do with the appointment of Board Members to sit on this Board in the absence of the members who regularly attend the meetings. I think from the standpoint of getting people qualified here, I think that you need to tap the resources that exist out there. The Chambers of Commerce that exist in these cities, I mean the Asian Chamber of Commerce, the Black Person Chamber of Commerce, also the Asian Chamber and the Hispanic Chamber of Commerce. I think that in terms of you getting members that would be committed and that would have a different perspective and they'll bring also diversity to this Board. I think it's quite important that for a lot of things that go on at this level that we have a number of different opinions from people juxtapose from different communities that are able to provide input. Maybe that'll give you a more comprehensive understanding of what the needs are out there and so you can put more strategic plan together so you can address some of those employment needs for the State of Nevada.

Also, I think that from what I'm hearing about the Marketing Committee, you know, I'm kind of like this. I go on websites everyday. I do a lot of electronic research and stuff like that and I noticed that a lot of these websites are out there and they show you all these grandiose pictures and all this lovely stuff, but, at the end of the day, when you actually go through those websites, you have to go into a place where they're providing those services at. And I think from a JobConnect standpoint, that between what the image is being portrayed out there and the actual services that are being delivered, there's quite a gap that exists out there. Because any time you have a system here where you have a high unemployment rate and I don't think that everyone's actually covered under that, because you don't have a mechanism in which you can translate what you're putting on your website to the actual services they're receiving, I've said it before, the frontline people that's out there, your people who work in these agencies and organizations, if you have them out there and they're being less than professional, for example, I go out to these different JobConnect centers out there, especially since the establishment of the One Stop here on Maryland Parkway and I'm trying to figure out, you know, what's the differentiation, what's the litanus test that's used to determine if that's going to be the number one One Stop Shopping Center, when in fact,

on the other end of Las Vegas Boulevard, in North Las Vegas, you have a JobConnect office out there that's not fully operationally. For example, one day I went out there and it was like 3 o'clock in the afternoon and I went there just to, you know, do a perusing of who was out there and what type of services was being provided, and the line was closed. You know, at 3 o'clock in the afternoon, those people are state employees. They are there until 5 o'clock in the evening time. For a supervisor that's listed, operating as a manager there, you would think that high unemployment rate, the loss of jobs, mortgage foreclosure crisis that's going on, all those people out there that you would have more people out there on the front line assisting those people that come to the JobConnect, rather than less people. And any time that you say that you closed the line at 3:30, well I, as a job seeker, if I go into this organization, I know you're supposed to be open until 5 o'clock and I go in there at 3 and you're telling me that the line is closed and I don't have any notification as to that and something needs to be done to more or less effectively manage, you know, the staffing that's going to be in these locations because, here again, you get those people to your organization by the use of your websites and your marketing strategies. But in fact, when you get there, there's nothing there for them to latch onto. There's nothing actual concrete to give them direction and to focus they need to be in the job market. I think that's an issue that this Board needs to take a look at and be more proactive in providing direction to the staff and make sure that Mr. Mosley and all his cohorts that up there sitting in these lovely positions, they have a real understanding what's going on out there at the ground level. That's going to be very important.

And I'm also encouraged to hear the fact that they have some unexpended monies out there today because I actually come here today in the spirit of collaboration and cooperation because you know, we're in a crisis here. These are the summer months and since the closing of Nevada Business Services that the Southern Nevada Workforce Investment Board, the Southern portion of it, doesn't have an actual operation mechanism for going out there and putting those youth, who much need employment, summer employment type of situations. For the past two years, there's been a (-indistinct-) with Nevada Business Services closing. I said earlier there was 1,500 jobs that had been eliminated as a result of that organization closing down and there's nothing that has actually come into its place to fulfill that void. They talk about those service providers that they did elect contracts to, specifically, G&J, which is a faith-based organization also, NPI, Nevada Partners Incorporated, which has a back program which is the culinary training institute. Now, from my standpoint, I know they're out there doing a job and I appreciate the efforts they're employing out there to make sure they're meeting the requirements of the grant award. However, but in terms of youth and jobs, I think we have to take a more proactive approach. It needs to be actually consumer-driven. Those people out there in the, you don't have a strategy out there to exist to get those youth into direct services type of situations. And I know that the only way that we're going to be able to accomplish this is something's going to have to happen from the State Board to spur on that type of energy and that type of activity to bring those youth into employment situations. Nevada Partners is out there, they provide training for those who are at risk, for those who are not able to meet academic requirements and stuff like that. but at the end of the day, if I come from a situation in which, you know, I'm already at risk for drunk and out of school, then I don't think that education is going to be something I'm focusing on. I think that my immediate need is going to be for food, shelter and clothing. And how do you better obtain that but through employment. And if this city, with all the resources and all the people we have concerned about the youth in this community, and you don't put a job training program or a job program out there where you're actually employing individuals, I think you sadly missed the mark. I know that a lot has taken place since the transition from CETA to JTPA to WTW, but the mission hasn't changed. You know? At the end of the day, it's all about getting those youth in training situations. And that's first and foremost in mind. And I think that having said that, that some of these funds that you've got for your PY2007 year and 2008, I think that those need to be released. Some of those funds need to come from your direct service from the Governor. I don't know what needs to happen, but I think that those funds need to be provided to direct services because I've been in conversation with the City of Las Vegas, also Nevada Urban League and those areas that serve the underprivileged communities and they say that they will go online and they will more or less recruit and screen those individuals out there to put them in the job situation. But they have to

have the funding mechanisms to do that. And I have been to the Southern Nevada Workforce Investment Board and the Board Members there, you know, I think that they realize that it is very important that we do have youth employment for the summer. They don't have the ability to just release those funds. It has to come from a level that's higher than them. And I think that this is an appropriate arena for me to make that conversation. That \$300,000 in Governor's Reserve monies, they need to let loose some of that money and put it into direct services so they can go ahead and employ these youth for this summer. You think about \$300,000, you think about that you have thirty days in which to utilize those funds. What more perfect match than you take that \$300,000, give it to those service providers, allow them to collaborate and do whatever they can do in terms of job creation, job development, job coaches and so they can do direct service and hire some of these youth for employment. You have the Southern Nevada Housing Authority, you have the cities, you have the county, and you have these municipalities, the Parks and Recreation Department. There are a lot of opportunities out there to provide youth with employment. And I don't think that it's too late. I think we can do something now and I think that it's an urgency and I think what better message than you send to this youth that you have faith in their abilities and you're trying to encourage them which will be done by providing that service for them. And I hope that they will take that request and fast-track it so we can more or less put something online. And I'm open to whoever I need to talk to to make that happen. You know, like I said, I've been in contact with the City, the County and the different municipalities out there. And there is an appetite to do that. However, they lack the funding and this where the funding is that we can make request to get some of that funding. And I appreciate your indulgence and I think you for your time.

Chair: And I always enjoy your comments. A couple of your comments that I really hit on, your comment about the Chamber, finding new members from Chambers, I should say. Good comment. The gap on the service providing at the One Stop. The 3 p.m. closure of a line, don't have specifics on it, but interesting comment. We'll look into that. You're right. That said, Mary-Ann Brown, just recently, figured out that we're a little bit slow on spending some of the funds up there for the youth in the Northern part of the state. Long story short, we've redirected those funds here in the last couple of weeks with DETR's assistance and really put a fast forward paced message together to spend some of those funds down here in Southern Nevada specifically on youth.

Snowden: (-indistinct-) specific, because there's a study that's been done already and what it says is the area that's the highest need is 89106 area, and that's the area they have the fewest programs in. I see youth out there, especially since the summer months started and you have five and six and seven youth just hanging around. With nothing to do. And then you've got the police harassing them. I don't know if it's harassment, whatever. They're doing their job. The police have a tough job, don't get me wrong.

Chair: They do.

Snowden: But if you have youth that's standing around, that's going to put them in the position to make them a target. Because they're visible out there. And so with nothing else, I want to see what all you all doing standing in one spot. And for just them not to have anything to do, you know, I think that's not a good idea to have them . . .

Chair: I think we can come up with. Thank you.

Snowden: Thank you, sir.

Chair: Point being, Director Mosley and Deputy Director Galbreth made a push to put youth services at the top of the priority just recently. So we'll have some more direction towards that.

Snowden: And I appreciate that. And they should have.

Chair: Great comments.

Snowden: Especially since the fact that, you know, I mean, there's a lot of stuff happened with Nevada Business Services. And you know, Ardell came from there.

Chair: Yes, I do.

Snowden: But in terms of Mr. Mosley, man, you know, I don't knock anybody for doing what they have to do.

Chair: Fair enough.

Snowden: But, you know, he came out of marketing. You understand what I'm saying? I don't think that he has a clear concept as to what's going on with Southern Nevada Workforce Investment. As a matter of fact, personally, I think that he's a little bit over his head. Because he's not the sharpest knife that you have in the drawer. Now, having said that, you know, I think that you need to try to make sure that he's doing what he needs to do to put pressure on him to do the job the Governor has appointed him to do.

Chair: Fair enough. I appreciate your comments. Don't necessarily agree with them because I work with him, but that's a separate issue.

Snowden: That's okay. Thank you.

Chair: Thank you for your comments.

Agenda Item XIV – Adjournment

Chair: Do I have a motion to adjourn.

3:18:34 I motion to adjourn.

Chair: Second?

Fordham: Second.

Chair: All in favor?

Board: Aye.

Chair: Our next meeting, September 18, 2008. I look forward to seeing everybody there. Thank you.