



GOVERNOR'S WORKFORCE INVESTMENT BOARD

500 E. Third Street, Room 200

Carson City, Nevada 89713

Telephone (775) 684-3911 \* Fax (775) 684-3908

MEETING MINUTES

**Name of Organization:** Governor's Workforce Investment Board  
Manufacturing Sector Council

**Date and Time of Meeting:** **Monday**, October 8, 2012  
10:00 am

**Place of Meeting:** Department of Employment, Training & Rehabilitation (DETR)  
2800 East St. Louis Avenue  
Las Vegas, NV  
  
Job Connect  
Reno Town Mall  
4001 South Virginia Street  
Reno, NV

*This meeting was conducted via videoconference at the Job Connect address listed below and by telephone conference call with the telephone number and access code listed below. Members of the public were invited to observe this meeting and provide comment at the addresses listed above or by calling the number and access code listed below.*

1-877-810-9415  
Access Code 4697842#

**Council Members Present:** Ryan Costella, Frederick Stater, Fredrick Cook, Leo Gobbo, Commissioner Vida Keller, Commissioner Representative Denise Castle, Perry Ursem, Terry Culp, Councilwoman Gerri Schroeder, Randy Canale, Crystal Abba, Jonathan Begley.

**Council Members Absent:** Ralph Kuprewicz, Kimberly Smith, Bruce Graff, Rebecca Metty-Burns, Pedro Martinez, David McElwain, Ray Bacon.

**Ex-officio Members Present:** William Anderson, Jim Kostecki, Beth Wicks.

**Ex-officio Members Absent:** none.

**DETR Staff Present:** Earl McDowell, Ansara Martino, LeVerne Kelley, Odalys Carmona.

\*It should be noted that all attendees may not be listed above.

I. Welcome and Introductions .....Ryan Costella  
Chair, Manufacturing Sector Council

The meeting was called to order at 10:01 a.m. Mr. Costella introduced himself and welcomed the council.

- II. Roll call and Establishment of a Quorum ..... Ansara Martino  
Workforce Solutions Unit, DETR

Ansara Martino called roll and it was established that a quorum present.

- III. Verification of Posting..... Ansara Martino

Ansara Martino verified the agenda was posted according to NRS 241.020.

- IV. **First Public Comment Session** .....Ryan Costella  
Members of the public will be invited to speak before; however, no action may be taken on a matter during public comment until the matter itself has been included on an agenda as an item for possible action. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Ryan Costella invited members of the public to speak, but hearing none, he turned to the next agenda item.

- V. **Discussion** – Review of Sector Council Bylaws.....Ryan Costella

Mr. Costella informed the council of the approved GWIB Industry Sector Council Bylaws and the council unanimously agreed with the rules and responsibilities of the council as set forth in them.

The most recent version of the bylaws can be found at: <..\..\Sector Council By-Laws - Reviewed by FW - Sept 13 2012.pdf>

- VI. **\*Discussion/Possible Action** – The Objectives and Strategic Goals for the Manufacturing Sector Council.....Ryan Costella

Mr. Costella led a discussion with the council members suggesting the following framework for the councils work: (1) to identify the skill needs and gaps; (2) to identify credentials, certifications and programs that validate those identified skill sets; and, (3) to identify a means to communicate this information to the public.

When Mr. Costella invited the council members to offer feedback, Leo Gobbo made a point that the council’s biggest challenges are with identifying people with the foundational skill sets to undergo training and development in our companies (reading, writing, math, problem-solving, etc.) and because manufacturing has a perception problem in Nevada. Students, parents, and the public at large think manufacturing is not a viable career path. We must find a way to fix that.

Frederick Cook noted that it would be nice to have some specific goals for the work of the council. Right now the “mission” in the NRS code seems vague and he does not want that to result in the council talking about things they can only have limited action on. Mr. Cook also said he wants to change youth curriculum at school level, especially with math courses.

DETR staff member LeVerne Kelley informed the council that the NRS Code and Sector Council Bylaws establish the council’s mission as stated therein. She also pointed the council toward a letter sent from DETR Director Frank Woodbeck to each of the sector council chairs, requesting specific information by early January 2013. Mr. Costella briefly explained to the council the nature of the letter he received from Mr. Woodbeck and the information requested. Council members asked to see a copy of the letter and Mr. Costella agreed to share the contents.

For a copy of the letter from Frank Woodbeck to Ryan Costella, it is available here: [http://www.gwib.com/~/media/GWIB/Governor's Workforce Investment Board/Letter re questions to answers due by 01-04-2013/R Costella Gov Report 9 19 12 .pdf](http://www.gwib.com/~/media/GWIB/Governor's%20Workforce%20Investment%20Board/Letter%20re%20questions%20to%20answers%20due%20by%2001-04-2013/R%20Costella%20Gov%20Report%209%2019%2012.pdf)

Mr. Costella asked the councilmembers be prepared to contribute to the first question asked in the letter (“What are your initial assessments regarding the specific skill sets/competencies required in your industry in the short term, medium term, and long term?”) and he asked the council members to tie the skill sets to different educational levels.

Frederick Cook requested that any documentation referenced during the meetings be sent well in advance so all members would have adequate time to review and comment. Mr. Costella agreed with Mr. Cook’s comment and requested that staff work with him to ensure councilmembers have all information in advance of the meetings.

VII. **\*Discussion/Possible Action** – “Status of Manufacturing in Nevada” Presentation..Bill Anderson  
Chief Economist, DETR Research and Analysis Bureau

Mr. Anderson gave a presentation on the current status of manufacturing in Nevada. Mr. Anderson explained that the Bureau of Research and Analysis is available to the council to provide data for research questions in industries. He also explained that the information being presented today is very broad, but could be narrowed down for the council as the members may choose. Data presented to the council included a current list of top manufacturing industries, a list of occupational loss or growth in the manufacturing industries during 2012, including relative occupational median hourly earnings, and a list of a representative employers for the manufacturing industry in Nevada. It included the county in which the company is located, the approximate range for the number of employees, and the trade name of the company. Mr. Anderson also presented a manufacturing sector report, which included information about the regional and national growth rate of manufacturing jobs for 2002 to 2012, location quotient information and shift share analysis/breakdown. Mr. Anderson also indicated that he would provide some updated and more specific information to the council at one of the next two council meetings.

For a copy of Mr. Anderson’s presentation, it is available on the following links:

Part I – Industry: [Part I - R & A Bureau presentation - Manufacturing Industries October 2012.pdf](#)

Part II – Occupations: [Part II - R & A Bureau presentation - Manufacturing Occupations October 2012.pdf](#)

Part III – Employers: [Part III - R & A presentation - Manufacturing Top Employers October 2012.pdf](#)

Part IV – Report: [Part IV - R & A presentation - Manufacturing Sector Industry Report October 2012.pdf](#)

VIII. **Discussion** – Update on the Governor’s Office of Economic Development.....Perry Ursem  
Manufacturing Industry Specialist, Governor’s Office of Economic Development

Perry Ursem delivered an update from the Governor’s Office of Economic Development (GOED), emphasizing that GOED wants to provide support to manufacturers here in Nevada, especially in developing the training and education programs that will make their companies grow and compete in the global economy.

IX. **Second Public Comment Session**.....Ryan Costella

Members of the public may now comment on any matter or topic, which is relevant to or within the authority or jurisdiction of the Board. You may comment now even if you commented earlier; however, please do not simply repeat the same comment you previously made. Please clearly state and spell your name. Each comment will be limited to three (3) minutes.

Mr. Costella invited members of the public to comment; however, there were none.

X. **\*Discussion/Possible Action** – Future Agenda and/or Recommendations.....Ryan Costella

Frederick Cook requested that a definitive mission statement be developed for this sector council. Ryan Costella suggested the council consider the mission statement as written in the bylaws and how it applies to this council.

Mr. Costella reminded the council that for the next meeting he wants them to consider what entry-, mid-, and high-level skillsets are needed in order to answer the question made by DETR Director Frank Woodbeck as discussed in Agenda Item VI by defining skill needs and gaps, ways to validate those skills, and ideas on communicating that information to the public. He also said he would circulate existing information about this items, drawing on data from the National Association of Manufacturers to help frame the discussion and provide some clarity on the problem they are facing and ways to fix it. Rick Stater suggested the council also develop a matrix of needs for various positions of employment in the manufacturing industry.

Mr. William Anderson, Chief Economist in DETR’s Bureau of Research and Analysis, suggested council members determine what other data they would be interested in looking at for the manufacturing industry and if they would like the data he presented today extrapolated in a different way.

DETR staffmember LeVerne Kelley indicated either DETR Director Frank Woodbeck or Deputy Director Dennis Perea would be a future agenda item, and Odalys Carmona, the Youth Liaison for DETR, to present information on youth initiatives. Ms. Kelley also suggested Jonathan Begley, the Director of Dream It Do It, present information on his organization, which is working to communicate career opportunities in manufacturing to students, parents, and the community. Mr. Costella suggested adding Mr. Begley to the next meeting’s agenda. Mr. Begley agreed to make a presentation.

Leo Gobbo expressed a sense of urgency for the council to consider ways to get youth interested in the manufacturing industry, with which Terry Culp agreed. Mr. Gobbo also mentioned the successful career and technical education schools in Clark County as an example of the caliber of skills and education manufacturers are looking for. Ryan Costella suggested Felicia Nemcek, the Principal of the Southwest Career and Technical Academy in Las Vegas, make a presentation to the council at the next meeting to showcase an example for what is going right in the state. DETR Workforce Solutions Unit Deputy Administrator, Earl McDowell, noted that there is a new website performing outreach to youth for industrial careers and requested that the lead of that project, Odalys Carmona, present information regarding that at the next meeting. Mr. Costella also agreed with that suggestion.

A motion to approve the future agenda items and recommendations as discussed was made by Jonathan Begley and seconded by Rick Stater.

XI. **\*Discussion/Possible Action** – Future Meeting Schedule.....Ryan Costella

It was suggested for Ansara Martino to poll this council’s members for their availability during the first weeks of November and December and inform council Chair Ryan Costella of the results so the next meeting dates can be scheduled. A notice will then be sent out to council members and posted according to Nevada State Law.

XII. Motion for Adjournment.....Ryan Costella

When Mr. Costella asked for a motion to adjourn the meeting, a motion was made by Randy Canale and seconded by Councilwoman Gerri Schroeder.

*\*Denotes items on which the Governor's Workforce Investment Board Manufacturing Sector Council may take action. Agenda items may be taken out of order. The Chair may continue this meeting from day-to-day. Pursuant to NRS 241.020, no action may be taken upon a matter raised under public comment until the matter has been specifically included on an agenda.*

**GOVERNOR'S WORKFORCE INVESTMENT BOARD**  
**MANUFACTURING SECTOR COUNCIL**

Ryan Costella, Ralph Kuprewicz, Kim Smith, Fredrick Stater, Frederick Cook, Bruce Graff, Leo Gobbo, Rebecca Metty-Burns, Pedro Martinez, Commissioner Vida Keller, Commissioner Representative Denise Castle, Perry Ursem, David McElwain, Terry Culp, Ray Bacon, Councilwoman Gerri Schroder, Randy Canale, Crystal Abba and Jonathan Begley.

**Notice:** *Persons with disabilities who require special accommodations or assistance at the meeting should notify Ansara Martino, DETR, Workforce Solutions Unit, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 2800 E. St. Louis., Las Vegas, Nevada 89104; or call (702) 486-0523; or fax (702) 486-6426 on or before the close of business Friday, October 5, 2012.*

Notice of this meeting was posted at the following locations on or before 9:00 a.m. on the third working day before the meeting: DETR, 2800 E. St. Louis, Las Vegas, NV; DETR, 500 East Third St., Carson City, NV; GRANT SAWYER STATE BUILDING, 555 E. Washington Ave., Las Vegas, NV; LEGISLATIVE BUILDING, 401 S. Carson St., Carson City, NV; BLASDEL OFFICE BUILDING, 209 East Musser St., Carson City, NV; NEVADAWORKS 6490 S. McCarran Blvd., Building A, Unit 1., Reno, NV; WORKFORCE CONNECTIONS, 7251 W. Lake Mead Blvd., Las Vegas, NV; CHILDREN'S CABINET, 1090 S. Rock Blvd, Reno, NV. This agenda was also posted on DETR's Web site at [www.nvdetr.org](http://www.nvdetr.org). In addition, the agenda was mailed or e-mailed to groups and individuals as requested.