

**Governor's Workforce Investment Board**  
**June 24, 2005**  
**Videoconference Meeting**  
**Carson City & Las Vegas**

**Board Members Present:** Arthur Nathan, Debra Baez, Mary-Ann Brown, Birgit Baker, Pam Egan, Marc Furman, Elizabeth Ghanem, Richard Lee, Keith Rheault, Thomas Peacock, Cass Palmer, Jean Peyton, Tim Rubald, Robert Shriver, and Assemblywoman Valerie Weber.

**Board Member Representatives Present:** Michael Bahn represented by Marlene Lockard; Michael Bertoldi represented by Clara Andriola; Maureen Brower represented by Jackie Brantley; Kirk Clausen represented by Tom Fitzgerald; Phyllis Hunewill represented by Jim Baushke; Bob Brewer represented by Richard Blue; and Kara Kelley represented by Sidney Hendrickson.

**Board Members Absent:** Chris Chairsell, Lee Forbes, Leslie Martin, Senator Bernice Mathews, Assemblywomen Ohrenschall, Dwight Millard, Michael Peltyn, Cameron Sorenson, D. Taylor, Mike Willden and Senator Randolph Townsend.

**Guests:** Pete Macall, Dana Durfee, Cindy Jones, Valorie Hopkins, Emma Nichols, Harvey Lee, Marty Ramirez, Chuck Baldauskas, Joe Reel, Harvey Lee, Lynda Parven, Bob Murdock, Ardell Galbreth, Ron Fletcher, Bill Overly, Mick Coleman, Phyllis Dryden, Kelly Gregory, Darrol Brown, Chester Richardson, Valerie Glenn, Dave Stewart, Bob Bryant, Moshe Bialac and Ron Hilke

**Staff:** Tamara Nash, Board Liaison

**Item I. – Welcome** – Arthur Nathan, Chair welcomed everyone and thanked them for their attendance.

**Item II. – Roll Call and Confirmation of Quorum** – Tamara Nash called roll and it was determined there was a quorum. Arte Nathan called the meeting to order at 1:00pm.

**Item III. – Approval of Agenda** – There was a motion and a second and the agenda was passed on a voice vote.

**Item IV. – Approval of Minutes from the March 18, 2005, Meeting** – There was a motion and a second and passed on a voice vote. Approved with noted changes.

**Item V. – Update Nevada's 2005-2007 Workforce Investment Act (WIA) and Wagner-Peyser Act State Plan** – Birgit K. Baker stated that the Department of Labor (DOL) has requested that every state write a new strategic plan on how to serve the businesses of the state and the job seekers as we face this global economy. Ms. Baker thanked the individuals that worked so diligently on crafting the state plan. Ms. Baker wanted to personally thank Lynda Parven and her team who coordinated the information and efforts from our partners, the Governor's office, the Commission on Economic Development, the Department of Education and the local boards. The department was able to meet all of the deadlines and DOL requirements. The intent of the plan is to look at how we do business and how we might adjust that to prepare the youth of today and job seekers for the incredible amount of jobs that will be created in the State of Nevada in the next 2 years. The Governor did a press release detailing that Las Vegas and Reno are ranked in the top 15 cities to do business in America. The department is projecting that there will be 120,000 new jobs created in the State of Nevada in the next 2 years and the Nevada JobConnect System will be essential in helping the businesses fill those positions. Ms. Baker directed the Board to the 8 state level objectives as well as the Governor's 6 priorities for the state's workforce investment system on

page 2 of their packets. Ms. Baker emphasized that the Governor's Workforce Investment Board serves as the vehicle for actualizing the Governor's vision for workforce and economic development strategies that support a diverse economy. The Board must focus its efforts on ensuring that the state's workforce investment system is business-driven and regarded as the primary source for Nevada's workforce solutions. Ms. Baker commended Keith Rheault and Phyllis Dryden for their continued support and leadership but emphasized that this Board has a great opportunity to improve its partnerships with the University and Community College System to ensure the development of a workforce that is prepared for the high-growth, high-demand jobs of today and the future. The department and the two local boards are continually evaluating their effectiveness and supporting high standards for a quality workforce investment system. Dana Durfee stated that DOL's regional offices have read and reviewed the plan and Nevada's approval letter has been forwarded to the national office to be finalized. The letter has requested clarification on a couple of areas and the state will have 45 days to respond. Ms. Durfee thanked the state for all its hard work and added that the goals and priorities are one of the strengths of Nevada's state plan. Mr. Nathan asked how Nevada compared to other states. Ms. Durfee stated that Nevada's plan was quite long and comprehensive and covered all the points required.

**Item VI. – Report – Nevada's WIA Incentive Grant Application** - Birgit Baker presented the report. Ms. Baker was happy to report that Nevada was one of 19 states to meet or exceed all the system performance measures for the program year 2003, and as a result the department did receive \$797,987 in incentive funds. The department worked jointly with the Department of Education and state board members in developing the grant application to receive these funds. The Board will have at its discretion \$255,996 for serving at-risk youth in Nevada. The goal is to have the criteria established and approved by the Board at the next meeting and then applicants can apply for those dollars. Ms. Baker stated that the funds expire on June 30, 2007. The total award was divided into thirds between WIA, Adult Education, and Carl D. Perkins programs. Keith Rheault wanted to thank DETR and their staff for allowing the Nevada Department of Education to work cooperatively to obtain these needed funds. Mr. Rheault added that these monies would not only help the Workforce Investment Board, but the adult education and career and technical pieces. Mr. Rheault stated that one of his goals is to have the Superintendent appear before the Board in the fall. Phyllis Dryden stated that the Department of Education decided to put in \$20,000 to match the \$10,000 WIA portion for a statewide youth conference sponsored by the Governor's Youth Council Taskforce. A portion was allotted for incentive money for adult education sub-grantees in the field that reached their performance indicators. Ms. Dryden also informed the Board that \$175,995 was designated for the 18-24 state initiative for a GED online program. Arte Nathan thanked Mr. Rheault and Ms. Dryden for their report.

**Item VII. – Approval of Nevada's Program Year 2005 Workforce Information System State Plan** – Bob Murdock presented the report. Mr. Murdock stated that the state's Workforce Information System is a collaborated effort of the Department of Employment, Training and Rehabilitation, the Governor's Workforce Investment Board, and the Research and Analysis Bureau, which provides information to the State of Nevada to make informed choices for the job seeker and the employer for relocation to Nevada or how to make their business operate more efficiently on an ongoing basis. Mr. Murdock added that they continue to expand the information with the Census Bureau to provided localized information and dynamics. The division is also working a job vacancy survey with Nevada employers and that should be available late summer or early fall 2006. Mr. Murdock asked that any input from the state or local boards to help the division provide a better product is always welcome. Mr. Murdock stated that the division is starting its grant process with the funding coming from a discretionary Employment and Training Administration grant -- America's Labor Market Information Core Products and Services and not WIA monies. Cass Palmer stated that the Workforce Information Committee was thoroughly

impressed by Mr. Murdock's presentation. Mr. Palmer noted that the information that the division provides throughout the State of Nevada is presented in a user-friendly format. There was a motion and a second to approve Nevada's Program Year 2005 Workforce Information System State Plan and it was passed on a voice vote.

**Item VIII. – Report – National Emergency Grant Application – Base Relocation and Closures (BRAC)**

– Birgit K. Baker presented the report. Ms. Baker stated that the Base Realignment and Closure Commission have released its report for Nevada with 4 bases being affected. The recommendation is to close the Hawthorne Army Depot, realigned the Air National Guard in Reno and Fallon Naval Air Station. On a positive note, Nellis Air Force Base will be receiving significant increases in duties and aircrafts. Ms. Baker's concern is for the communities like Hawthorne and Reno that will have significant losses of jobs due to the BRAC decision. The department had a quick turnaround deadline when applying for the BRAC money so there is not a lot of detail on the types of services to be provided. The grant will give us, if needed, about \$528,500 to provide planning for assisting individuals as these bases are realigned or closed. Mr. Nathan asked if the 199 workers noted in the Board packets represented totals throughout the State of Nevada? Ms. Baker stated the 199 represents Hawthorne workers only due to the fact that currently there are no services in Mineral County. The individuals effected in Fallon and visit our Fallon JobConnect office and the individuals in Reno can visit either our Reno or Sparks JobConnect offices. The grant is specific to Hawthorne and will allow an office to be established to serve those individuals. Mr. Tim Rubald stated that representatives from Hawthorne are meeting with the BRAC sub-committee to discuss the true impact of the closure and the civilian aspect is much greater than noted. Mr. Rubald offered a copy of the corrected data. Ms. Baker suggested that the Board take the information Mr. Rubald has and place it with the minutes for the Board's review and approval. Moshe Bialac concurred with Mr. Rubald on the data.

**Item XI. “Building Employment Opportunities for People with Disabilities”**

– Ms. Jean Peyton presented the report. Ms. Peyton thanked the Board for allowing her to attend the training held in Sacramento, California. The seminar included an array training providers and consumers. Ms. Peyton added that it was difficult to decide what sessions to attend as there were 54 sessions in only two and one-half days of training. Ms. Peyton stated that Lester Murray from the Nevada Bureau of Services to the Blind also attended from Nevada. Ms. Peyton enjoyed the presentation from Dinah Cohen, Department of Defense gave regarding reasonable accommodation for people in the workplace. Ms. Cohen focused on the fact that it takes less than \$500 to accommodate an individual with a disability for an employer. Ms. Peyton enjoyed meeting Dana Durfee from the DOL and the information on the Baldrige Quality Program that may be helpful to the state to ensure that we are providing services to individuals with disabilities are the very best they can be. Ms. Peyton thanked the Board again for the opportunity to attend and represent Nevada. Mr. Nathan asked Ms. Peyton to audit the Nevada JobConnect Offices on how we are doing and present a report on how Nevada is doing in serving both the disabled job seekers and employers.

**Item X. Status Reports on Board Funded Pilot & Incumbent Worker Projects**–*Nevadaworks* -

Tom Fitzgerald presented the report. Mr. Fitzgerald stated that all projects are on track for success. Ms. Brown asked why it is called the Youth Fast-Track Nursing Pipeline project. Mr. Fitzgerald stated that the name was chosen by the Washoe County School District and TMCC came up with and added that this particular project started individuals who have finished their junior year in high school so by the time the individual has graduated the student will go through the program 1/3 faster than normal. Ms. Brown asked for the recruitment strategies for the Western Apprenticeships Trades and if they included women and minorities. Mr. Fitzgerald clarified that the information and recruitment is open to anyone who shows an interest.

SNWIB - Richard Blue presented the report. Mr. Blue stated that they are very pleased with their partnership with Goodwill of Southern Nevada, Inc. and that Stations Casino has agreed to hire at least 10 youth with disabilities per month upon completion of the work experience training in competitive jobs at competitive salaries and the Board expects 100% success. Mr. Blue added that the Incumbent Worker Training to promote pharmacy technicians and store supervisors is now on track but did encounter some difficulties with CVS Pharmacy involving invoicing. Mr. Blue clarified for Ms. Brown that the clients were identified by CVS and the Department of Labor for participation. Chairman Nathan commended both of the local boards for their hard work in supplying a needed service for Nevadans.

**Item XI. Local Workforce Investment Board Reports – Nevadaworks** - Tom Fitzgerald presented the report. Mr. Fitzgerald stated that the past quarter has been very hectic and difficult for Nevadaworks as it struggled to prepare its 2005 budget based on WIA Fund cuts. Mr. Fitzgerald added that 50% of Nevadaworks budget has been cut in the last 2 years but due to the Governor's reserve funding and by working closely with Mr. Blue and Ms. Baker Nevadaworks has been able to craft something that is unique and successful. Nevadaworks will be looking for better ways to serve Nevada. Mr. Fitzgerald directed the Board to the brochure that highlights the Pershing Broadcasting Company Technology Career Training Center that trains young adults in broadcast production techniques while giving them hands-on small business experiences. Mr. Fitzgerald then shared a 5-minute video with the Board showing the program's success.

SNWIB- Richard Blue presented the report. Mr. Blue stated that the SNWIB is pleased to report that on May 7, 2005, Pahrump, Nevada had its One-Stop JobConnect grand opening. Both state and local elected officials attended the grand opening, with Lieutenant Governor Lorraine Hunt serving as the keynote speaker during the opening ceremony. Mr. Blue added that the Southern Nevada Workforce Investment Board 2005 Gaming Summit was a great success. Mr. Blue thanked the Chairman Nathan and Ms. Baker for their support. The summit introduced the gaming and tourism industry to the many benefits of using the services provided by the Nevada JobConnect system. Mr. Blue wanted the Board to know that in program year 2004, as of April 30, 2005, the SNWIB service providers delivered employment and training services to 73 adults and dislocated workers and 120 youth with disabilities. The SNWIB will participate in a customer satisfaction survey with Ms. Peyton's subcommittee to ascertain if the Nevada JobConnect System is providing user-friendly services and what areas we need to improve to better serve individuals with disabilities. In closing Mr. Blue stated that like the northern board, the SNWIB received a 24% cut in their budget. Ms. Baez wanted to commend the SNWIB on their gaming summit and looks forward to the results of the national gaming summit. Mr. Blue clarified that Nevada's gaming summit was the brainchild of Mr. Richardson and can provide copies of the newspaper articles regarding the summit to any Board members who request them. Mr. Blue then stated that the status of the ex-offender project is still pending information from DOL but a grant proposal has been submitted.

## Item XII. – SWIB Committee Reports

Governor’s Reserve Funds” Budget Committee – No report was given.

Marketing & Business Support Committee and Workgroup – Richard Lee presented the report. Mr. Lee stated that the Committee was focusing on evaluating and selecting a new marketing company. Mr. Lee added that the Committee reviewed the request for proposals and selected three vendors for an in-person presentation. The criterion for selection was experience in creating a marketing campaign, branding awareness, tracking outcomes, e-commerce and serving individuals with disabilities. The vendor that was selected was Bayer, Bauserman and Company (BBC) Advertising. The firm has offices in both Reno and Las Vegas. According to the evaluation team, BBC Advertising gave an outstanding presentation, was very enthusiastic, and seems to have a good understanding of the Nevada JobConnect System. We anticipate that we should be able to get the marketing effort reinvigorated in late August to mid-September 2005, when the new contract will be approved and in place. Mr. Lee thanked the team for all their effort. Ms. Nash is currently working getting the tri-fold brochure updated and reprinted and she is working with DETR IT staff to get the Nevada JobConnect Web site updated. Mr. Nathan stated that the Board has come along way in marketing the Nevada JobConnect System we now needs to build on the foundation we have started. Mr. Nathan thanked the Marketing and Business Support Committee and Workgroup for all the hard work and helping the Nevada JobConnect System move into the future and market our services to all Nevadans. Ms. Baez stated that she would be speaking at the Latino Youth Career Summit to familiarize them with our Nevada Job Connect System.

Youth Council – Ms. Mary-Ann Brown presented the report. Ms. Brown informed the Board of the good news that DOL has awarded Nevada an Incentive Grant Award in the amount of approximately \$800,000 and that DETR and the Department of Education have set aside \$30,000 of this grant to fund a statewide youth conference. This conference will allow opportunities for service providers and youth to network and share innovative practices to help the most at risk youth in Nevada. Ms. Brown thanked DOL for the funding and her committee for the tireless efforts and in the recruitment of 10 new members. Ms. Brown stated that Mr. Ardell Galbreth has graciously agreed to co-chair this committee to continue the momentum of the council. The Committee will decide on a date for the Youth Conference and fine tuning all the plans. The Committee will set the conference agenda by the information obtained in a survey on what providers to youths are interested in hearing about. Ms. Brown added that a tangible outcome of this conference would be a statewide resource mapping system to better serve the youth of Nevada. \*Mr. Nathan suggested holding the conference on the same day as one of the Board’s meetings so all that members can attend.

Legislative – Ms. Baker presented the report. Ms. Baker stated that department was successful in getting its bills passed. One of the more important bills that the department passed was the SUTA Dumping Prevention Act Bill 502 that focused on not allowing large employer that moved their workforce around in order to acquire a lower unemployment rate. Senate Bill 111 clarified what information needs to be provided during an unemployment insurance appeal. Ms. Baker stated that the Nevada Equal Rights Commission’s Bill had several amendments but that progress was made for the agency. Assembly Bill 28 which impacted the Rehabilitation Division with legislation that makes it much more flexible for the department’s administration to operate that agency. Ms. Baker wanted the Board to be aware of Assembly Bill 344, which places significant requirement on all state agencies in regards to Social Security numbers used as an identifying number. Ms. Baker added that this bill is just a reminder to protect that confidential data. The department will be reviewing all systems that utilize Social Security numbers for tracking and ensuring that the data is protected at all times. Mr. Rheault will provided a summary of bills passed by the Legislature

during the 73<sup>rd</sup> session to any Board member that requests it. \*Mr. Nathan asked Ms. Baker to provide Board members with a summary of the bills that effected the department.

*Individual Training Accounts (ITA)* - No report was given.

*Nominating Committee* – Marc Furman presented the report. Mr. Furman stated that the Committee still needs 2 business representatives for the north and 1 for the south. Mr. Furman asked the Board members to send any suggestions and resumes to Tami Nash.

*Employment of Persons with Disabilities* – \*Ms. Baez asked Ms. Peyton for the missing attachment in her report to be sent to the Board electronically.

*Workforce Information Committee* – No report was given.

### **Item XIII. – Staff Reports**

*WIA Financial Update*- Marty Ramirez presented the report. Mr. Ramirez stated that the Program Year 2002 grant has been closed out and submitted to DOL. PY 2003 has \$500,000 remaining, but with the projects moving along Mr. Ramirez anticipates no problems on having the funds fully expended by June 30, 2006. Mr. Ramirez stated that of particular interest as the department closes PY 2004 that the 55.66% expended for the year, as mentioned before the benchmark for DOL is 70%. Mr. Ramirez noted that both local boards are doing a great job meeting that 70% goal. In closing Mr. Ramirez added that the \$100,000 under marketing is still pending and once the contract is officially awarded that money will roll down.

*Economic/Workforce Information Update*- No report was given.

*One-Stop Operating System*- Dave Stewart presented the report. Mr. Stewart stated that the OSOS Version 3.3.01 has been implemented with the department scheduled to be implemented in June of 2005. \*Mr. Stewart informed the Board that the OSOS implementation with the local boards continues with a target date of July 1, 2005, and thanked both local boards and staff for all their efforts and will provide feedback of the implementation at the next Board meeting in September.

**Item XIV. - Public Comments-** Moshe Bialac stated that he would be meeting with the union to promote the apprenticeship programs in northern Nevada. Chester Richardson wanted to thank the Chairman, Ms. Baker, and Tami Nash for assistance during the South Nevada Workforce Investment Board Gaming Summit. Mr. Richardson also asked the Board for the assistance of state staff for signs directing individuals to the Las Vegas offices. Mr. Richardson is looking forward to the information on at-risk youths and emphasized the critical need in this area of Nevada's population. Mr. Richardson said in closing that in the minutes from the Board's last meeting, Ms. Baker stated that Policy 1.16 be pulled and reviewed at this meeting and this 50/50 breakdown needs to be reviewed. Mr. Richardson pointed out that DOL distributes monies to states based on size and participants and asked that this policy be addressed at the September Board meeting. Mr. Richardson thanked the Board for their time and attention.

**Item XV. – Next Meeting and Adjournment** – A motion to adjourn was made and seconded. The next meeting will be held on September 16, 2005. The meeting was adjourned.