



**West Michigan Works! (WMW) Workforce Development Board (WDB)  
Annual Meeting  
Monday, December 11, 2017  
Frederik Meijer Gardens (Grand Orchid Room)  
1000 East Beltline Avenue NE • Grand Rapids, MI 49525  
11:30 A.M. – 1:30 P.M.  
(Lunch begins at 11:45 a.m.)**

**AGENDA**

1. Welcome and Call to Order, Chairperson Dave Smith
2. Public Comment – Agenda Items
3. Approval of the October 14, 2017 Minutes **(WDB only) Action Required**
4. Recognitions **Information Item**
  - a. Employer of the Year – Associated Builders & Contractors, Western Michigan Chapter  
*Sherry White, Board Member- Hines Corp.*
  - b. Partner of the Year – Ottawa Area ISD/Thompson M-Tec  
*Heather Gluszewski, Board Member, Haworth*
  - c. Impact Awards Winners – Michael Minton, Muskegon Tool Industries,  
Muskegon Area ISD, and Orchard View Adult Education  
*Brittany Lenertz, WMW Regional Service Center Director*
5. The Year in Review Presentation **Information Item**
6. Public Comment
7. Adjournment

**Next Scheduled Workforce Development Board Meeting:  
February 12, 2018 located at:  
Westside Service Center  
215 Straight Ave. Grand Rapids, MI 49504**



**West Michigan Works! (WMW) Workforce Development Board Meeting (WDB)**

**Monday, October 9, 2017**

**Westside Service Center**

**215 Straight Ave NW. • Grand Rapids, MI 49504**

**Lunch 11:30 AM • Meeting 12:00 Noon**

**MINUTES**

**MEMBERS/ALTERNATES PRESENT:** Dave Smith (Chairperson), Randall Boss, Norm Brady, Cindy Brown, Cathy Cronick, Jay Dunwell, Heather Gluszewski, Kiesha Guy, Rebecca Herrington, Jon Hofman, Angela Huesman, David Kitchen, Scott McLean, Bill Pink, Dan Rinsema-Sybenga, Val Putnam, Michelle Seigo, Samantha Semrau, Dan TenHoopen, Therese Thill, Mark Thomas, Bob Thompson, Shana Welch, Sherry White

**MEMBERS/ALTERNATES ABSENT:** Jim Fisher (Vice-Chair), Travis Alden, Mark Bergsma, Kenyatta Brame, John Buchan, Bob Ferrentino, Thomas Freeland, Jonas Talbott

**STAFF PRESENT:** Jacob Maas, Angie Barksdale, Brenda Isenhardt, Brittany Lenertz, Deb Lyzenga, Jane Kreha, Janette Monroe, Jerry Hill

**GUESTS PRESENT:** Kyle Welter (CCT), Don Kychnicki (Telamon Corp.), Patricia (Pat) VerDuin (Mobius Coaching), Ed Garner (Seidman College of Business, GVSU)

1. Call to Order, Chairperson Dave Smith at 12:00 p.m.

2. Public Comment- Agenda Items- None

3. Approval of the August 14, 2017 Minutes

**Action Required**

**Motion – Mark Thomas**

**Second – Val Putnam**

**Item Approved by Vote – Motion carried**

4. WMW WDB Nomination and Updates

a. **WMW WDB Member Nomination** ***(Executive Committee Only)*** **Action Required**

Angie Barksdale, WMW Chief Operating Officer, reported that WMW has received an application from Patricia (Pat) VerDuin from Mobius Coaching to fill the vacant Community-Based Organization seat. Angie stated the term dates are November 1, 2017 through October 31, 2019. WMW staff is requesting support of the appointment from the Executive Committee for Ms. VerDuin to fill the seat. WMW will further request approval from the ACSET Governing Board on October 23.

**All eight (8) Executive Committee present (Smith, Dunwell, Gluszewski, Herrington, Hofman, McLean, White and Welch) voted unanimously to approve.**

**Item Approved by Vote – Motion carried**

- b. WMW WDB Member Updates **Information Item****
- Angie reported that WMW staff discovered that eighteen (18) instead of seventeen (17) board members' term limits expire on October 31, 2017. Mr. Travis Alden's term limit expiration was the one that was overlooked initially. WMW has received an updated application from Mr. Alden, and the Nomination and Executive Committees have supported the appointment of Mr. Alden to continue serving as the Economic Development Representative from Barry County for the term dates November 1, 2017 through October 31, 2019. WMW will further request approval from the ACSET Governing Board on October 23, 2017. Angie further reported that WMW has been notified of additional board member changes. Nora Balgoyen-Williams has taken a new position and will no longer represent an Economic Development Agency in Allegan County. Allegan County is still reviewing how they are filling the position, and WMW will review filling the vacant seat after Allegan County has made a decision. Furthermore, Ed Garner has taken a new position and will no longer represent an Economic Development Agency in Muskegon County. WMW is working on his replacement on the WDB and should have an update at the next Executive Committee meeting in November.

**5. WMW Policy Approvals **Action Required****

- a. WMW 15-01c1 Partnership. Accountability. Training. Hope. (PATH) Incentive Policy**
- Brittany Lenertz, WMW Regional Service Center Director, reported that in May 2016, the WMW WDB approved the PATH Incentive Policy allowing WMW to provide incentives to PATH jobseekers who successfully complete activities that align with their successful participation. This revised policy seeks to expand those activities and slightly increase some of the incentives. Brittany requested board approval of WMW 15-01c1. Brief discussion took place, and Brittany answered board members' questions.

**Motion – Norm Brady**  
**Second – Dan TenHoopen**  
**Item Approved by Vote – Motion carried**

- b. WMW 16-03c1: Welfare Reform Support Service Policy**
- Brittany reported that in September 2016, the WMW WDB approved a Support Service Policy that provided guidance for the allowance of supportive services to jobseekers enrolled in PATH and Food Assistance Employment & Training (FAE&T) programs. Brittany reported that the proposed changes to this revised policy more closely align with the Department of Health and Human Services (DHHS) policy. The policy also provides expanded ability to offer supportive services for individuals in PATH training services and eases some unnecessary barriers for receiving auto repairs. Brittany requested board approval of WMW 16-03c1. Brief discussion took place, and Brittany answered board members' questions.

**Motion – Jon Hofman**  
**Second – Sherry White**  
**Item Approved by Vote – Motion carried**

- 6. WMW WDB Chairperson and Vice-Chairperson Biographies and Ballot **Action Required****
- Heather Gluszewski, WMW WDB Board Member, reported that WMW staff recently collected nominations for Officers of the WDB. Six members were nominated for Chairperson and eight were nominated for Vice-Chairperson. Heather reported that on behalf of the Nomination Committee, she and Mark Bergsma contacted all the nominees to confirm their willingness and ability to serve as an

Officer of the Board. Heather reviewed the three nominees who indicated a willingness to serve and requested that each nominee provide a brief biography. Current Chairperson Dave Smith spoke to the board about his credentials and willingness to continue serving as the Chair. As willing candidates for the Vice-Chairperson, member Cindy Brown spoke to the board, and current Vice-Chairperson Jim Fisher provided a video recording presentation because he was unable to attend in person. Upon completion of presentations, Heather requested that all board members in attendance fully complete their ballots and return promptly to WMW staff for ballot count and tallying. Heather stated the results will be announced in Item #10.

7. General Updates

**Information Item**

**a. WMW Financials**

Brenda Isenhardt, WMW Chief Financial Officer, reviewed with board members the current WMW budget for the year ending June 30, 2018. Brenda reviewed that the presented graph is broken down by funding sources from largest to smallest. Brenda reviewed that the funding is awarded through statewide formula allocations and competitive/pilot program grants. Brenda further reviewed that grants are awarded to provide specific goods/services towards specific populations during specific time periods. Brenda further reviewed the pie graph chart noting the budget breakdown by cost category. Brenda also reviewed a budgetary comparison schedule from the prior year and the current year budget. Brief discussion took place, and Brenda answered board members' questions.

**b. Manufacturing Week 2017**

Jay Dunwell, WMW WDB Member, reported that Manufacturing Week works to inspire the next generation of manufacturers by holding month long events to address the common misconceptions about manufacturing. Because of these events, employers and schools are working together to address the skilled labor shortages by connecting with future generations. Jay introduced Jerry Hill, WMW Business Solutions Representative, who stated that in 2016, 3,100 students participated from 40 schools and 77 manufacturers and educational institutions hosted the event. Jerry further reviewed that this year, events are still occurring but as of last week, 5700 students are participating, 165+ manufacturers and educational institutions are hosting events, and over 50 schools are participating. Jerry also reported that many more events will be happening in the next couple of weeks and that they hope to have at least 100 employers signed up for next year by the end of this year's events.

**c. Business Solutions Update**

Deb Lyzenga, WMW Business Solutions Director, reviewed the Skilled Trades Training Fund (STTF) update with board members noting that there are over 374 employers requesting information and 217 employer meetings have been conducted. Deb also reviewed that WMW has received an award from the Talent Investment Agency (TIA) for our work related to the U.S. Department of Labor (USDOL) Apprenticeship Grant. Deb stated that there are 22 participating employers with a total of 132 Apprentices. Deb also reported that the USDOL apprenticeship grant continues to expand and that there are two (2) more Construction apprenticeship programs.

**d. Service Center Updates**

Brittany Lenertz reported that each of our Service Centers will be hosting a variety of events for Veterans week, including Veterans-specific workshops, hiring events, and resource fairs. WMW will be spotlighting our own Veteran staff. Brittany stated that Service Center Managers would be reaching out to our partners requesting them to participate in any of the Veterans week events taking place at our centers. Brittany further reported that WMW has received funding to hire a refugee navigator to assist refugees and other immigrants with

connecting to resources to obtain employment. Further, WMW has partnered with the Literacy Center of West Michigan to provide English as a Second Language (ESL) literacy classes at the WMW Franklin Service Center. Angie reiterated that WMW is one of the four Michigan Works! Agencies that are piloting this program and that WMW staff members are reaching out to area partners for additional assistance with this population. Brittany further reported that WMW Business Solutions has working with Mercy Health, The Christman Company, and other construction contractors to fill employment needs with local community residents. WMW has partnered with Urban League and other organizations for individuals specifically in the Cities of Muskegon and Muskegon heights. Brittany reported that we are part way through the first hiring round and have had excellent responses from the employers and job seekers with approximately 12 being hired and 8 are being placed as apprentices. Board member Shana Welch commended WMW staff for “stepping up to the plate” and making this project possible.

8. WMW WDB Initiatives

**Information Item**

**a. Partner and Employer of the Year Awards**

Jacob Maas, WMW Chief Executive Officer, reported that the Partner and Employer of the Year Award will be chosen by WMW staff in recognizing Employer workforce innovation and Community Partner support. The winners will be presented at the WDB meeting in December. Jacob further noted that we will also highlight the Michigan Works! Associations’ Impact Award Winner at the December meeting.

**b. Essential Service Awards**

Jacob reviewed that the Essential Service Award was created by the Michigan Works! Kent and Allegan Futures Committee in 2008 to recognize the important role of service workers in our community and economy. Nominations are submitted from all seven counties in various categories. Awards are presented at a special Economic Club of Grand Rapids meeting, and volunteers for a subcommittee are being requested.

9. WMW WDB Subcommittee Updates

**Information Item**

Chairperson Dave Smith requested updates on the subcommittee meetings. Dave noted that financial information will be provided at the Executive Committee meetings because Chairs of the Subcommittees are members of the Executive Committee.

**a. Executive Committee:**

In a memo, Angie Barksdale reported that at the Executive Committee meeting in September, committee members and WMW staff discussed information regarding the Infrastructure Funding Agreement (IFA), which is a new Workforce Innovation and Opportunity Act (WIOA) requirement. Angie reviewed the list of required partners who have to pay for the general operation of the One-Stop centers. If the IFA cannot be created and agreed upon locally by all required partners who are providing services in the One-Stop Centers, the Governor is given authority under WIOA to create and impose the funding agreement. Angie further noted that WMW has been meeting and negotiating with partners in our region and is awaiting final state approval before finalizing for signature.

**b. Talent Solutions:**

WMW WDB member and Talent Solutions Chair Shana Welch reported that the subcommittee took a short break over the summer months, but the committee is meeting today to further discuss employability skills and building the talent pool.

**c. Employer Solutions:**

WMW WDB member and Employer Solutions Chair Sherry White reported that the Employer Solutions committee is continuing its work on creation of the employer survey. Sherry reviewed that the survey will be sent out to multiple employers that either currently use, previously used, or never used services offered by WMW.

**d. Strategic Partnerships:**

WMW WDB member and Strategic Partnerships Chair Heather Gluszewski reported that the committee has begun prioritizing the ecosystem mapping and working with WMW's third party consultant who is working on service alignment.

**e. Outreach and Communications:**

WMW staff member Jane Kreha reported that the committee will be meeting with the Employer Solutions committee to begin mapping out the employer survey.

10. Announcement of WMW WDB Chairperson and Vice Chairperson **Information Item**  
Heather Gluszewski announced that based on the ballots tallied, the two-year term Chairperson for the WMW WDB will be Dave Smith, and serving for a two-year term as the Vice-Chairperson will be Cindy Brown. In compliance with the Open Meetings Act, the ballots were tallied as follows:

**Chairperson**

Dave Smith (24 votes): all members present voted for Dave Smith to serve as Chairperson.

**Vice-Chairperson**

Cindy Brown (15 votes): Boss, Brown, Cronick, Gluszewski, Herrington, Hofman, Huesman, Kitchen, Pink, Putnam, Thill, Thomas, Thompson, Welch, White

Jim Fisher (9 votes): Brady, Dunwell, Guy, McLean, Rinsema-Sybenga, Seigo, Semrau, Smith, TenHoopen

11. Other Business **Information Item**

**a. Save the Date: December 11, 2017**

Jacob Maas stated that WMW will be holding its annual December meeting at Frederik Meijer Gardens. WMW WDB members will receive invitations in the next month.

**b. WMW WDB 2018 Meeting Calendars**

Jacob Maas reviewed the meeting calendar for 2018 with board members which was approved by the Executive Committee in September.

12. Public Comment- None

13. Adjournment at 1:10 p.m. by Chairperson Dave Smith

Recorded by: \_\_\_\_\_ Received by: \_\_\_\_\_