

**Crater Regional Workforce Development Board Meeting Minutes**  
**325 Courthouse Road**  
**Richmond, VA 23236**

**Meeting Called to Order: 0840**

**Roll Call: 0851**

**Members Present:**

Chris Johnson  
Pam Allen  
Bruce Sobczak  
Kathy Anderson  
Antoinette Archer  
Carly Woolfolk  
Dr. George Lyons  
Amanda Wilson  
Ramon Puzon  
Jason Williams  
Patty Peterson  
Michael Drewry  
Karen Alyward  
Keith Boswell

**Public Comment:**

Sharon Maddox, VEC District Manager, appreciates the hospitality of being able to hold the CRWDB Meeting in such a nice facility, but suggests in the future, respectfully ask that the Board holds meetings in the Crater district. She also applauds Ryan Follett as the Executive Director—as a partner of the one stop—but as a request, we the need for the Adult Dislocated Worker program needs to happen. One company, in this month will be releasing 200 workers and that's 200 dislocated workers and we do not have a program to help them. So, she asks for the support of the Board to assist Ryan in any way that they can.

No other public comment was presented

- 1. State Branding** by *Sara Dunningan Executive Director of the State Workforce Board*

- An annual public policy poll conducted by VCU was done and two questions were asked:
  - Do you know what a workforce center is? 72% of people said “No”
  - Do you know what career opportunities are available in your community and how to get them? More than 80% of people said “No”
- \$337 Million was spent on Workforce development activities and Virginians aren’t aware of what exactly a workforce is or the services a workforce provides
- Virginia Career Works has four core values:
  - Access-*allowing the public to find you [Workforce Center]*
  - Trust-*customer wants to be able to count on you, they have to be able to count on you to do what you say you were going to do*
  - Support-*we need to let people know we’re there for them*
  - Innovation-*We’ve got to start being less rigid and showing the customer more of what we can do*
- Tested six names in the field, online surveys with businesses, job seekers and incumbent workers came up with a top two.
- Businesses preferred the name *Employ Virginia*
- Individuals chose-*Virginia Career Works*
- There are 61 One Stop Career centers across Virginia
- The Governor has committed \$460k to support local implementation, and request all local boards submit a local implementation plan
- Phase 1 of the implementation plan to be by August 31
- September is Workforce Development month and liked to schedule events all across the commonwealth that will engage businesses, job seekers, and celebrate workforce boards and elected officials
- Recie Smalls is the Crater Regions Brand Champion as each region has Brand Champion
- Branding culture process is in the work and will provide support and resources to the regions, at the state level as much as possible, to continue to build the brand and create a unified brand and awareness
- Looking at strategic partnerships the closer we get to a state wide launch, to get the word out to businesses by connecting with the chamber of commerce and conversations with economic development partners
- From the local marketing perspective there will be a small budget in place for them
- Unemployment Insurance claimants, there are fewer than 24,000 statewide, but not accurate depiction of the people that require services from a workforce

## 2. Consent Agenda & Employer of Record Policy

Call motion to approve consent agenda for March 15, 2018 and also the Employer of Record policy

- a. Motion was made

- b. Motion was seconded
- c. All in favor and no one opposed, motion stands

3. **By-Laws Edit**  
Call motion to approve By-Law edits

- a. deferred until next meeting due to ensure everyone gets a copy

4. **Question/Concerns about CRWDB Staff Reports**

- Adult and Dislocated Worker emergency provider was lost on April 30, 2018
- If talks with the VEC and CRWDB for dislocated worker comes through then the VEC becomes the permanent provider for the adult dislocated worker but still in discussion
- A request to have an emergency provider was granted due to still being in discussion with the VEC
- One Agency has responded to the proposal working with the city of Petersburg's Procurement office
- The emergency procurement will be for one year
- The participants that were enrolled prior to May 1<sup>st, 2018</sup> can continue to get services but participants after May 1 cannot receive new services
- CRWDB can and will talk to ACE hardware store workers but can't service them because a number of them have not received their end date.
- CRWDB cannot enroll new participants for paid training but can inform the participants interested until a provider is in place
- Suggestion: In the interim, the Crater Region have discussion with Turner Road (the Capital Region)—something short term—to direct new participants there, for services—in the meantime—until the Crater Region has a provider in place

5. **Election Process**  
Chris Johnson turns meeting over to Ryan Follett to conduct the election process.

- a. Nominees
  - i. Chair: *Chris Johnson*
  - ii. Vice Chair: *Pam Allen*
  - iii. Secretary Treasurer: *Amanda Wilson*
- b. No additional nominations from the floor, no one opposed
- c. A motion was called to accept the standing nominations as is, effective July 1, 2018
  - i. Motion was made
  - ii. Motion was seconded
  - iii. All in favor, no one opposed

Ryan Follett turns meeting back to Chris Johnson as the newly elected Chair.

- Expand the executive committee, comprised of four standing committees:
  - Public Outreach Committee –No Chair (Open)
  - Youth Service Committee—Dr. Lyons
  - Training Provider Committee—No Chair (Open)
  - Business Service Committee—Bruce Sobczak
- Need to fill the chairs, because the work of the Workforce Board is truly done in the committees

## **6. Monitoring Report**

- a. Suggestion: To receive a copy of the reviews of any reports
- b. Chris Johnson: “As long as I serve, you will get a copy of everything. There will be no information withheld as a board member.”
- c. The Executive Committee doesn’t have any greater authority than the Board. The authority is held within the Board and work for the Chief Elected Officers (CEOs Meeting May 29, 2018)
- d. [www.craterworkforce.org](http://www.craterworkforce.org) provides minutes, location of meetings, but if not available, at the minimum the date and time of the meetings will be posted

## **7. Open Floor**

- a. Kathy Anderson: Enrolled about 60 people and will graduate about 45 people
- b. 250 people registered for 10 spots in CNA Class, and opened it to 33 spots and will have about 20 graduates.

## **8. Motion to Adjourn**

- a. Motion was made
- b. Motion was seconded
- c. No one opposed

## **9. Meeting Adjourned at 1032a**