

**MINUTES OF THE
CAREERSOURCE FLAGLER VOLUSIA
BUSINESS DEVELOPMENT COMMITTEE
February 10, 2021**

A meeting of the CareerSource Flagler Volusia Business Development Committee was called to order via Microsoft Teams, at 11:00 a.m. on the 10th day of February 2021, pursuant to written Notice fixing said time and place; the same being filed and attached to these minutes.

Dr. Aubrey Long Chaired the meeting and Ms. Jennifer Gosling served as the Recording Secretary. Dr. Long asked Ms. Gosling to call the roll.

The following members of the Business Development Committee were present:

Ms. Mary Jo Allen, Chief Nursing Officer – Halifax Health
Ms. Kelly Amy, Manager of Strategic Partnerships – Volusia County Schools
The Honorable Barbara Girtman, Councilwoman – Volusia County Council
Mr. Brad Harris, Business Manager – Volusia County Division of Economic Development
Ms. Nancy Keefer, Executive Director – Daytona Regional Chamber of Commerce
Dr. Aubrey Long, Owner – Long Global Enterprises
Mr. Keith Norden, President & CEO – Team Volusia
Mr. Shailesh Patel, President – Dredging and Marine Consultants
Mr. Eric Remington, Chief Technology Officer – DME
Ms. Heather Shubirg, Executive Vice President - Team Volusia
Mr. John Wanamaker, CCIM – Coldwell Banker Commercial AI Group

The following guests were also present:

Mr. Remie Beaulieu, Senior Network & Systems Engineer – CareerSource Flagler Volusia
Ms. Kimberly Grey, Operations Director – Eckerd Connects
Ms. Angela Hamilton, Workforce Policy Analyst – CareerSource Flagler Volusia
Mr. Charlie Howell, Vice President Business Development & Technology – CareerSource Flagler Volusia
Mr. Howard Johnson, Data Manager – Eckerd Connects
Ms. Robin King, President & CEO – CareerSource Flagler Volusia
Ms. Velma Lowe, Managing Director of Operations – Career Steps, Inc.
Ms. Trish McGetrick, Business Development Specialist – CareerSource Flagler Volusia
Ms. Loren McGinley, Accounting/LMI Specialist – CareerSource Flagler Volusia
Mr. Frank Mercer, Center for Business and Industry – Daytona State College
Ms. Donna Runge, Region 11 Administrator – Department of Economic Opportunity
Ms. Christine Sikora, Vice President of Innovative Workforce Solutions
Ms. Kathy Spencer, Director of Business and Career Services – CareerSource Flagler Volusia
Mr. Mack Thomas, Program Manager – Eckerd Connects
Mr. Brian Willard, Program Manager – Road to Success

Ms. Jennifer Gosling, Executive Assistant – CareerSource Flagler Volusia

Dr. Long called the meeting to order and asked for a motion to approve the minutes from the September 23, 2020 meeting.

1. After discussion, upon motion duly made, seconded and unanimously carried, the Business Development Committee approved the September 23, 2020 minutes.

Dr. Long reported that at the January Board and Committees Workshop, there were two speakers on Diversity, Equity and Inclusion (DEI). He asked those who were in attendance for their feedback on the discussions and to recount what they heard. Mr. Charlie Howell advised that the second speaker was from NASCAR and their company created a new position specifically for DEI, and he felt that creating DEI positions will be a growing trend within companies. He stated that he was impressed by some of their initiatives and by NASCAR's effort to be inclusive. The Committee discussed further their impressions of the DEI conversations. Ms. King advised that the Executive Committee will discuss next week the potential to work with Dr. Deanna Wathington on the DEI initiative at future Board meetings. She asked Committee members who are not Board members if they would like to join the Board as the DEI training continues. The Committee agreed that additional training would be beneficial. Ms. King stated that it will be staff's recommendation to the Executive Committee that all Committee members be invited to attend the training sessions.

Dr. Long advised that On-the-Job Training (OJT) contracts are scored on a variety of factors, and CareerSource Flagler Volusia is considering changing the algorithm. He asked Ms. Angela Hamilton to explain the proposed changes. Ms. Hamilton explained that current OJT contracts can reimburse employers up to fifty percent of a new employee's wages, and that the contracts are weighted based on factors such as hiring individuals with barriers to employment, targeted industry sectors, and high-wage positions. She advised that CareerSource Flagler Volusia are proposing adding an additional weight for dislocated workers impacted by COVID-19 which will increase the potential for a business to be reimbursed for up to seventy-five percent of the employee's wages.

The Committee was asked for their opinions on this change to the OJT contracts. Mr. Frank Mercer stated that from Daytona State College's (DSC) perspective, the proposed change to the OJT algorithm for dislocated workers would be great. Dr. Long asked how many programs DSC benefits from having OJTs. Mr. Mercer responded that DSC does not use the OJT program frequently; however, they work with many local businesses

who rely on the program, and it would provide greater supplementation to the classroom training a company's employees receive through DSC. Mr. Howell advised that CareerSource Flagler Volusia is currently considering if part-time and wages under \$12 an hour could be included. He explained that the individuals affected by COVID-19 need opportunities, and the available job openings are decreasing. Mr. Howell stated that CareerSource Flagler Volusia is looking at ways to expand their reach and provide more services to the populations that need it most. Ms. King advised that this focus on dislocated workers ties into the equity initiative. She stated that this idea came from talking with the First Step Shelter, and that by incentivizing dislocated workers, it would encourage employers to take a chance. Ms. King noted that full-time may not be an option for many employers right now. She stated that part-time and lower-wage OJTs would be a small fraction of the contracts CareerSource Flagler Volusia offers so it would not affect performance very much.

Ms. King asked if the Committee agreed with this approach. Mr. Mercer advised that DSC has a Rapid Credentialing grant that has condensed a 600-hour CNC Machining program down to 150 hours. He stated that it supplies participants with enough knowledge to show an employer their potential; however, more training is needed. He advised that the OJT expansion could assist employers who are hiring participants of this Rapid Credentialing grant, and he noted that there are several participants in the current cohort who belong to the First Step Shelter. Mr. Shailesh Patel recommended that if the algorithm is changed for one group, OJTs should be kept consistent for everyone.

Questions were raised on whether we would be using a finite resource to fund part-time jobs that do not have the longevity or community impact that a full-time position would provide, and if the OJT program assists individuals leaving the justice system. Ms. King responded that anyone is eligible for the OJT program and that contracts are weighted more heavily for putting to work individuals with barriers to employment; individuals leaving the justice system would fall into this category. She clarified that the proposed seventy-five percent reimbursement for dislocated workers was separate to the potential inclusion of a few part-time contracts. Ms. King explained that currently, workforce development boards are underspent system-wide. She advised that the addition of part-time contracts would be a short-term measure. Ms. King noted that the majority of dislocated workers have been affected by COVID-19 and these changes would apply to nearly everyone. She stated that CareerSource Flagler Volusia is looking at ways to put individuals back to work quicker because one lesson learned during the recession was that the longer someone is unemployed, the more unemployable they became.

Mr. Long called on Ms. Hamilton to provide an update on the Youth Employment Training Initiative (YETI) program. Ms. Hamilton provided some history of the program and how it began. She stated that CareerSource Flagler Volusia entered into an agreement recently with the Boys and Girls Club of Volusia/Flagler that will fund sixteen junior positions. Ms. Hamilton advised that the program would hire older youth as junior staff and they would be assigned to help and mentor the younger youth. She stated that currently, eight of the sixteen positions have been filled. Ms. Hamilton reported that CareerSource Flagler Volusia is conversing with the Chiles Academy about a potential internship program that will focus on employment and soft skills training. She stated that after successful completion of the internship, participants would be employed at participating businesses partnered with the YETI program. Ms. Hamilton advised that the participants' wages would be paid through the program, and we are actively seeking businesses to partner with. She asked the Committee to let her know if they are interested in participating or know of a business that might be interested. Ms. Hamilton explained that the wages would be paid through Temporary Assistance for Needy Families (TANF) funding, and participants are required to meet TANF eligibility to be enrolled.

The Committee asked what ages were being targeted for the YETI program. Ms. King responded that the participants being placed with businesses will be sixteen, seventeen, or eighteen if they are still in high school. She advised that YETI could offer an employment readiness training for younger participants, and CareerSource Flagler Volusia is looking at ways to serve individuals from nineteen to twenty-four years old. Ms. Mary Jo Allen stated that she had some ideas on how Halifax Health could partner with YETI and asked to discuss this further.

Dr. Long asked if there was a stipend for younger participants of YETI's work readiness program. Ms. King replied that if a partner's program included compensation for their participants then it would be an allowable expenditure through the YETI program. Mr. Patel asked about the wage requirement. Ms. King advised that there is no set wage. She stated that ideally, the participants would be paid the same type of wage as other employees doing the same type of work. Mr. Patel advised that he would be interested in discussing a possible partnership. He stated that he owns a motel in the area, and there may be some opportunities for youth in the hospitality field. Dr. Long advised that he has had some conversations in the community and there are a few groups he spoke to that are interested in the YETI program.

Dr. Long asked Ms. King to speak on the Support to Communities: Fostering Opioid Recovering through Workforce Development Grant. Ms. King reported that eleven counties in Florida were eligible to apply for a workforce recovery grant from the U.S.

Department of Labor. She stated that Volusia County is eligible by the number of opioid overdoses that occur locally. Mr. King advised that CareerSource Flagler Volusia has entered into an agreement with the Volusia Recovery Alliance who will be the staff at the forefront of the recovery efforts. She stated that one focus of the grant is to bring awareness and training to HR professionals so that they know how to respond to the needs of their workforce. Ms. King asked for suggestions on how to best approach HR professionals. She stated that CareerSource Flagler Volusia is involved with the Society for Human Resource Management (SHRM) and asked how we can reach those who are not involved with SHRM. Additionally, Ms. King stated that CareerSource Flagler Volusia is seeking ways to reach out to small businesses who may not have an HR professional. She explained that the objectives include reducing the stigma surrounding substance use disorder and providing the business with the tools needed should they have a situation in their organization arise. Ms. Allen recommended reaching out to the Chambers of Commerce to assist in business outreach. Ms. King thanked Ms. Allen for her suggestion. She advised that this grant is for three years and asked Committee members to let her know of any other suggestions they may have.

Next, Mr. Howell reviewed the Strategic Imperatives with the Committee. He called attention to the Gig Economy task under the Collaborative Partnerships imperative. Mr. Howell advised that CareerSource Flagler Volusia is to play a supportive role with local entrepreneurial entities. He stated that a member of staff has become an organizer for the Daytona Beach 1 Million Cups group. Mr. Howell reviewed the Strategic Imperatives further and asked the Committee if there were any new tasks that should be added. The Committee had no new tasks to add at this time.

Dr. Long opened the floor to other business. Mr. Howell advised that for the last seven months, Ms. Susan Rink has been working with the CareerSource Flagler Volusia staff on contextual leadership training. He explained that every person has a view of the world based upon their background and experiences. Mr. Howell stated that contextual leadership is about understanding your own context as well as the other person's and shifting to a context that will facilitate a common desired outcome. He advised that CareerSource Flagler Volusia is making videos of this training that will be uploaded to the training site for anyone who is interested. Mr. Howell stated that if anyone has any questions on contextual leadership, to let him or Ms. King know.

Mr. Howell reminded the Committee that media release forms were sent to all Board and Committee members and asked that they please sign and return them. He explained that all meetings and some of our other activities are recorded, and CareerSource Flagler Volusia may want to use those materials in other projects.

Mr. Howell advised that CareerSource Flagler Volusia has been changing the format of the Alliance4 during the COVID-19 pandemic. He stated that last year, each industry sector met virtually in separate meetings and those recordings will be made available for viewing. Mr. Howell reported that in a recent meeting all of the industry facilitators shared what each industry is doing. He noted that there were some common themes among the industries, and there may be opportunities to combine several of the industries and bring in guest speakers. Mr. Howell advised that more virtual meetings may be scheduled for April and information on those events will be forthcoming.

Mr. Brad Harris raised a question on employment activity and what industries are hiring. Ms. King responded that CareerSource Flagler Volusia is very active in sharing hiring information on social media, and she recommended following CareerSource Flagler Volusia to receive updates. She stated that the hospitality industry has been the most impacted by COVID-19, and CareerSource Flagler Volusia has been working with the impacted employees to transition them into new fields. Ms. King advised that ~~we held~~ a virtual job fair was held on January 27th and there is another one planned for March 10th. She stated that CareerSource Flagler Volusia is looking into alternate ways to reach jobseekers who are not on social media.

Ms. King reported that the Reemployment Assistance work search waivers are in place until the end of the month. She advised that if the waiver is not extended, there is no way to know how many individuals may come to CareerSource Flagler Volusia for assistance. She stated that the last report received from the Department of Economic Opportunity (DEO) estimated 12,000 individuals were receiving benefits.

A question was raised on whether some industries were rebounding more than others. Ms. King replied that every industry that experienced layoffs also had companies within those same industries that were hiring. She noted that companies that could pivot and display flexibility were less affected. Ms. Allen advised that the healthcare industry has many positions open, including IT and other support fields. Ms. Sikora suggested holding a healthcare-related virtual job fair, and Ms. Allen agreed that would be helpful. A discussion ensued on the school system's need for bus drivers and teachers. Ms. Kelly Amy stated that the school system is actively looking for ways to incentivize teachers and offer additional assistance to bus drivers. She noted that one obstacle is secured housing, and the schools are looking into any programs that can help with security deposits or other housing assistance. Mr. Mercer advised that there is a program through the Educator Preparation Institute that can provide an alternative route for teacher certification for mid-level workers in other fields that may want to transition to a Career and Technical Education position that relies on their area of expertise.

Mr. Patel asked if there was a better way to reach out to businesses. Ms. King replied that we partly rely on CareerSource Florida's "Help is Here" campaign, and Business Services Representatives continue to do business with new companies. She stated that OJTs are not significantly underspent; it is the classroom training where the shortage is most prevalent. Ms. King discussed the recent "Get to Know Healthcare" outreach campaign. She noted that the Women in Manufacturing campaign is on hold until in-person events are allowed. Ms. King advised that Alliance4 industry groups were asked where businesses get their information and the answers were not consistent. She stated that multiple outreach methods have been employed including advertisements on buses and billboards. Ms. King advised that from all the methods that CareerSource Flagler Volusia has used, word-of-mouth has remained the best source of outreach to both jobseekers and businesses.

Mr. Patel stated that he takes part in the Volusia County Association for Responsible Development (VCARD) and there are many businesses involved in the group. He suggested that CareerSource Flagler Volusia could hold a presentation for the group in addition to the Chambers. Ms. King stated it has been a while since CareerSource Flagler Volusia has engaged with VCARD. She advised that at least annually, she presents at the Daytona Beach Chamber's Eggs and Issues. Additionally, SHRM holds events every six months and Ms. King noted that CareerSource Flagler Volusia is frequently a sponsor which provides for a place to speak about services.

With no other business to be heard, the meeting was adjourned.

Recording Secretary