

**Workforce Development Board of South Central Wisconsin, Inc.
Full Board Meeting Minutes**

**Monday, March 12, 2018
Madison College – Health Building
1705 Hoffman Street
Madison, WI
11:00 a.m. to 1:00 p.m.**

Members Present: Pam Christenson, Chair; Dave Branson, Laura Cataldo, Kathy Cromey, Alex Fralin, Nick Lampone, Alan Langeteig, Francis Langer, Margaret Leitinger, Ann McNeary, Brian Pulford, Elizabeth Roddy, Ed White, Bryan Woodhouse

Via Conference Call: Marcia Christiansen, Traci Jones, Barb LeDuc, Dave Phillips, Linda Mingus, Lisa Pollard

Guests Present: Jason Frey, Jon Danforth, Lisa Hollman

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Jackie Hall, Megan David

Christenson called the meeting to order at 11:05 am. She noted a quorum was present and the meeting was properly noticed.

Agenda Item 1 – Introductions & Announcements

Christenson welcomed everyone and everyone introduced themselves. No one registered for public comment.

Agenda Item 2 – Review and Approval of January 18, 2018 Full Board Meeting Minutes –

Christenson asked for a motion to approve the January 18, 2018 meeting minutes as presented. Branson moved to approve the minutes as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Report of the Executive Committee

Christenson shared that there is no Executive Committee to report on. The Executive Committee will meet on Thursday, March 15, 2018. She mentioned that in January, the Executive Committee talked about the procurement cycle and the Request for Proposals are currently out.

Agenda Item 4 – Educational Forum



Partnerships and pathways for economic growth

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Christenson welcomed the panel of Economic Development professionals. Each panel member addressed the following questions: How do you see your talent landscape? How are you doing in this space? Who are your collaborators? If you are doing anything deliberately – what ideas would you be interested in exploring with us? Who do you see as critical partners?

Ed White – Executive Director of the Sauk County Economic Development Corporation

- Sauk County employs a lot of Hispanic workers. There has been a shift of Hispanic workers coming from Mexico and Central America. In addition, Puerto Rican workers
- Upper end professionals are not the problem. It's the skilled trades that are hard to attract.
- Every day production workers are also a problem.
- There are employment opportunities for those without degrees but not high wage. Manufacturing, accommodations and food – traditionally lower skill, lower wage job.
- Area see growth – information, finance, insurance. Growth of 10-20% in the next five years.
- To support the Hispanic population, Sauk County staff held meetings and survey groups and found that GED is a top priority. ESL is second priority to better acclimate to the community. At the first meeting, 104 people sign up for ESL in collaboration with Madison College.
- Sauk County is working with Baraboo schools to get teachers into businesses – they are doing business visits on April 25, 2018. Pilot project that hope to expand in future.
- Working with Sauk Co Chamber on roundtables.
- Also doing a housing study.
- Summer workers are working through J-1 programming which is a cultural program through the state . J-1 visa rules prohibit participants from seeking other employment from the intent of the J-1 visa.
- Come Home to Sauk County campaign. Marketing campaign. Following up on 15 year graduates about moving home.
- Collaborators – Madison College, UW Baraboo, Seats Inc., Mad Rep
- Critical Partners – WDB, Companies, Schools, CESA 5
- Working On – 18-24 year old group
- Location quotation for the Sauk County Industries – what you would find in your region based on the nation.
 - Production 2.08 vs 1.48 in region.
 - Manuf 1.89 vs. 1.81
 - Retail 1.26 vs. .98
 - Entertainment 1.28 vs. .95
 - Food 2.11 vs. 1.01

Vicki Pratt – Executive Director of the Jefferson Economic Development Corporation

- Jefferson County is dominated by manufacturing.



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- Population is 175k between Jefferson and Dodge.
- Transportation routes are very important which creates a lot of activity.
- Population projections – by 2040 – increase populations 65+ by over 100%.
- Unemployment – 3%
- Businesses are negotiating back with retirees to job share.
- Buying businesses in other states just for the workers.
- Three Big Goals – Business Development, Workforce Development, Marketing/Branding
 - **Strategy One**
Workforce/Talent Skill Development and Alignment: Work collaboratively to ensure the skills of the workforce match employers’ needs, and that area employers are informed on competitive wage and benefit packages necessary to attract and retain talent.
 - **Strategy Two**
Talent Attraction: Work with area business leaders, municipal leaders and other organizations to support efforts to create an environment conducive to attracting workers from outside the Jefferson and Dodge county area to accept employment opportunities within the two counties.
- Pratt would like to see a 5 year income tax incentive break for people who move here from another state and work in WI.
- Labor Availability Analysis
 - Report will be ready 3/31/18
 - Preliminary Data suggests:
 - There are workers available for jobs in Manufacturing in Dodge and Jefferson counties
 - > 2000 Interview completed
 - 49% are willing to take a job in Manufacturing
 - 53% willing to work in Manufacturing in Dodge
 - 56% willing to work in Manufacturing in Jeff Co
 - \$ 28.50/hr. is mean desired wage – Dodge Co
 - \$ 28.86/hr. is mean desired wage – Jeff Co.
 - Desired benefits run the gamut with Pay being most important and child care least.
- Launching a new website. Future come home campaign.
- Partners:
 - Chambers
 - SHRM
 - DWD
 - WDBSCW
 - MadRep
 - MBA – Manufacturing Business Alliance
 - Private Sector Business
 - Watertown Community Health Foundation
- Program Ideas – From your own data and from anecdotal feedback from many business visits:



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- **Life Coaches** – From training through first year of work. Many folks lack the basic skills/experience to understand how to organize their lives around a job.
- **Remove Age Barriers** – WHY not support anyone wanting to upskill to up-earn?
- **UpSkill Training for Everyone!** The way to reduce the percentage of working poor is to give them better skills.

Schramm mentioned the mature worker campaign. Are companies that are doing the job sharing – are they creating a culture of job sharing within? They are looking at how they can do it across the board; Pratt thinks they will see more of this. Would be great to have someone lead this charge.

McNeary asked if the people in Jefferson affected by Tyson and McCain get jobs. Yes.

Pulford stated that we do need immigrant reform; likes the idea of Puerto Rican workers.

Christenson asked about the buying of companies just for the workers. Buying capacity and labor skill set.

Bill Wheeler – Executive Director of the Tri-County Economic Development Corporation

- Tri-County is made up of Marquette County, Waushara County and Green Lake County.
- Four Technical Colleges serve these areas but none have physical locations in these areas.
- 58,000 people among three counties
- Critical mass is not there.
- Very rural and very poor.
- Not much manufacturing base. Relying on an industry or two to keep these areas going.
- Challenge – Trying to recruit a physician to live in the county; have facilities but Dr.'s are not attracted to this area.
- Housing is an issue. Many are living 40-50 miles away. They leave when they find a job closer to their homes.
- They are doing a housing study in Marquette County. If you are going to bring in developers, you need a housing study.
- Wheeler believes showing students that industry has changed is beneficial.
- Barriers to Employment – Failed drug tests. Failed math tests.

Schramm shared that the logistics in that area is constantly a deal breaker. The biggest problem is people don't want to travel to go to school.

Schramm shared that a high school diploma is what employers are looking for now vs. bachelor degree and associate degree. Cataldo noted that apprenticeship could be an entry point into higher education.

Mike Zimmerman – Economic Director at the City of Fitchburg



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- Fitchburg is located on the south side of Madison. It includes 3 school districts and 5 zip codes. Former Township; incorporated 35 years ago.
- There is a lot of economic diversity as well as workforce diversity.
- Diverse industry mix with healthcare/social science, professional/scientific/technical services, and retail trade being the leaders.
- Education and skills gaps to address.
- Economic Growth – Fitchburg has the second highest net new construction % increase of cities in Dane County. Exceeds the average % increase of all Dane County municipalities’ net new construction.
- Population Growth – Among the top 10 largest population gainers for all WI cities and villages. In 2015-2016, welcomed 921 newcomers.
- Fitchburg is young and growing as well as racially diverse. Median age is 34.
- Tale of two cities – white, highly educated and diverse, economic disparity.
- Employment growth – Placon, Sub Zero/Wolf. Companies like Sub Zero are paying \$19-20/hr.
- McDonalds – technology is going to replace workers in the future. Fitchburg McDonalds offers touch screens to take orders.
- Talent Attraction – The Fitchburg Staybridge Suites is attracting a lot of Latino families.
- Customized Training – Communication / Connect / Convene / Collaborate
- Transportation – Ride share program. Pilot program to connect east and west portion of Fitchburg. Can get a ride for \$2 to transfer point.
- Healthy Neighborhood Initiative – Community Organization Grants to address public health and safety, deteriorating environments and access to opportunity.
- Economic Development Strategic Plan
 - Expand Economic Opportunities and Work Based Training for Youth and Young Adults
 - Improve Transportation Connection Between Underserved Neighborhoods and Adjacent Job Centers.
 - Partner on Workforce Development
- Housing – Housing task force launched in January. Study to be completed by June 2018.

Agenda Item 5 – Meeting Adjournment

With no additional business for the Committee, Christenson asked for a motion to adjourn at 1:04 p.m.

Adjourned: 1:04 p.m.

Respectfully Submitted:

Brian Pulford
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:



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- Agenda
- Draft Full Board Meeting Minutes from January 18, 2018
- Financials
- PowerPoint Presentations



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