

**Workforce Development Board  
Meeting Minutes  
Tuesday, March 21, 2023  
8:00AM - 9:30AM  
United Way Building - Rochester Room  
Board members also attended via Zoom**

**Attendees:** Dana Abramson, Marco Altieri, Zachary Arnold, Mary Beth Artuso, Kaitlyn Bond, Bert Brinkerhoff, Sergio Esteban, Melissa Geska, Janelle Harris, Glen Jeter, Tyrone Reaves, Gary Rogers, Alma Vieru, Michael Weed, Randy Andre, Robin Cole, Rodric Cox-Cooper, Rick Donovan, John Brach, Shawn Futch, Shirley Green, Ana Liss, Danielle Maloy, Roosevelt Mareus, Joseph Morelle, Angelica Perez-Delgado, Patricia Stovall-Lane

**Absent:** Rachel Baranello, Thomas Battley, Bob Coyne, Joe Wesley, Corinda Crossdale, Seanelle Hawkins, Grant Malone, Maggie Rivera, Mark Rogacki

**Staff:** David Seeley, Viatta Carter, Jeanine Frenz, Lee Koslow, Behiye Mansour, Mary McKeown, Laura Seelman, Antwan Williams, Marisol Young, Joseph DiPiazza

**Guests:**

**Call to Order:**

The meeting was called to order by Sergio Esteban at 8:03AM.

**Introductions:**

Dave Seeley welcomed our 5 new Board Members, which include:

- Marco Altieri, All-American Home Care  
Chief Executive Officer
- Kaitlyn Bond, Rochester Regional Health  
Senior Director of Talent Acquisition
- Janelle Harris, Greater Rochester Chamber of Commerce  
Supervisor, Background/Drug Screening Services
- Maggie Rivera, Paychex, Inc.  
Director, DEI & Employee Experience
- Alma Vieru, LMT Technology Solutions  
Vice President of Operations

**Approval of Meeting Minutes**

A motion to approve the December 20, 2022 meeting minutes was made by Melissa Geska and seconded by Shirley Green. The motion was passed unanimously.

**Finance Committee:**

**Financial Report - Review of Q2, Program Year 2022**

Jeanine Frenz provided financials covering the Summary of Expenses October 1, 2022 - December 31, 2022.

Revenue included the following:

- The majority of WIOA spending was in the Adult category.
- The Emergency Recovery - National Dislocated Worker Grant (ERDW) was originally scheduled to sunset 09/30/22. The grant has been extended and will now sunset 09/30/23.
- The NY SCION Grant is a 3-year grant at \$100K per calendar year. We are currently in our second year of this grant.
- The contract for the Skills Training and Experience Program was not executed by the County until November 1st. Unfortunately, this was effective September 1st, but we did not allocate any resources to this effort until November 1st, so between the STEP and Employment Assessments, we will likely end the year around \$160,000.
- ESL Tech Refresh Grant; there is approximately \$28,000 left of unspent funds.
- ERS Mother Cabrini; this grant covers paid work experience for individuals affected by substance abuse and has approximately \$70,000 left of unspent funds.
- The Gun Violence Prevention (GVP) Program will sunset 03/31/23 and will not be renewed.

Program Expenses included the following:

Direct Expenses:

- Individual training accounts fell a bit in the second quarter, but with the new semester starting in January, we will see an uptick in spending on this line for the next quarter.

Service Provider Payments:

- These payments are on budget since these are Youth related expenses.

Total Program Expenses:

- These expenses are 43% of the budget, so we are close to plan for the year.

Operational Expenses are on budget for the quarter and include the following:

- Salaries and benefits are under budget due to some open positions. Salary increases were provided in the 3-5% range, effective January 1, 2023, which will increase our spending in this category.
- All other Operational Expenses are on budget for this quarter except for Office Operations. A large part of this expenditure was related to the ESL Grant.

A motion to approve the Financial Report as presented was made by Joseph Morelle and seconded by Robin Cole. The motion was passed unanimously.

### **Items for Board Action**

#### **Transfer of WIOA Funds:**

Jeanine reported that we are asking the Full Board to authorize the transfer of \$200,000 in WIOA funding from Dislocated Worker (DW) to Adult. Justification for the request includes the following:

- Due to a new allocation methodology, our allocations have changed to reflect a more accurate representation of how our staff is allocating their time.
- Currently, Adult funds are approximately 50% expended for PY 2022, while DW funds are expended at approximately 16%.
- The amount of funding requested for Adult ITAs has jumped considerably this program year. As of the end of January, DW accruals and obligations for ITAs are approximately 20% of Adult accruals and obligations.

- The Executive Committee voted to authorize this transfer at its February 21, 2023 meeting.

A motion to authorize the transfer of \$200,000 in WIOA funding from Dislocated Worker to Adult was made by Glen Jeter and seconded by Gary Rogers. The motion was passed unanimously.

**Procurement & Purchasing Policy and Subrecipient Monitoring Policy:**

Jeanine reviewed the following under each of these policies:

**Procurement & Purchasing Policy**

- Intended to ensure our procurement requirements are not more restrictive than those required by US Code and NYSDOL
- Clarifies Conflict of Interest for WDB members
- Provides that small purchases under \$10,000 do not require WDB approval, with the exception of equipment purchases and facility renovations above \$5,000, which require both Executive Committee and full WDB approval
- Purchases of items between \$10,000 and \$150,000 require written quotes (whenever possible, at least three) and require the approval of the Finance Director and Executive Director
- RFPs are required for procurement of services, supplies or equipment above \$150,000
- RFPs will still always be required for consultants (i.e.: strategic planning, auditor) and subrecipient procurement.

**Subrecipient Monitoring Policy**

- Ensures compliance with NYSDOL Technical Advisory and WIOA regulations regarding sub-recipient monitoring
- RochesterWorks provides monitoring on behalf of the Local Workforce Development Area (LWDA) for program, fiscal and performance compliance
- This policy codifies RochesterWorks staff, and WDB responsibilities
- Provides a timeline for sending and requesting information from sub-recipients before, during, and after audits
- Identifies monthly, quarterly, and yearly biennial monitoring activities
- Identifies who receives the annual and biennial monitoring reports

A motion to amend the Procurement & Purchasing Policy and the Subrecipient Monitoring Policy as presented was made by Ana Liss and seconded by Joseph Morelle. The motion was passed unanimously.

**Approval for Purchase of Furniture:**

Jeanine noted the following in the request to purchase furniture for the meeting space located in the lower level of the Career Center:

- RWI staff is requesting expenditure of funding in the amount of \$15,033 to purchase 20 tables and 50 chairs for the Career Center lower-level training facility. The facility is approximately 2,200 square feet.
- We solicited quotes from seven providers who are listed on the NYS contracting website and received five responses ranging in cost from \$14,558 to \$29,114.
- The lowest cost quote was disqualified because none of the options were ADA compliant and that was one of the requirements of the quote.
- The successful bidder is Intivity, a provider we have used previously to procure office furniture.

A motion to approve the expenditure for the furniture for the meeting space in the lower level of the Career Center was made by Shawn Futch and seconded by Melissa Geska. The motion was passed unanimously.

**Youth Committee:**

**Summer Youth Employment Work Experience Sites:**

Antwan Williams began the discussion by noting the Summer Youth Employment Program is well on its way, including 1,300 Youth who have applied for summer employment. There are 2 weeks left for the youth to apply. Last week, approximately 700 mailers were sent out to get parents involved, for them to know that their young person has applied. This week, another 500 mailers will be sent out via snail mail. Antwan and Theodore Jordan have met with various partners, getting them involved and helping them to understand the process while getting help with their kids involved in summer employment. Last year, 560 youth were served and this year we will be serving 700 youth, and we are right on task to do this.

**Item for Board Action**

On behalf of the Youth Committee and the 8 individuals who read and evaluated the proposals, Antwan would like to recommend approval from the Board in regard to the following:

Recommendation: Fund eleven (11) organizations, not to exceed \$548,888 in contracts.

Purpose of Funding: RochesterWorks published a Request for Proposals to seek out community partners to deliver structured employment-based paid summer work experiences for youth. Eleven (11) proposals were received. RochesterWorks anticipates funding to support this purpose in the amount not to exceed \$548,888.

A motion to approve funding not to exceed \$548,888 to 11 organizations for the Summer Work Experience for Youth was made by Shirley Green and seconded by Tyrone Reaves. The motion was passed unanimously.

**Workforce Innovation and Performance Committee:**

**Items for Board Action**

**Priority of Service/Supportive Service Policies:**

Lee Koslow began the discussion noting we have a couple of recommendations coming to us from the Workforce Innovation & Performance Committee to revise 2 of our local policies, which include Policy 101 Priority of Service and Policy 103 Supportive Services.

Lee provided a little background on the revisions. The Workforce Innovation and Opportunity Act (WIOA) requires that we give Priority of Service to 3 Federal Priority Populations, plus any additional State or local populations the State or the local areas choose to serve. Priority of Service means that where services are not limited, Priority Populations will get the service first, before the non-priority populations. Where services are limited, such as training or supportive services, the Priority Populations will get the service. The non-priority populations will not be eligible for the service, because there is not enough of it to go around.

The Federal priority populations defined in the law include Public Assistance recipients, other low-income individuals, and individuals who are basic skills deficient, including English language learners. USDOL also requires that we provide Priority of Service in all of the DOL funded programs for Veterans and eligible spouses. The State of New York now has a new

technical advisory that includes 3 State Priority Populations, including individuals with disabilities, justice-involved individuals, and single parents (including single pregnant women).

Normally, these are technical revisions required by a change in State policy, and we would not bring it before the Board, but the change in the policy will have an impact on services that are offered and it will bring these additional populations in, giving them a higher level of service, or giving them services where they might not have been eligible if they did not meet other criteria, such as the low income or public assistance beforehand.

Lee shared a table of information that explains the Levels of Service, who the Current Priority Populations include, and who the New Priority Populations would be. This is under our Policy 101, Priority of Service and Policy 103, Supportive Services.

- All, Veterans and eligible spouses already have Priority of Service, that will not change.
- Individualized Career Services, things such as a comprehensive assessment and an Individualized Employment Plan, those services were previously offered first to Public Assistance recipients, other low-income individuals, and individuals who are basic skills deficient. We will need to add in, to comply with the State policy, individuals with disabilities, justice-involved individuals, and single parents (including single pregnant women).
- ITA Training Services, we previously served those same 3 Priority Populations that are required in the Federal law, but in addition to that, for low-income individuals, we included those who would be low income, but they may not be, just because they are receiving unemployment benefits or child support. We also included employed workers who are earning \$20.05/hour or less. To comply with the State policy, we will be adding in individuals with disabilities, justice-involved individuals, and single parents (including single pregnant women).
- OJT, Customized Training Services, and Transitional Jobs, we were serving our 3 Priority Populations, plus all individuals in need of Career Development Services. These are individuals that were not categorized as Job Search Ready, because either they did not have a career goal, they did not have the skill level they needed for their career goal, or they had barriers that needed to be addressed. To comply with the State policy, we will be adding in individuals with disabilities, justice-involved individuals, and single parents (including single pregnant women).
- For Supportive Services, Veterans and eligible spouses received priority before and they will continue to receive priority. Previously, we would serve all unemployed individuals as our Priority Population, plus public assistance recipients, plus other low-income individuals who happen to be employed, even if it is unemployment benefits or child support that puts them over the limit, as well as any employed workers who may not meet the low-income threshold, but who are earning \$20.05/hour or less. We will be adding in the 3 State Priority Populations in the policy: individuals with disabilities, justice-involved individuals, and single parents (including single pregnant women).

### **Self Sufficiency Wage:**

Lee noted the WIOA law requires that each local area set a self-sufficiency wage for Adults. That is the wage at which we can say that you probably do not need our services because you have already made it to a level where you are getting a self-sufficient wage. For years, the self-sufficiency wage has been \$25/hour and now, \$25/hour is not really a self-sufficiency wage for a lot of family compositions in Rochester and Monroe County. Since September, the Workforce Innovation & Performance Committee has done a deep dive, looking into what we should do, should we update the self-sufficiency wage? If so, which one should we choose? To help prepare committee members in making this decision, they reviewed the following 3 principles:

- The calculation needs to be simple. Therefore, we should continue to go with one wage level, regardless of family composition.

- When making a decision on the wage level, we should take into account either the most common family composition, or the most common family composition in need of our services.
- We need to select a measurement benchmark that is reasonable, is updated regularly, and gives data that is accurate for Monroe County.

The group settled on a recommendation for the MIT Living Wage, which is specific to Monroe County. It is indexed annually for inflation, and it goes by different Family Compositions. The most common Family Composition according to our census data is one adult, no children. That is not the group that is most in need. The second most common Family Composition, by far, is a 2-person household. The big subset of that is one adult, one child. This is what the group settled on, the one adult, one child Family Composition with the MIT Living Wage of \$34.87 (per hour). Raising this wage from \$25 to \$34.87 did not impact our budget in any significant way, because we still have caps on how much you can get with a training grant, within an Individual Training Account.

A motion to approve Policy 101 Priority of Service, Policy 103 Supportive Services, and the Self-Sufficiency Wage as presented was made by Ana Liss and seconded by Robin Cole. The motion was passed unanimously.

### **Workforce System Scan:**

Dave Seeley began the discussion noting this would be a workforce scan of our workforce system. This was something brought to us by ESL Foundation, asking if we would do this in partnership with them, and they wanted us to be the grantee. The good news is that it is something we were looking to do regardless. The target audience for this can be workforce participants, but the primary audience for this really is the various workforce programs, partners, people helping to facilitate people into the workforce, so they can have better clarity and understand what is out there, and what alternatives might be available for the people walking through their doors. The intent of this is to help the workforce system itself function more effectively and work better with the disparate parts within.

In January, RWI announced a competitive bid for a consultant to perform a comprehensive workforce system scan in Monroe County. The evaluation team reviewed two consultant proposals and conducted interviews with each firm. The team recommended awarding the contract to Camoin Associates. The primary funder of this study is ESL Foundation.

Proposed Resolution: The Monroe County/Rochester Workforce Development Board (WDB) ratifies the Executive Committee's awarding and approval of a Consultant Contract with Camoin Associates for a term beginning February 21, 2023 and ending June 30, 2023, with a maximum budget not to exceed \$38,230, plus 10% overage costs for unexpected expenses. The WDB also authorizes the spending of no more than \$12,053 in WIOA funds for the contracted services.

A motion to approve the awarding of a contract to Camoin Associates to conduct a Workforce System Scan for an amount not to exceed \$38,230, plus 10% overage costs for unexpected expenses, and to authorize expenditures of no more than \$12,053 in WIOA funds for the contracted services was made by Melissa Geska and seconded by Glen Jeter. The motion was passed unanimously.

### **Community Outreach Strategies:**

Viatta Carter began the discussion noting that about 1-1/2 years ago, when the Career Center opened back up to the community, they were trying to figure out how to raise awareness in the

community that the Career Center was back open and that their services were available. They also realized that they were not going into certain neighborhoods within the Rochester area. They created the Community Outreach Specialist position in an effort to get the word out to potential participants and providers about the value of partnering with or using the services provided by RochesterWorks. Leroy Banks is our Community Outreach Specialist, and he has been reaching out to marginalized communities, veterans, women, persons with disabilities, youth, and the working poor where they live and work in an effort to remove barriers, build trust, and increase public awareness of RochesterWorks and the valuable services we provide.

Leroy banks shared that he is going to places where individuals in need are. A lot of times people do not know what services we offer, so he wants to make sure that everyone has that chance to know what we offer, and that they do not have to do it on their own. Leroy has gone to locations such as the Rochester Public Library, Department of Motor Vehicles, Recreation Centers, Pop-up Job Fairs, Rochester Public Market, schools, and businesses. Leroy has observed that these individuals do not know we exist and what services are available to them. Leroy is creating a link with these individuals and building a trust with them, letting them know that he will be around at these various locations. He is encouraging these individuals to come into the Career Center and identify with us, let us see what you have, what barriers are there, and let us work with you to help remove these barriers.

Leroy also works alongside our Disability Resource Coordinator, Lindsay Murphy. As he is talking about the services we offer at RochesterWorks, Lindsay has the opportunity to meet and talk to individuals that have an invisible disability, such as an individual not seeing it as a disability because they are not necessarily in a wheelchair. She enlightens individuals with accessibility when it comes to where they work, so if necessary, they know how to approach their employer about the disability they have and the accommodations they need to do their job.

The Career Center also offers career exploration using virtual reality. RochesterWorks recently engaged in a partnership with Transfr-VR that will allow our staff to provide virtual reality (VR) simulations of various in-demand occupations. Transfr-VR's Career Exploration offering is a virtual environment where trainees can experience a variety of well-paying jobs in a safe, supportive setting, under the expert guidance of our digital coach. Current options include Manufacturing, Skilled Trades, Warehousing & Storage, Public Safety, Hospitality & Tourism, and Automotive. We will also be utilizing this as an avenue to engage with our in-school youth population, to help plant a seed of career exploration, especially those students who are on track to graduate but do not intend to enroll in a post-secondary education program.

RochesterWorks continues to share knowledge on various careers and applications with both our staff and partner agencies. We recently provided Lunch and Learn sessions that included presentations from the Building & Construction Trades and Manufacturing industries.

Looking ahead, we are hoping to 'go and grow' in Neighborhood Associations, Churches & Religious Community Centers, and Public Transportation Sites (RTS).

## **Director's Report:**

### **DEIA Strategic Plan**

Lee Koslow began the discussion by noting that we brought together a cross-section that was diversely representative by department, race, ethnicity, gender, and age of our staff to put together a Diversity, Equity, Inclusion, and Accessibility (DEIA) Strategic Plan. The goal was to come up with a Mission, Vision, and then some key strategies and goals that would help us to define where do we want to go for our staff and for our participants in terms of DEIA.

### **DEIA Mission Statement**

At RochesterWorks we are committed to building and leveraging a diverse, equitable, inclusive, and accessible workplace to maximize both employee contributions and organizational effectiveness. This empowers us to reach our full potential, driving service innovation and connection with our customers, our partners, and the communities we serve. We recognize that being seen, valued, and heard plays an integral role in ensuring that everyone can excel in their chosen career.

### **DEIA Vision Statement**

RochesterWorks takes the lead in integrating diversity, equity, inclusion, and accessibility into our operations at all levels to serve the Monroe County community in achieving a sustainable workforce.

Within the strategy, there are four primary pillars that tie into the underlying rationales for the plan being developed:

1. Talent Management
2. Community
3. Customers
4. Operations

There are a few sub-goals for each pillar. They deal with both our operations as an organization and the people with whom we interact, both our strategic partners as well as the customers we are looking to serve (Community and Customers). We want to make sure that our policies align with our mission and vision (Operations). The committee has included an action plan for each one of these goals.

### **NYSDOL FOTA Audit**

Dave Seeley began the discussion noting this is the Financial Oversight Technical Assistance (FOTA) Audit. FOTA is our monitor at the New York State Department of Labor, and they do an annual audit of our fiscal oversight. Generally, it comes in the form of a letter, and with any findings. They did issue a final letter that included three findings, summarized as follows:

1. Obtaining WDB approval to issue RFPs. We will comply moving forward, indicating that full WDB authorization will be obtained when feasible, but Executive Committee authorization will always be obtained to issue RFPs. Full WDB will always approve the awarding of a contract pursuant to an RFP. This was reflected in our revisions to our procurement policy, adopted today.
2. Distribution of subrecipient monitoring reports. We have amended our recipient list to include all those required. This was the first time NYSDOL had raised this with us, as our distribution list had been in place for some time. Nevertheless, we will now send such reports to the Chair, NYSDOL, and Program Reps/Grant recipients.
3. Closeout of previous year's program. We quickly took corrective action to provide adequate closeout packages for the referenced program years. These dated back to



PY2018 and PY2019 for the respective funds and should have been closed out at the end of 2021.

### **Organization Updates**

Dave Seeley reported that we received a \$960K State grant that will allow us to continue to grow our partnership with the Young Adult Manufacturing Training & Employment Program (YAMTEP), which is one of Rochester's most successful workforce preparation organizations. In addition to being the fiscal agent for the grant, we will assist with the recruitment, funding of paid work experience, and provision of supportive services through our Youth Navigator program.

### **New Business:**

### **Election of Officers:**

Sergio Esteban began the discussion by sharing that he has been on the Board for a very long time, including many years as Chairman of the Board. He added that he loves the Board because he believes in the mission, and he has enjoyed working with all the Board members over the years. He has announced that he will be stepping down as Chairman and noted that today will be his last Board Meeting as Chairman. He will remain a Board Member for at least one more year.

Several names have been submitted to the Board for the new Chairman. After discussions with Board members, Glen Jeter is the person they recommend would be a good Chairman of the Board. He has been committed to this Board for many years and has been very active with our organization, especially with Youth initiatives. He knows the programs and the people very well and is very engaged in the community.

Sergio Esteban introduced the motion to elect the following members to the Executive, Finance & Audit Committee and the RochesterWorks WDB Board for a term to expire June 30, 2024:

- Glen Jeter, Chairman
- Melissa Geska, Vice Chairman
- Bert Brinkerhoff, Treasurer
- Seanelle Hawkins
- Corinda Crossdale (representing County Executive Adam Bello)
- Dr. Shirley Green (representing Mayor Malik Evans)
- Ana Liss
- Sergio Esteban

A motion to elect the members as presented was made by Joseph Morelle and seconded by Shawn Futch. The motion was passed unanimously.

Thank you Sergio for your many valuable years of service on the Board.

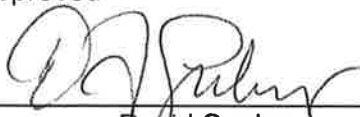


### **Adjournment 9:31AM**

A motion to adjourn the meeting at this time was passed unanimously by all members in attendance.

**WDB Meeting Schedule:**

June 20, 2023  
September 19, 2023  
December 19, 2023  
March 19, 2024  
June 18, 2024

Approved

  
\_\_\_\_\_  
David Seeley  
  
  
\_\_\_\_\_  
Date

Submitted by: Mary McKeown

Reviewed by:

David Seeley: 4/10/23  
Jeanine Frenz: 4/3/2023  
Antwan Williams: 4/3/2023  
Lee Koslow: 4/3/2023  
Viatta Carter: 4/6/23