

**Workforce Development Board
Meeting Minutes
Tuesday, September 17, 2024
8:00AM - 9:30AM
United Way Building - The Rochester Room
Board members also attended via Zoom**

Attendees: Dana Abramson, Marco Altieri, Zachary Arnold, Rachel Baranello, Bert Brinkerhoff, Robert Coyne, Anthony DiTucci, Sergio Esteban, Janelle Harris, Glen Jeter, Tyrone Reaves, Gary Rogers, Melissa Suchodolski, Alma Vieru, Joe Wesley, Randy Andre, Rodric Cox-Cooper, John Brach (Proxy for Mayor Malik Evans), Lia Festenstein, Shawn Futch, Ana Liss, Grant Malone, Roosevelt Mareus, Joseph Morelle, Angelica Perez-Delgado, David Scott

Absent: Mary Beth Artuso, Thomas Battley, Kaitlyn Bond, Michael Weed, Robin Cole, Rick Donovan, Shirley Green, Judy Honan, Tiffany Owens, Patricia Stovall-Lane

Staff: Viatta Carter, Jeanine Frenz, Theodore Jordan, Lee Koslow, Mary McKeown, Dave Seeley, Laura Seelman, Antwan Williams, Tricia Campbell, Marisol Young

Guests:

Call to Order:

The meeting was called to order by Melissa Suchodolski, WDB Vice-Chair at 8:01AM.

Introductions:

Melissa Suchodolski welcomed our newest Board Members:

- Anthony DiTucci, Livingston Associates
President & Chief Operating Officer
- Judy Honan, ACCES-VR
District Office Manager

Approval of Meeting Minutes

A motion to approve the June 18, 2024 meeting minutes was made by Joe Wesley and seconded by Zachary Arnold. The motion was passed unanimously.

Finance Committee:

Dave Seeley provided highlights on the following items that are not reflected in the financial report as presented:

- Hit 80% spend-down of WIOA funds (Important for future supplemental WIOA funding considerations by NYSDOL)
- Two fiscal audits presently taking place:
 - NYSDOL Annual Review
 - US Office of the Inspector General
- Q4 is heavy on Wage Subsidies because the Youth Employment Program was not initially in our PY23 budget.
- Gun Violence Prevention (GVP) Program has phased out as of March 31st.

Review of Program Year 2023, Quarter 4 Financials

Jeanine Frenz provided financials covering the Summary of Expenses April 2024 - June 2024.

The Office of the Inspector General audit, which began in February, has resumed. To recap, they are auditing us for program years 2019, 2020, and 2021.

In early August, we received the initial allocation for PY 24 for Adult and DW funding. The allocation was just over \$1M of the \$3.3M we are expected to receive. The remaining funds will be available after October 1st, but possibly as late as November.

Revenue

- Total WIOA funds for the 4th Quarter were \$1.6M; 37% Adult, 20% Dislocated Worker, and 36% Youth.
- SCION: Funding for the Disability Resource Coordinator is on budget for the quarter and YTD. Earlier this month, the State granted an additional \$30K for this program through the Office of Mental Health. Recruitment is underway for a second position which will have part of the wages allocated to this effort.
- In School Youth: We have received a total of \$874K in funding for the ROC Your Job Program, with \$861K spent to date. The State has approved the continuation of this program for another year.
- Monroe County: We are on budget for the quarter and YTD for both programs.
- ROC Seeds: Billing is semi-annual. Our attorneys finalized the opinion letter in late August, and we will be submitting documentation to Empire State Development within the next few weeks. The reimbursement lag is six to 14 weeks for expenses from June through November 2023.
- School to Work Navigator: This program began July 1st with funding already advanced by the Farash and ESL Foundations.
- Gun Violence Prevention (GVP): This program concluded on March 31st. We have closed out this grant, with total revenue and expenditures of \$950K out of the \$2.25M allocated over the life of the grant.

Program Expenses

Direct Expenses:

- Individual Training Accounts (ITAs): ITAs are under budget for the quarter, mainly due to underspending in the Trade Act (\$15K) and Adult (\$31K). The yearly variance is due to GVP and Trade Act, with only \$17K expended out of a \$210K budget.
- OJTs: These are under budget in this quarter. Significant progress has been made with COMIDA funding, but amounts are not yet fully accrued on our financials, and final payments are still pending. Additionally, we budgeted \$271K for OJTs under the ROC Seeds Program, which has yet to be billed.
- The variance in Wage Subsidies is due to payments for the ROC Your Job Program and an increased focus on work experience opportunities for our WIOA Youth program.

Service Provider Payments:

- WIOA Youth payments are on plan for the quarter. Year-end will be under budget due to the loss of one navigator agency (CRC) and underperformance with other agencies.

Operational Expenses

- Overall, Operational Expenses are over budget for the quarter, but under budget YTD. Professional fees are significantly over budget due to outsourcing program monitors for the ROC Your Job Program, which was not budgeted.

For the year end, we are showing a deficiency of approximately \$23K; however, once year-end accruals are posted, we should be close to breaking even.

A motion to approve the Review of Program Year 2023, Quarter 4 Financials as presented was made by Bert Brinkerhoff and seconded by Robert Coyne. The motion was passed unanimously.

Youth Committee:

Authorize Awards for School-to-Work Navigator Program

Dave Seeley began the discussion with an overview on the School-to-Work Navigator Program Contracts and included the following:

Background: On Thursday, May 9, 2024 RochesterWorks released a Request for Proposals (RFP) seeking experienced and qualified community-based organizations to partner with in the administration of a newly created School-to-Work (S2W) Navigator Program. This program will embed a total of four (4) Navigators in two (2) high schools within the Rochester City School District to build career readiness skills, provide more focused and extensive career exploration, and help students and families navigate the many resources in the community that exist to connect Youth to career pathways.

RochesterWorks received proposals from three (3) qualified organizations.

An RFP Review Committee has recommended the following agencies be funded:

- Center for Youth, 2 Navigators
- Rochester Technology & Manufacturing Association (RTMA), 1 Navigator
- Urban League of Rochester, 1 Navigator

Each Navigator Position funded is eligible for up to \$70,000 from RochesterWorks to administer the program. These positions are funded through grants from the ESL Community Foundation and the Farash Foundation totalling \$620,000.

Resolution: The Monroe County-Rochester Workforce Development Board (hereafter, "the Board") authorizes its Executive Director to enter into contracts with the following agencies for the administration of the School-to-Work Navigator Program, in an amount of \$70,000 per funded Navigator Position:

- Center for Youth, \$140,0000
- Rochester Technology & Manufacturing Association (RTMA), \$70,000
- Urban League of Rochester, \$70,000

The term of this contract shall be from September 1, 2024, through August 31, 2025. Should any funded agency underspend their awarded funds, the Executive Director is authorized to amend these funding awards, provided he provides written notice to the Board's Finance Committee.

A motion for approval to Authorize Awards for the School-to-Work Navigator Program as presented was made by Grant Malone and seconded by Sergio Esteban. The motion was passed unanimously.

Please note that Robert Coyne abstained from this vote.

Workforce Innovation and Performance Committee:

Renewal for Work Experience Payrolling Contracts

Background: At the September 2022 Board Meeting, the following fee-for-service contracts were approved for payrolling services for participant work experience:

- TES Staffing, for payrolling approximately 80 year-round youth and 230 summer youth per year; internal staffing for temporary youth staff; and as a secondary provider for all other payrolling services.
- RBA Staffing (now known as Beyond TalentEdge), for payrolling for 50 or more Adult, Dislocated Worker, National Dislocated Worker Grant, and other grant participants per year; and as a secondary provider for all other payrolling services.

The contracts included up to three one-year renewal options. The initial term of both contracts began on October 1, 2022, and ended on September 30, 2023. In September 2023, the Workforce Development Board approved the first one-year renewal for the period October 1, 2023, through September 30, 2024. Both TES Staffing and Beyond TalentEdge have performed satisfactorily during the second contract period.

Resolution: The Executive Committee and the Monroe County/Rochester Workforce Development Board approve the renewal of fee-for-service payrolling contracts with TES Staffing, with an estimated annual budget of \$1,760,000, and Beyond TalentEdge, with an estimated annual budget of \$200,000, for a one-year renewal period beginning on October 1, 2024, and ending on September 30, 2025.

A motion to approve the Renewal for Work Experience Payrolling Contracts as presented was made by Gary Rogers and seconded by Bert Brinkerhoff. The motion was passed unanimously.

Please note that Janelle Harris and Glen Jeter abstained from this vote.

Executive Committee:

Authorize Amendment of Service Provider Agreement for Code Review and Ongoing Maintenance of Web Applications

Dave Seeley noted the Department of Labor has informed us that although the Executive, Finance Committee has authorized the Service Provider Agreement, the Board should also ratify this.

Background: At its June 18, 2024, Board Meeting, the Monroe County-Rochester Workforce Development Board (hereafter, also the "Board") awarded two contracts pursuant to a Request for Proposals (RFP) for Website Redevelopment:

- Black Dog, LLC for services related to the redevelopment of RochesterWorks' primary website (www.rochesterworks.org).
- Envative for technical support of the several supplemental web applications websites that RochesterWorks utilizes for several specific functions (i.e.: Summer Youth Employment enrollment/document collects, Job Board, e-learning).

The initial award by the Board to Envative was not to exceed \$10,000. During initial post-contract engagement, Staff to the Board and Envative came to a mutual agreement that the scope of work related to this request for services is much larger than what was represented in the RFP.

Staff to the Board still believe that Envative, based on their response to the RFP and vetting by the RFP review committee, is still the most qualified firm to conduct the necessary review and

maintenance of these web applications, to ensure they continue in operation while a transition takes place to a new website and/or web hosting.

On July 3, 2024, Staff to the Board requested and were granted permission by the Executive Committee to amend the award to allow Envative to begin its work, at a rate not to exceed \$10,000 a month for a term of six months.

Resolution: The Board hereby ratifies the approval of the Executive Committee to amend a service Agreement with Envative to provide services to RochesterWorks related to the code review and ongoing maintenance of web applications used by RochesterWorks for various programming, for an amount not to exceed \$10,000, monthly, for a term of July 9, 2024 to January 9, 2025.

A motion for approval to Authorize the Amendment of Service Provider Agreement for Code Review and Ongoing Maintenance of Web Applications as presented was made by Joe Wesley and seconded by Sergio Esteban. The motion was passed unanimously.

Director's Report:

Organization Updates

Dave provided brief updates on the following:

MCC Downtown Campus Career Center:

- We have made significant progress since our June Meeting.
- Two primary challenges, Legal and Financing, have been addressed.
- A more thorough project estimate was conducted by Christa Construction, and it is larger than we initially thought.
- We now have negotiated lease terms which have been approved by the RochesterWorks, Inc. Corporation Board (the WDB Executive Committee).

Project Financing: \$14.1M

- Estimated at \$11.5M in early 2023
- Thorough construction estimate conducted by Christa Construction (July 2024): \$14.1M
 - This includes Architecture/Engineering and 10% Contingency.

Financing Plan:

- \$1.6M from US HUD, through Congressional Appropriation (secured)
- \$1M from Ralph C. Wilson Foundation (confirmed, has been approved by their Board)
- Konar Foundation (\$500,000 committed)
- \$11M gap - to be split between NYS Empire State Development (ESD), SUNY/MCC, and Monroe County under the proposed cost share.
 - NYS ESD: \$5.5M
 - County of Monroe: \$2.75M
 - SUNY/MCC: \$2.75M

Dave noted that we have received the green light from all three entities, all of whom have commenced their process to award funding.

What is next:

Both SUNY and the County have to go through their capital funding processes, which ultimately will require legislative approval. Getting the administration of the three public entities to sign off on this funding stack was the biggest hurdle to overcome, so we feel the project has significant momentum. Ultimately, this \$14M project will be managed by the County, on our behalf, as they own the facility, in trust to MCC. We will hopefully have a more detailed update at our December meeting.

WIOA Primary Indicators of Performance:

Earlier this month, the NYSDOL released its Quarter 4 performance report for our WIOA primary indicators of performance for the 2023 Program Year. We have attained all our performance goals for the Program Year (about half of the 33 Local Workforce Boards accomplished this). We exceeded 100% in 14/15 of our performance goals and were below our performance goal, but above the 80% of goal passing rate for one measure.

We are happy with this outcome, primarily because we did not hit our 80% goal for one particular measure last year (Measurable Skills Gain for Youth participants). This required us to draft and implement a performance improvement plan. For that particular performance metric, we performed at 122% of our goal, doubling our outcomes (from 28.4% in the previous program year, compared to 62% this year). Dave commended both Lee Koslow and our Youth Team for working to improve this performance measure, much of which involves capturing data for existing outcomes.

This 100% Report Card will hopefully qualify us for some performance-based WIOA funding that NYSDOL has said they plan to make available. In a year where we have seen a 10% reduction in base WIOA funding, this certainly is welcome.

Federal Tech Hub & NYS ON-RAMP Program:

- The NY SMART-I Corridor (SYR-ROC-Buffalo super-region) has received a \$40M award as part of the US Tech Hub Competition.
- This will create a need for upwards of 5,000 mid-skilled workers in the next decade as this region will become one of a few epicenters.
- The NY SMART-I Program has a focus on workforce development (\$9M) and equity.
- WDB One-Stop Career Center will play a role!
- MCC is point on workforce and training program elements.

NY ON-RAMP Program:

- The New York One Network for Regional Advanced Manufacturing (ON-RAMP).
- \$200M for four Upstate NY Workforce Development Centers.
- Initial reports are that the State would like a non-profit to be the applicant, in partnership with the training provider (this will almost certainly be MCC in our region).
- The RFP is being released today, September 17th.
 - Dave will be attending an informational session in Buffalo for prospective bidders.
- MCC has expressed an interest in partnering with RW.

Successes of Previous Program Year:

Business Services Grants Programs:

With supplemental funding from COMIDA, we were able to increase our number of participants in our business grants programs by 215%. The RW Business Services division was able to grow the On-the-Job Training and Work Experience Tryout programs significantly this past program year, and they also launched a new Incumbent Worker Training program.

Summer Youth Employment Program (SYEP):

Thank you to the SYEP team, as we have exceeded our goal of 465 placements by reaching 494. The City's contribution was 285, bringing us to 779 placements. The team is diligently working behind the scenes to verify and finalize the data, ensuring all files are accurate and up to date before RochesterWorks submits the final numbers to the State by October 15th. Looking at RochesterWorks SYEP numbers alone, we continue to see an upward trend post-pandemic. In the summer of 2020, we placed 174 Youth, compared to 494 as of today. Special thanks to Sheldon Cox and Tony Jordan, who played key roles in hosting recruitment fairs to guide

Youth through the application process. Also, with the support of Dr. Green and her awesome team at the City, we will continue to strengthen our partnership and maximize our combined resources.

RochesterWorks Retreat, September 13th:

Last week we held our second 'annual' staff retreat at the AI Sigi Conference Center. Organizational updates were provided, and staff participated in a variety of activities. Guest Speakers included NYS Senator Samra Brouk, 55th Senate District and Megan Clifford, Wellness Associates of Greater Rochester.

WDB Member Workforce Spotlight: Robert Coyne

Bob Coyne is the current Executive Director for the Rochester Technology & Manufacturing Association (RTMA). He provided a little bit of history, noting the RTMA has been around since 1945. They were originally put together by a group of tool and die shops during WWII because there was a huge labor shortage and there was no way to train the workforce to get them to run their machines. They quickly became the Rochester Division of the National Tooling Machining Association. The Rochester Chapter was the original chapter. They were with them for several years, and then they branched off and created the Rochester Tooling Machining Association. About 16 years ago, they rebranded from tooling and machining to technology and manufacturing. This opened up opportunities for optics companies, as well as other manufacturers such as Barilla Pasta and Diamond Packaging. All these companies have automation within their facilities now, that require electric mechanical technicians, plant maintenance pipefitters, plant maintenance electricians, and just technicians in general, and are all part of the Rochester Technology & Manufacturing Association.

Bob has worked to open up communications with union and non-union businesses, pooling resources together and getting into the school systems and reaching out to students with information on the great careers in the construction and union business, and also the advanced manufacturing world. They have partnered with many of these businesses with several of the student exploration events throughout the region in the last few years.

Bob presented a list of their current board members. Officers include:

- Wendy Smith, President - RE:BUILD MANUFACTURING
- Tom Ross, Vice President - Murphy and Nolan, Inc.
- Mike Hyman, Secretary - OPTIMAX
- Jonathan Sydor, Treasurer - SYDOR OPTICS

Bob provided a summary on how New York State has changed how they allow advanced manufacturers to administer a New York State Registered Apprenticeship Program. Since 2018, when RTMA was approved for this program, they have:

- 39 Advanced manufacturing employers
- 229 Apprentices enrolled into the program since 2018
- 86% Completion rate
- \$2,300,000 in funding provided to employers and apprentices

Other programs RTMA is involved in include:

Finger Lakes Youth Apprenticeship Program (FLYAP):

- Students (11th and 12th) and employers apply
- Matching Days conducted in November and December
- Signing Days conducted in January
- Job Shadows and Paid Co-ops start in February
- 850 Students matched to 120 employers since 2019

Roc With Your Hands Career Exploration:

- Students (7th - 12th) and employers apply
- Tuesday, October 1, 2024
- Started in 2022 with 675 students and 55 employers
- 2023 - 1,500 students and 75 employers
- 2024 we have 1,350 students and 60 employers so far

Other programs they are involved with include:

- Advance 2 Apprenticeship Program, partnering with URMC for developmentally challenged individuals
- Pre-Apprenticeship Boot Camp with GV BOCES Batavia since 2021
- Pre-Apprenticeship Boot Camp with MCC Forward Center since 2024
- Black History Month at East High, presented to over 50 Black male students
- Women in Manufacturing at NextCorps, presented to over 100 women / students
- Educator Day at MCC Forward Center, presented to over 50 educators
- School 2 Work Navigator Role working with RochesterWorks and RCSD
- Presenting at NYATEP on the importance of apprenticeships in underserved communities

Adjournment: 9:16AM

A motion to adjourn the meeting was made by Robert Coyne and seconded by Rodric Cox-Cooper. The motion was passed unanimously.

WDB Meeting Schedule:

December 17, 2024
March 18, 2025
June 17, 2025

Approved:

David Seeley

Date

Submitted by: Mary McKeown

Reviewed by:

David Seeley: 10/2/24
Jeanine Frenz: 10/7/2024
Lee Koslow: 10/2/2024