DURHAM WORKFORCE DEVELOPMENT BOARD (DWDB) MEETING
May 23, 2019
Durham County Human Services Complex
Conference Room C, 2nd Floor
414 East Main Street
Durham, N.C. 27701

8:30AM – 10:00AM

EXHIBIT A: MEETING MINUTES

DWDB Members Present: Paul Grantham, DWDB Chair and Marketing and Communications Chair; Scott McGregor, 1st Vice Chair; George Hining, Business Services Subcommittee Chair; Rebecca Axford, Secretary-Treasurer and Youth Council Subcommittee Chair; James Alston; Kenneth Angeli; Quillie Coath, Jr.; Michael Dombeck; Geoff Durham; Councilwoman DeDeana Freeman; Marlon Kiel; Henry McKoy; Ernie Mills; Ondrea Austin (proxy for Richard Sheldahl); Roger Shumate; and Rhonda Stevens (proxy for Ben Rose)

DWDB Members Absent: Tiffany Frye; County Commissioner James Hill; Councilwoman Brenda Howerton; Ari Medoff; Roger Shumate; Wade Smedley; Kristey Steward; Steven Williams; and Dr. Peter Wooldridge

DWDB Staff Present: Adria Graham Scott; Joyce Johnson; James Dickens; Cheryl Copeland; Nancy Strudwick; Kelli McLean

Guests Present: Page Crafton, State Veteran Board; Alexis Franks, Eckerd Connects; Ray Eibel, EDSI; Barbara Boyce, Career Pathways

WELCOME AND CALL TO ORDER
Paul Grantham, Chair, called the meeting to order at 8:39 a.m.

ANNOUNCEMENTS

Updates from the Chair – Paul Grantham
The Chair, Paul Grantham, began by welcoming everyone and providing an overview of the agenda items that would be discussed. Paul then gave his report.

Paul said that the unemployment rate remained low, around 3%, but an in-depth analysis of the numbers reveals some stark realities. He stated that although the unemployment rate was low,
economic disparities still exist in Durham and must be addressed. Paul then asked Andre Pettigrew to give his report.

**Updates from the Executive Director – Andre Pettigrew**

André Pettigrew gave the following report:

- The City is in the middle of the budget process. OEWD set three priorities, which are all supported by the City. OEWD is still seeking to place 300 students in internships for summer 2019. OEWD has also received additional funding from the City of Durham for the internships. He also said that he and his staff worked with the I-Team on justice-involved initiatives. The City is trying to be a model in this area and is making an investment to ensure that employers’ needs are being met. André then asked Adria Graham Scott to introduce the new hires in OEWD.

Adria Graham Scott made the following comments:

- Adria stated that Nancy Strudwick would be leaving and thanked her for her services. She then introduced two new hires: (1) Russell Ingram who will work with the Accountability and Adult Program; and (2) Kelli McLean who will work with the Youth Program. She also discussed their credentials and how they would be an asset to Workforce Development.

Paul Grantham stated that Dr. Peter Wooldridge recently resigned from the Workforce Development Board and would be recognized for his service by the Board at a future meeting.

**CONSENT AGENDA ITEMS**

Paul Grantham, Chair, asked the Board to prepare to vote on the Minutes from two previously held DWDB meetings. They were as follows:

- The Board reviewed and **approved** the Minutes from the January 24, 2019, and March 28, 2019, Durham Workforce Development Board’s Committee Meetings (Exhibits B and C).

The Chair opened the floor for a motion.

Rebecca Axford moved to approve the January 24, 2019 and March 28, 2019, DWDB minutes. Henry McKoy seconded the motion. The DWDB unanimously approved the January 24, 2019, and March 28, 2019, Minutes.

Paul Grantham, DWDB Chair, then moved to the “Action Items” on the agenda.

**ACTION ITEMS**

Paul Grantham asked Adria Scott Graham to lead the discussion of the first action item. Adria provided the following information:

- **Action Item** 1 (Exhibit D), which has two parts:

  **Part 1:** The DWDB Executive Committee recommended that the DWDB authorize the City of Durham to execute a contract with Eckerd Youth Alternatives, Inc. to provide Adult/Dislocated
Worker services for Program Year (PY) 2019 (July 1, 2019 through June 30, 2020) for a total contract amount of $660,000.00. Adria then distributed a Memorandum, which included an executive summary, recommendation, background, issues and analysis, and alternatives regarding the contract.

Adria asked if there were questions. After responding to the questions, Adria then opened the floor for a motion.

*Ondrea Austin moved to approve the recommendation to authorize the City of Durham to execute a contract with Eckerd Youth Alternatives, Inc. to provide Adult/Dislocated Worker services for Program Year (PY) 2019 (July 1, 2019 through June 30, 2020) for a total contract amount of $660,000.00. Quillie Coath seconded the motion. The DWDB unanimously approved the recommendation.*

**Part 2:** The DWDB Executive Committee recommended that the DWDB authorize the City of Durham to execute a no cost contract with the North Carolina Department of Commerce, Division of Workforce Solutions, to provide NCWorks One Stop Career Center Operator services for Program Year (PY) 2019 (July 1, 2019 through June 30, 2020) for a total contract amount of $0.00.

Adria asked if there were questions. There were none. Adria then opened the floor for a motion.

*Henry McKoy moved to approve the recommendation to authorize the City of Durham to execute a no cost contract with the North Carolina Department of Commerce, Division of Workforce Solutions, to provide NCWorks One Stop Career Center Operator services for Program Year (PY) 2019 (July 1, 2019 through June 30, 2020) for a total contract amount of $0.00. Scott McGregor seconded the motion. The DWDB unanimously approved the recommendation.*

Paul Grantham then began discussion of the second Action Item, the revised DWDB Bylaws.

**Action Item 2 (Exhibit E):**

Paul acknowledged Adria Graham Scott and Joyce Johnson for their exceptional work on completing the revised Bylaws. He then asked if either Adria or Joyce would explain the changes or revisions made to the current DWDB Bylaws. Adria asked Joyce to explain the changes that were made. Joyce Johnson then provided a summary of the purpose of the revisions as well as the process before identifying specific changes that had been made. She then asked if there were questions or additional comments. The following questions were asked or comments made and addressed:

*Rebecca Axford made a correction on page 11, Section 3, Description and Duties of the Youth Council Committee. Specifically, Rebecca said the age of youth served should be 14 to 24 not 14 to 17. Councilwoman DeDreana Freeman asked the reason for the change in age. Paul Grantham responded that the OEWD is required by federal regulation to serve youth between the ages of 17 to 24 if they wanted to be able to use the funds. James Dickens said that the WIOA regulations require them to serve youth between the ages of 14 and 24. However, the program staff decided*
to increase the age to 17 because the WIOA regulations also require 80% of out-of-school youth to remain in school until they are 16 years old in order to be eligible for funding. By raising the age, James reasoned, it would encourage more youth to remain in school after the age of 16 instead of dropping out. DeDreana Freeman said that she knew a mother with a 14-year old interested in the program. Would that child be eligible? James Dickens responded that the program could not serve the child but could refer him or her to another program. Adria Graham Scott suggested that they change the language to allow Workforce Development to address DeDreana’s concerns while still meeting WIOA’s criteria. After further discussion, the Board agreed to change the age from 14 to 21.

Rhonda Stevens asked if consideration had been given to allowing youth to be members of DWDB. Paul Grantham felt that the issue needed to be addressed at the next scheduled Board meeting.

Councilwoman DeDreana Freeman asked if there were limits on terms for the Chair and Vice Chairs. A discussion followed. Councilwoman Freeman mentioned that there were a lot of people who wanted to serve on the Board but “were not allowed” to do so. Board members assured Councilwoman Freeman that they wanted others to join and serve. Paul reminded everyone that there were four subcommittees that do most of the work of DWDB and serving on the subcommittees does not require Board membership. Finally, it was decided that the DWDB would continue to limit to terms of officers to two years.

Paul Grantham asked that DWDB members delete Section 2, “Election,” c, on page 8 of the Bylaws. He explained the reason for making his request. The Board agreed.

Paul opened the floor for a motion.

Scott McGregor moved to approve and adopt the DWDB Bylaws to include the revisions recommended by the DWDB. Rhonda Stevens seconded the motion. The DWDB unanimously approved the revised DWDB Bylaws.

**SUBCOMMITTEE REPORTS**

**Youth Council**, Rebecca Axford, Chair

Rebecca Axford said that she has a very active subcommittee. Over the last year, her subcommittee has worked to develop a snapshot of how their students are performing for a certain time period. She said that the subcommittee intends to close the year meeting all of the WOA requirements. She also added that the subcommittee expects to meet assessment metrics again this year.

**NCWorks Career Center Subcommittee**, Wade Smedley, Chair

Wade Smedley could not attend the meeting. Therefore, Adria Graham Scott provided an update in his absence. Highlights from the report include the following:
The NCWorks Career Center Subcommittee met measurements on its assessment metric. Specific assessment data will be given to DWDB members at a later date.

Committee member Ken Angeli stated that the subcommittee is planning a spring cleaning and encouraged Board members to assist.

Paige Crafton is assuming leadership of a new job fair—WRXO Career Expo—that happens each year. On June 6, Paige will have a virtual meeting to discuss plans for the job fair.

The Justice-Involved Program is sponsoring a celebration/graduation on June 1, 2019, from 11 a.m. to 2 p.m.

**Businesses Services Subcommittee**, George Hining, Chair

George Hining made the following report:

- The Business Services Subcommittee is finally “up and running.” The subcommittee is now moving to the second phase. During this phase, the subcommittee members will define their message and design the training process. They are also in the process of writing a script for ambassadors who will be engaging with potential and existing stakeholders. The subcommittee will begin the third phase during the middle of the 4th quarter. During this phase, ambassadors will be trained.

**Marketing and Communications Subcommittee**, Paul Grantham, Chair

Paul Grantham made the following report:

- The Marketing and Communications Subcommittee is preparing brochures for the Youth Internship Program. They also have a PowerPoint presentation that describes the program. Paul said that he will send the presentation to all Board members after the meeting. He also said that his subcommittee had to perform major marketing if DWDB is going to meet the 1000 internship goal in three years.
- The subcommittee will design some handouts that describe the four career pathways.
- The subcommittee is developing a website not only for DWDB but also its constituents. It will be organized around the youth and other priorities. Paul also envisions the website as a place to put documents that all members will have access to and share.
- Paul challenged all members to sign up for an intern. He encouraged members from large corporations to ask their executive leadership to participate.

**DISCUSSION ITEM**

Paul Grantham returned to the Discussion Item on the agenda, which focused on developing the strategic plan from the DWDB Retreat. He distributed a draft of DWDB’s goals and strategies for 2019-2021, based on information from the May Retreat. The vision, mission and four goals are as follows:

**Vision:** The DWDB envisions a competitive workforce system that consistently meets the needs of Durham businesses, job seekers, and youth.

**Mission:** The DWDB’s mission is to set direction for the NCWorks: Connecting Talent to Jobs System, so that it is the best source for businesses to find top talent.
Goals:

- **Goal 1**: Increase paid internships for Durham youth as a means of developing the talent pipeline for the future.
- **Goal 2**: Support efforts to increase the successful transition of justice-involved residents to gainful and sustainable employment.
- **Goal 3**: Increase awareness and participation in Durham’s certified career pathways (business engagement, training opportunities, and employment).
- **Goal 4**: Increase participation and engagement with board activities in support of identified strategies.

After reviewing the vision, mission and goals document with the Board, Paul asked them to review it for approval at the next scheduled meeting. He also encouraged all Board members to join a subcommittee, where most of the work of DWDB is done.

**ADJOURNMENT**

Paul Grantham asked if there was any additional business, questions or comments. With no further business, Paul adjourned the meeting at 10:09 AM.

Respectfully submitted,

Joyce B. Johnson

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