

MINUTES
EXECUTIVE COMMITTEE
WORKFORCE INVESTMENT BOARD
April 10, 2001

Chairman Bill Fisher called to order a special meeting of the Executive Committee, Arkansas Workforce Investment Board at 11:06 a.m. on Tuesday, April 10, at the Embassy Suites Hotel, Little Rock. Members present included Larry Featherstone, Bill Fisher, Steve Franks, Gloria Lynn, Kathy Matlock, Karen McFarren, Helen Moore, Joe Warren, and Campbell Wilkerson. Members unable to attend included Joe Dillard, Robert Drechsler, Mary Beth Green, Alan Hughes, Jodie Mahony, and Bill Sutton. Special guests included Lisa Block, Dan Cowling, Leigh Grant, and Chastity Seliga from The Communications Group.

Marketing & Outreach Contract: Chairman Fisher stated that information received from the ten local areas indicated a need for marketing and outreach of the One-Stop Centers. Dr. Linda Beene presented a draft Professional Services Contract between the Arkansas Workforce Investment Board, the Arkansas Employment Security Department (in the capacity of fiscal agent), and The Communications Group. Dr. Linda Beene stated that the contract represented a public information campaign and is intended to direct a change in behavior of the people of our state by offering a new opportunity for workforce development and employment. Dr. Beene recommended to the committee not to proceed with the Marketing and Outreach contract if we could not commit to the entire amount of the contract, as this type of project should not be done "half-way". She stated that if the contract is approved, this project likely will continue in ensuing years, as the behavior change we are expecting cannot be achieved in twelve months. She stated that the contract could be renewed for a limited number of years and then would need to be re-bid through another RFP process.

Dr. Kathy Matlock said the marketing and outreach was a great investment and asked if the Board would have ownership of all materials produced through the contract. Dr. Beene said that she believed property rights were addressed in the RFP. Dan Cowling said that he was not sure if it was addressed in the RFP but that the Board should request property rights to the materials. Mr. Cowling continued by stating that intellectual rights apply to his industry just as other industries. Lisa Block said that it states in the RFP that the Board owns any ideas submitted during the RFP process. The staff will verify in the RFP any statements regarding ownership of the materials produced under this contract.

Dr. Steve Franks asked how long we could engage the services of The Communications Group. Dan Cowling answered that typically contracts run for five years. Dr. Beene reminded the committee that we cannot commit money past the end of the fiscal year, and this contract would have to follow state procedures of being reviewed and approved by the Legislature.

Campbell Wilkerson expressed concern that the ads as presented to the Board included pictures of people in professional attire or high tech environments. He asked The Communication Group if the hand out today was a final copy of the ad or would they be willing to put in some industry pictures. Mr. Cowling added this was only a starting point, and they have been working to find

pictures representing all segments of the population. Chairman Fisher pointed out the budget as presented on page 3 of 7 in the contract.

Campbell Wilkerson expressed concern about advertising something in the One-Stops that may not be deliverable. He complimented Marie Bruno by stating that he respects her views and endorsement of The Communications Group and things need to move forward. Helen Moore agreed.

Joe Warren expressed concern that the termination clauses included in the RFP are not reflected in the contract. Dr. Beene informed him that the contract is a state form provided by the Legislature, and the RFP was written by board staff; hence the difference. Dr. Beene assured the committee that the staff would check with the Office of State Procurement to make sure that all the issues covered in the RFP are covered in the contract and whether the RFP should be attached. Cindy Varner stated that she was informed by Sharon Hooten, of the Department of Finance & Administration, that the RFP did not need to be included as an attachment to the contract. Ms. Varner continued by reading from page 2 of 7 stating that the contract is based on elements of the RFP. Dan Cowling stated that the final contract should be firm on the actual deliverables.

Dr. Beene explained the process for the contract to be reviewed by the Legislative Review Committee on May 2, 2001. (Rescheduled for May 9, 2001.)

Campbell Wilkerson expressed concern that some One-Stops are not fully developed and will not be able to meet the expectations for services to be provided, as they will be marketed.

Chairman Fisher expressed concern that the local areas are losing the interest of the business community and requested that Dr. Beene and the staff work closely with local areas in regards to this issue. Chairman Fisher recommended that the JTPA rollover funds be used as rewards to local areas for performance in engaging business leaders to be involved.

Helen Moore asked what the Board could do to get the One-Stops fully developed, keep employers involved, and make sure that needs and expectations can be met.

Dr. Franks said Dr. Beene's staff has done a great job at teamwork with other programs in the technical assistance visits to the One-stop Centers and a follow-up on these visits is necessary. He also stated that this would be an on-going process to get all One-Stops up to the level where they are equally proud of all One-Stops. The capacity-level of all One-stops is coming along, and networks are being built with out-of-state One-Stops.

Bill Fisher shared concerns on approving the contract but is confident with Dr. Beene, staff, and advice from Marie Bruno and others. He directed Dr. Beene and the staff to be more specific on item V. on the first page of the contract when asked why the lowest bid was not selected.

Motion was made by Campbell Wilkerson, seconded by Helen Moore, and carried unanimously to approve the draft Marketing & Outreach contract and the expenditure amount of \$449,500.

WIA Title I Allocations to Local Workforce Investment Boards for PY 2001: Dr. Beene explained that the committee members had not previously seen the information. She proceeded to explain that the allocations were based on the same formula used to calculate the previous year allocations and contained the hold-harmless provision voted on in the full board meeting held prior to the committee meeting. She stated that the staff of the Arkansas Employment Security Department calculated the allocations, and the local areas are eager to know what funds will be available to them for the next program year. She stated that if the committee members wanted to review the allocations more thoroughly, this agenda item could be put on the May agenda. Chairman Fisher asked if there was any detriment to putting the approval of the allocations off until May. Cindy Varner stated that the youth funds are available for distribution in April. Dr. Beene explained that some local areas would have youth funds remaining from this program year that could be used, but if they did not have funds remaining they could not start their youth program. Chairman Fisher stated that his preference, if the committee agreed, was to wait until the May meeting when all members of the Executive Committee could participate in the approval of the allocations. The delay would also give all members an opportunity to review the calculations. Dr. Beene asked Cindy Varner if she knew of any areas that were low on youth funding. Cindy Varner stated that as of December 31, 2000, one area had spent approximately 70% and another area had spent approximately 45% of their youth funding. Ms. Varner did not recall which areas these were, but stated that they could be affected by this delay.

Chairman Fisher requested a breakdown of the amount of youth funds expended in each area including the programs utilized and the results of these programs to be presented at the next meeting. He stated it would be nice to hear a presentation by an area that has an outstanding program. Chairman Fisher expressed concern that some of the local areas have not begun developing their youth programs. He stated that it is the board's responsibility to see that the local areas are performing; and if not, board action could be taken.

Adjourn: Motion was made by Mr. Campbell Wilkerson, seconded by Karen McFarren, and carried unanimously to adjourn the meeting at 12:00 p.m.

Bill Fisher, Chairman

Dr. Linda Beene, Executive Director

**Minutes recorded by Angela Diehl, Cindy Varner
Staff of Workforce Investment Board**