



## SFWIB EXECUTIVE COMMITTEE

**DATE:** August 11, 2016

**AGENDA ITEM NUMBER:** 2B

### MEETING MINUTES

**July 14, 2016 at 8:15 A.M**

**CareerSource South Florida Headquarters**

7300 Corporate Center Drive, Suite 500

(Conference Room 2)

Miami, FL 33126

<p><b>EXECUTIVE COMMITTEE MEMBERS IN ATTENDANCE</b></p> <ol style="list-style-type: none"> <li>1. Piedra, Obdulio, <i>Chairman</i></li> <li>2. Ferradaz, Gilda</li> <li>3. Gaber, Cynthia</li> <li>4. Gibson, Charles</li> </ol>	<p><b>EXECUTIVE COMMITTEE MEMBERS NOT IN ATTENDANCE</b></p> <ol style="list-style-type: none"> <li>5. Bridges, Jeff, <i>Vice-Chairman</i></li> <li>6. del Valle, Juan Carlos</li> <li>7. Garza, Maria</li> <li>8. Perez, Andy</li> </ol> <p>*****</p> <p><b>SFWIB STAFF</b></p> <p>Beasley, Rick          Almonte, Ivan          Alonso, Gustavo          Graham, Tomara          Jean-Baptiste, Antoinette          Kavehersi, Cheri          Perrin, Yian          Smith, Marian          Smith, Robert</p>	<p><b>AUDIENCE:</b></p> <p>Rodanes, Carlos – <i>New Horizons of South Florida</i></p>
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Agenda items are displayed in the order they were discussed.

#### 1. **Call to Order and Introductions**

Chairman Obdulio Piedra called the meeting to order at 8:15am and asked all those present introduce themselves. Quorum had not been achieved.

#### 2. A. **Approval of June 16, 2016 Meeting Minutes**

Moved by consensus. However, deferred due to lack of quorum (Ms. Gilda Ferradaz moved the approval of June 16, 2016 meeting minutes and seconded by Ms. Cynthia Gaber)

**5. Recommendation as to Approval to Allocate funds to Miami-Dade College for the Future Banker's Training Program**

Chairman Piedra introduced the item and Mr. Beasley further presented.

Chairman Piedra further shared the program consists of a two-week in classroom training, followed by a two-week internship. He further noted that Ocean Bank had the largest number of students and Alex Sanchez of the Florida Bankers Association shared his remarks. Chairman Piedra also noted that today's class diversity of future bankers is completely different from the time he began his career in banking. He commented that the difference is "night and day."

Mr. Beasley added that graduates of the program receive a certification in banking.

Ms. Ferradaz inquired about the age groups. Chairman Piedra responded high school juniors and Mr. Beasley added that a few seniors participated as well. They also explained its dual enrollment component of which Mr. Beasley stated that students are enrolled through Miami-Dade County Public Schools.

Mr. Beasley briefly shared that the U.S Conference of Mayors kicked off a Dollarwise campaign.

This item had been recommended to the full board for approval by consensus of the members present. (Mr. Charles Gibson moved the approval and seconded by Ms. Cynthia Gaber).

**6. Information – Beacon Council/Miami Business Profile & Location Guide**

Chairman Piedra introduced the item and Mr. Beasley further discussed.

Mr. Beasley briefly shared with the Committee regarding a recent outreach event with Mr. Alvin West as well as a recent meeting with Beatrice Louissant President and CEO of the Florida State Minority Supplier Development Council (FSMSDC) and a Board member related to a resource lab to be located in Miami. He'd additionally noted that FSMSDC has expanded its services throughout the entire state of Florida.

Informational item had been moved by consensus of the members present. (Mr. Charles Gibson moved and seconded by Ms. Gilda Ferradaz)

Chairman Piedra briefly shared with the Committee that he met with that particular group as well during his banking career with Bank of America.

Ms. Ferradaz requested a report be provided to the members of the outcome of the program. Mr. Beasley responded, "Yes."

Mr. Beasley additionally noted that SFWIB Program Coordinator Julio Piti and City of Miami Center Director David Gilbert attended the meeting.

Mr. Piedra inquired about the progress of the Business Services unit. Mr. Beasley explained that he's been receiving positive feedback from the community regarding current outreach. He later shared with the members of a new Business Services Guide then explained of a new

incentive initiative designed by SFWIB's Business Services unit (Jhyna Arauco and Julio Piti). He later shared with the members about a Youth Economic Summit hosted by Urgent, Inc. that staff attended. He furthermore gave an update on eMerge.

**7. Recommendation as to Approval to Allocate Funding for the U.S. Conference of Mayor's DollarWise Campaign**

Chairman Piedra introduced the item and Mr. Beasley continued his prior discussion regarding the DollarWise Campaign hosted by the U.S. Conference of Mayors.

Mr. Gibson inquired about the number of students residing in Miami Dade County that would be participating in the program. Mr. Beasley explained that this information has not yet been determined.

Chairman Piedra shared the challenging issues of finding resources to fund the financial literacy. He commented that financial literacy should be a key component in everything we do. He noted the importance of providing financial literacy.

This item had been moved to the full board by consensus of the members present. Mr. Charles Gibson moved the approval and seconded by Ms. Cynthia Gaber)

**3. Discussion – 2016-20 CareerSource South Florida Strategic Operational Plan**

Chairman Piedra introduced the item and Mr. Beasley further presented:

Mr. Beasley presented the item and read into record the following six new strategic goals:

1. Goal: Continue to Be the Premier National Provider of Employment and Career Services
2. Goal: Strengthen the One-Stop Delivery System and Increase Integrated Service Delivery
3. Goal: Improve Services for Individuals with Barriers to Employment
4. Goal: Continue Dedicated-Driven Management/Control Tools to Achieve Strong Performance with a High Return on Investment
5. Goal: Leverage Demand-Driven Management/Control Tools to Achieve Strong Performance with a High Return on Investment
6. Goal: Continue to Be a High-Performing Board with Strong Workforce System Leadership

Chairman Piedra asked whether a workshop would be scheduled to discuss the above goals with members of the Board. Mr. Beasley further explained.

Chairman Piedra shared his recommendation to create a proactive qualitative approach with employers. Mr. Beasley further explained.

Mr. Gibson recommended a more strategic way to outreach to mom & pop businesses. He noted that although this would potentially cost more, it may potentially payout more dividends in a long run.

Chairman Piedra recommended hosting monthly workshops at Florida State Minority Councils for the mom and pop small business owners.

Mr. Gibson commented that small business owners lack the time to attend various workshops.

Ms. Ferradaz added that business owners lack proper staff coverage to attend these workshops.

Mr. Beasley commented on the positive turnout of business owners at a recent open house.

There was continued discussion regarding a more strategic way of targeting employers.

He noted that SFWIB Assistant Director, Marian Smith is currently working on purchasing promotional items to market to employers.

Mr. Gibson inquired about the various local chambers and their ideas to better target small business owners (specifically Moms & Pops). Mr. Beasley noted that CSSF partners with Doral Business Council and South Dade Chamber particularly for small businesses.

Mr. Beasley provided a new copy of the new Business Services folders prepared by Business Services Manager Cheri Kavehersi and designed by SFWIB's Graphics Designer Andrew Miller.

There was continued discussion.

Chairman Piedra asked whether the rapid response funds are part of the qualified targeted industries. Mr. Beasley responded, "No" then provided details.

He requested a report be provided to the members detailing the following:

- What are the efforts?
- How many employers have we reached out to? (And from those)
- How many employers are receiving services?
- What is the response rate on CSSF's calling efforts?

Mr. Beasley further explained.

#### **4. Information – Beacon Council/Miami Business Profile & location Guide**

Chairman Piedra introduced the item and Mr. Beasley further discussed and reviewed with the Council a Miami Business Council and Location Guide presentation. He also invited all to attend the next One Community One Goal meeting.

Chairman Piedra briefly commented on the Beacon Council, and then inquired about the status of a TechHire initiative. Mr. Beasley provided further details.

He noted that both he and SFWIB Assistant Director Marian Smith have been meeting with representatives of One United Bank regarding a potential space to be donated to CSSF.

There was continued discussion related to TechHire.

Mr. Beasley explained the goal of offering boot camp short term training on skills that would allow candidates to be immediately hired into various occupations. He gave an example of Wincode which offers a nine-week coding training.

Mr. Beasley explained that all agenda items presented at meetings are linked to a related CSSF strategic goal.

There was continued discussion.

Mr. Beasley further explained the challenges with verifying paperwork for those requesting various services. Chairman Piedra inquired about the barriers. Mr. Beasley briefly explained the issues at the federal level. He went on to explain a collaborative project that would include an integrated component.

Ms. Ferradaz commented that the integrated component should be easy for Temporary Assistance for Needy Families (TANF) services. Mr. Beasley went on to further explain the challenges.

Chairman Piedra inquired about the barriers and Mr. Beasley further explained.

Ms. Ferradaz also shared that she sits on Miami-Dade County Criminal Justice Council which has a sub-council for re-entry to coordinate services for the hardest to serve population.

He inquired about the difference between this particular council and the Department of Juvenile Justice. Ms. Ferradaz explained that it's for all re-entries. Mr. Beasley noted that CSSF would be participating.

Ms. Ferradaz also shared with the Committee about a group called Together for Children led by Miami-Dade County Superintendent Alberto Carvalho, Miami-Dade County Mayor and other representatives.

Ms. Gaber briefly discussed a Memorandum of Understanding (MOU).

Mr. Beasley noted that CSSF is donating 20 computers to Centro Campesino Farm Worker, Inc. Chairman Piedra briefly shared about one of Centro Campesino's key community outreach event that is held in the month of December.

Chairman Piedra briefly shared an event hosted by one of CSSF's career centers that was recently held at Camillus House. Mr. Beasley briefly shared the impacts of social enterprise.

Ms. Ferradaz also shared about a women's shelter called Lotus House.

There was continued discussion.

There being no further business to come before the Committee, the meeting adjourned at 9:42am.