



## SFWIB EXECUTIVE COMMITTEE MEETING MINUTES

**DATE:** November 17, 2022

**LOCATION:** CareerSource South Florida  
 7300 Corporate Center Drive, Suite 500  
 Conference Room 2  
 Miami, FL 33126  
 Zoom: [https://us02web.zoom.us/webinar/register/WN\\_gKA-m86nSZSxCXUhvjFhIg](https://us02web.zoom.us/webinar/register/WN_gKA-m86nSZSxCXUhvjFhIg)

1. **CALL TO ORDER:** Chairman Gibson called to order the regular meeting of the SFWIB Executive Committee Meeting at 8:35AM on November 17, 2022.
2. **ROLL CALL:** 7 members; 4 required; 5 present: Quorum established.

SFWIB EXECUTIVE COMMITTEE MEMBERS PRESENT	SFWIB MEMBERS ABSENT	SFWIB STAFF
Chi, Joe del Valle, Juan-Carlos, Vice-Chairman Ferradaz, Gilda (Zoom) Gibson, Charles, Chair (Zoom) Loynaz, Oscar, M.D. (Zoom) Roth, Thomas “Tom”	Canales, Dequasia	Beasley, Rick Bennett, Renee Gilbert, David (Zoom) Morgan, Ebony  <b>ADMINISTRATION/IT</b> Almonte, Ivan Anderson, Francis
<b>OTHER ATTENDEES</b>		
Dalto, Joseph, New Horizons Gallo, Ulisse, EconoView		

Chairman Gibson, attending remotely, transitioned the administration of the meeting to Vice-Chair del Valle considering he is physically present at the location.

Agenda items are displayed in the order they were discussed.

## 2A. Approval of Executive Committee Meeting Minutes – October 13, 2022

Vice-Chair del Valle presented agenda item 2A. October 13, 2022 Executive Committee Meeting minutes for approval.

No questions or comments were presented for consideration.

**Motion** by Mr. Chi to approve the SFWIB Executive Committee meeting minutes from October 13, 2022.

Chairman Gibson seconded the motion; **item is passed without dissent.**

## 3. Information – 2020-2024 Strategic Goals Operational Plan Update

Vice-Chairman del Valle introduced the item; Mr. Beasley further presented.

Mr. Beasley reviewed the 2020-2024 Strategic Goals Operational Plan Monitoring Tool. He advised that members would receive the monitoring tool, which has been designed to keep the Board up to date on funding and/or policy items that have been approved, on a monthly basis. Any changes that have occurred during the month will be highlighted for ease of reference.

Mr. Roth inquired about the design of the report, as it is unclear how the strategies presented align with the number of agendas items utilizing the goal. Mr. Beasley explained that some of the items presented may be informational versus policy and/or funding items; as such, the number of strategies will not always align with the number of agenda items utilizing the goal.

Mr. Roth pointed out that many of the strategies listed can be applied to multiple goals. Mr. Beasley acknowledged that it is possible for many of the programmatic strategies to apply to several of the goals listed; however, the overarching objective is to improve outcomes for local businesses and our constituency. The objective of the document is to keep the Board informed of what staff is doing to achieve the targets set for the program year; including the allocations approved and the amount of spend to date.

No further comments or suggestions were submitted from the members. Item closed.

## 4. Information – The Mayor’s Career & Job Fairs

Vice-Chairman del Valle introduced the item; Mr. Beasley further presented.

Since February 2022, the Office of Mayor Daniella Levine Cava, the Miami-Dade County Human Resources Department and CareerSource South Florida (CSSF) has hosted monthly Career & Job Fairs throughout Miami-Dade County.



Mr. Beasley provided an overview of the number of constituents that have attended the job fairs as well as the number of job offers extended. He explained to the members that hiring decisions, background checks, and fingerprinting are completed immediately.

It's important to note that the numbers presented may shift over the coming weeks as we have received reports that there have been a few "no shows" when the process is completed and a start date has been set.

Mr. Roth inquired about what CSSF staff is responsible for when collaborating with the County to establish the job fairs. Mr. Beasley advised that CSSF staff works with Miami-Dade County departments to identify needs; in addition, they identify locations, ensure adequate spacing for interviews, and conduct all community outreach.

Miami-Dade College has partnered with us to host several of the career fairs. The Executive Committee extends its sincerest appreciation for their willingness to assist with this project.

No further questions or comments were presented for consideration. Item closed.

## 5. Approval – Bean Automotive Apprenticeship

Vice-Chairman del Valle introduced the item; Mr. Beasley further presented.

A second cohort for the Bean Automotive Technician Specialist Apprenticeship was approved by the SFWIB at the August 18, 2022 meeting. Allocated funds, in the amount of \$215,250, will provide a 30 percent reimbursement for gross wages to Bean Automotive Group, LP., which includes 2,000 hours of On-the-Job-Training (OJT) for 25 apprentices.

In response to the success of the program and the increased competitiveness associated with recruitment, an increase in the starting wage was negotiated; participants will now earn \$16.00 per hour, receiving an additional \$0.50 increase upon completion of the first 1,000 hours. As the negotiated rates were authorized after initial approval from the SFWIB, CSSF staff recommends to the Executive Committee to recommend to the Board, an additional \$28,500 in WIOA funds to reimburse the wage increase to the Bean Automotive Group, LP.

**Motion** by Ms Ferradaz moved to approve additional WIOA funds for the Bean Automotive Apprenticeship Program.

Mr. Roth seconded the motion; **item is passed without dissent.**

Mr. Beasley clarified that Dr. Loynaz does not need to remove himself from the vote; although Miami Dade College does the training, funding goes to Bean Automotive directly.



Vice-Chair del Valle mentioned that he had the honor of attending the graduation of the first cohort. A remarkable event that truly made a difference in the lives of the participants and their families. Bean Automotive is truly behind the program and excited about being a partner in this effort.

Mr. Beasley reiterated the importance of apprenticeship programs, which allows the participant to learn and secure earnings for his/her family at the same time. Through an apprenticeship program, participants are gaining certifications and on the job training. In addition, the subsidizing of wages also accounts for reduced productivity; master mechanics are pulled off the line to help with the training new apprentices.

Ms. Ferradaz attested that Bean Automotive gives back a lot to the community as they have worked with the Foster Care community and other organizations.

Mr. Chi agrees with the program stating that there has been a huge gap between the educational system and actual workforce/industry. Mr. Beasley agreed and shared that several schools have submitted classroom-based programs for State approval that are not genuine apprenticeship programs. Employers want a hybrid approach where apprentices are trained both on the job and in class training with certification.

Mr. Beasley also shared a few of the new apprenticeship programs that will be starting soon.

No further questions or comments were presented for consideration. Item closed.

## **6. Approval – South Florida Workforce Investment Board Membership Nominations**

Vice-Chairman del Valle introduced the item; Mr. Beasley further presented.

Several SFWIB members have retired from their respective organizations thereby resigning from the Board; the individuals listed in the agenda packet were identified as replacements for those that have left – several of which are required positions.

Once approved by the Executive Committee, applications and referral packets will be forwarded to Mayor Levine-Cava for review, approval, and appointment.

Mr. Roth inquired about the replacements and how they were identified. Mr. Beasley explained that several of them are required positions by law and were the direct replacements of those that have retired. In addition, the law requires those that are on the Board to be in high-level positions in their agency, not just affiliated.

Mr. Beasley walked through each of the recommended replacements for members that have retired. He noted that Mexican American Council (MAC), which services Migrant Workers, should be updated to reflect that they are a Community Based Organization.

Mr. Roth asked if we are staying with MAC because it is required or if there are other agencies that can represent a community-based organization that services Migrant Workers. Mr. Beasley advised that there are other organizations that work with migrant workers; however, the SFWIB has an extensive relationship with MAC and they have a substantial reach in the community.

The State of Florida is not a heavy unionized city; we need to have at least three (3) represented on the Board. Mr. Beasley walked through the history of the Board make-up and its transition; ensuring that members represent one primary area vs. several.

Mr. Roth raised the idea that members of the Board should be approached about vacancies to allow them an opportunity to recommend replacements. Ms. Ferradaz also suggested that open vacancies be advertised to ensure we have adequate representation. The Executive Committee will evaluate any applicants submitted as well as any recommended individuals from SFWIB members. Mr. Beasley agreed to both suggestions.

Mr. Beasley reminded the members SFWIB approved individuals can be submitted to Mayor Cava, however, if she chooses, she can reject a suggested member and/or organization and appoint someone else.

There are a number of board openings coming up. Mr. Beasley will forward a current list of the Board members (indicating the categories assigned, the affiliated industries), the categories where there are openings, and suggest the industries that will be of benefit to the SFWIB moving forward.

**Motion** by Mr. Chi moved to approve to recommend the new/replacement SFWIB members to Mayor Cava for consideration and approval for placement.

Mr. Roth seconded the motion; **item is passed without dissent.**

No further questions or comments were presented for consideration. Item closed.

## **7. Approval – EconoVue Data Platform License Purchase**

Vice-Chairman del Valle introduced the item; Mr. Beasley further explained and introduced Mr. Ulisse Gallo who conducted a presentation of the platform for the members.

The State of Florida purchased a number of licenses to the EconoVue™ platform and awarded them to select local workforce development boards. The contract with EconoVue, through the State, has since lapsed; SFWIB no longer has access.

Recognizing the value of the EconoVue platform, SFWIB staff recommends that the SFWIB purchase 30 licenses directly which will be used by SFWIB contracted business entities, American Job Centers, and Career Development Centers as well as the SFWIB's internal Business Services Unit.

Mr. Gallo conducted a brief demonstration of the tool, highlighting the platform's ability to filter business data that will enable SFWIB staff and our contracted business entities to do targeted business outreach utilizing targeted, scaled down Dunn and Bradstreet data. A detailed presentation is available via the November 17, 2022 Executive Committee agenda packet.

Mr. Roth inquired about the cost of the product, the possible return on investment, and the reason thirty (30) licenses are needed. Mr. Gilbert confirmed the breakdown as:

- American Job Centers – 1 per location
- Career Development Centers – 1 per location
- SFWIB Business Intermediaries – 6
- CSSF Headquarters - 2

Mr. Gibson inquired about paying for service providers to access the tool. How do we monitor usage? Mr. Beasley explained that service providers are not currently using the tool and they do not have access. SFWIB staff will present service provider performance outcomes to the Executive Committee for review and approval before the tool is rolled out.

He walked through the history of the State's purchase of EconoVue and the limited access provided, which was primarily focused around Rapid Response. SFWIB purchase will provide full access to the tool.

Chairman Gibson agreed that the specificity of the data and the increased utilization of the tool is very valuable. The State is taking quite some time to make a decision on renewing the contract; by purchasing the licenses directly, SFWIB staff can start working with the tool immediately and begin targeting local businesses within the program year.

Mr. Roth asked how many other workforce regions in the state has purchased the platform directly and how often was the tool used when it was active with the State. Mr. Gallo advised that two other workforce boards are looking at it, but there have been no purchases to date. Through the State's contract, the Boards were utilizing the platform; averaging 80 log-ins per month.

Mr. Beasley reminded the Committee that the SFWIB's Layoff Aversion Program is unique in comparison to other state WDBs; we are the only board that offered a layoff aversion fund and contracted with the local businesses community to provide additional resources. Moving forward, the EconoVue tool will be used for layoff aversion, apprenticeships, outreach, and much more.



**Motion** by Chairman Gibson to approve the purchase of thirty (30) EconoVue licenses. Mr. Chi seconded the motion.

Mr. Roth dissented and voiced concern about the cost of the tool and the possible return on investment.

Chairman Gibson asked if there is an opportunity for the Board to receive better pricing. Mr. Gallo advised that reduced pricing is available; however, it would require a multi-year contract. The State of Florida had a three-year contract – the cost only increased slightly over time. In addition, Mr. Gallo advised that the EconoVue tool is not just a database but it is a GIS based-data base and there is a lot more behind the data that differentiates it from data mining.

Vice Chairman del Valle asked that the motion be withdrawn to give the Executive Director an opportunity to renegotiate and re-present in December.

**Mr. Gibson and Mr. Chi withdrew the motion and will defer the item until the December Executive Committee Meeting.**

Ms. Ferradaz asked if this is the first time we will be using the platform in our region. Mr. Beasley advised that we once had limited access via the state; however, the licenses SFWIB acquires will expand access to allow full use of the EconoVue tool.

Ms. Ferradaz requested that SFWIB staff get more information about the State's purchase and their return on investment.

No further questions or comments were presented for consideration. Item closed.

With no further business presented to the Committee, the meeting adjourned at 10:12 am.