

## SkillSource Regional Workforce Board

### Meeting Minutes

June 15, 2024

Via Zoom

Zach Williams, Board Chair, called the meeting to order at 5:30 pm. Lisa led introductions and oriented the board and attendees to the meeting agenda.

#### **March 15, 2024 Board Meeting Minutes**

***Nate Mack made a motion, and Irasema Ortiz-Elizalde seconded to approve the minutes for the March 15, 2024 Board Meeting. Motion passed.***

#### **Director's Report**

Lisa summarized the director's report. In her report, Lisa covered the federal reauthorization for WIOA and the National Association of Workforce Boards' key takeaways. She informed the board that the Local Strategic Plan, which was approved in draft form at the March board meeting, was approved by the State Workforce Board on June 20<sup>th</sup>. At the same time the Board granted a one-year extension for SkillSource's direct delivery of services as WorkSource Policy 1015, which governs service delivery procurement, has not yet been finalized. She reported that the Program Year 2023 state monitoring results showed no findings, unresolved questioned costs, or disallowed costs. The State EO monitors performed facility compliance monitoring at WorkSource Okanogan, and the state monitoring team will return in November for programmatic and fiscal compliance reviews. Lisa pointed out the congratulatory letter from ESD on 3<sup>rd</sup> Quarter performance and reminded the members that the board planning retreat is scheduled for March 2025. Finally, she shared out about the SkillSource contingent to the NAWB Forum in March.

Susan commented on the momentum she was seeing around the many business outreach activities conducted in the last quarter, and she is excited about our new business engagement specialist joining the team in mid-July. Next month SkillSource will open the Small Business Investment Grant applications.

#### **Funds Transfer Request (2024-25)**

Lisa summarized the funds transfer proposal which was recommended by all three subarea committees at their meetings. This budget transfer is incorporated in all the service delivery budgets and allows for more accurate planning; there are sufficient funds to address Dislocated Worker needs.

***Augustine Gallegos made a motion, and Tad Hildebrand seconded to approve the transfer of \$284,500 from Dislocated Worker to Adult. Motion passed.***

#### **Committee Reports**

Lisa explained that all four budgets had been recommended by their respective committees for approval. Washington state has received a 12% increase in federal formula funds and North Central received a 9% increase in those funds. Incorporating discretionary funding, each budget increased by double digit percentiles. Zach asked for a motion by consent for all budgets (agenda items 5 through 8).

***Michelle Price made a motion, and Faimous Harrison seconded to approve the 2024-25 Okanogan, Grant/Adams, and Chelan/Douglas service delivery budgets, and 2024-25 Executive budget. Motion passed. Pablo Villareal abstained due to DVR being the grantee for Pre-ETS.***

### **Policy Revisions**

Lisa briefly summarized the proposed policy changes to Local Directives 17-162 (Incumbent Worker Training), 22-179 (State EcSA Incentives) and 22-180 (Economic Security for All). She explained that all three subarea committees had been briefed on the proposed revisions and had recommended approval.

***Augustine Gallegos made a motion, and Irasema Ortiz-Elizalde seconded to approve the proposed revisions to Local Directives 17-162 (Incumbent Worker Training), 22-179 (State EcSA Incentives) and 22-180 (Economic Security for All). Motion passed.***

### **Work-Based Training Opportunities (Presentation)**

Lisa and Aaron led a presentation on the various work-based learning opportunities that SkillSource offers to career seekers and businesses. These services allow career seekers to “earn while they learn”, while the businesses get to “try before they buy”. Aaron briefly explained the many types of work-based learning services, while pointing out that SkillSource is a statewide leader in offering these services. This follows long-established board guidance to prioritize work-based learning in North Central. The presentation ended with a call to action to share this knowledge in the board members’ circles.

### **Media, Communications, and Business Engagement Report**

Kelli reported that SkillSource excels at identifying gaps for businesses and career seekers; she sees herself as also identifying gaps in our strategic communications. She described her overall communications strategy. This began with laying a foundation for growth, including refining existing systems, assets, and messaging, and creating internal communications pathways. From there she formed tactics to build meaningful and impactful outreach deployed across channels appropriately. This includes professional photography created in-house (which has been requested for use by external agencies and media outlets), accurate bilingual content, timely press releases, and bite-size pieces of information. This strategy bore fruit when a social-media-only campaign to inform small businesses of the upcoming Small Business Reinvestment Grant program attracted inquiries from over 100 businesses in one week. Kelli has created a monthly newsletter for board members and county commissioners called *In the Loop* and an internal staff newsletter called *The Inside Scoop*. She has also refreshed program information fliers for all locations with accurate QR codes and orientation information. She shared social media growth and website traffic growth in the past six months, again a direct result of this deliberate communications strategy. She concluded by summarizing current advertising campaigns and recent news features, and giving a preview of next steps. Faimous and Zach congratulated Kelli on her work; Kelli encouraged the board members to share one thing from each installment of *In the Loop* within their comfort zones.

Lisa called the board members’ attention to the board meeting schedule and other enclosures in the board packet.

Faimous encouraged the board members to engage with Wenatchee Valley College in the formation of their four-year strategic plan. He welcomes input from businesses, workforce development partners, and invited the group to participate in the [community survey](#).

Tad reported that he has departed Nash Consulting and has started his own firm, Pilot Rock Consulting, specializing in human resources and organizational development.

The meeting was adjourned at 6:41 pm.

**In Attendance:**

Augustine Gallegos  
Faimous Harrison  
Annette Herup  
Tad Hildebrand  
Nate Mack  
Irasema Ortiz-Elizalde  
Michelle Price  
Pablo Villarreal  
Zach Williams  
Todd Wurl

**Not in Attendance:**

Ryan Beebout  
Randy Curry  
Crystal Gage  
Augustine Gallegos  
Julie Helligso  
Roni Holder-Diefenbach  
Ken Johnson  
Tom Legel  
Brant Mayo  
Kyle Niehenke  
Anthony Popelier  
Sara Thompson Tweedy

**Staff in Attendance:**

Lisa Romine  
Susan Adams  
Laura Leavitt  
Aaron Parrott  
Kelli Martinelli  
Juan Martinez  
Emily Anderson  
Alicia Wallace  
Heidi Lamers  
Toby Haberlock  
Christy Mataya  
Laura Hamilton (DVR)