

**Workforce Development Board HMO Meeting**  
**October 8, 2021**  
**Executive Committee Meeting**  
**ZOOM**  
**8:30 A.M.**

**Committee Members Present:**

Beth Bowers, Amy Turner, Emily Arthur, Gary Scalzo, Zoë Vandermeulen, Franca Armstrong, Tim Rosbrook  
Staff: Alice Savino, Julie Synakowski

**Call to Order:**

Beth called the meeting to order at 8:30am

**Minutes from 6/18/21 and September Financials**

M/S.....Amy Turner, Emily Arthur

**Operator Report - Zoë Vandermeulen**

- We're updating the Customer Need Referral Guide, this will help with who to contact to refer to programs. Almost ready
- Strategic Plan items – almost ready to send out the Business Customer Survey, Jodi will take most exciting news from newsletter each month and create press release to share with community. Videos are up on YouTube page.
- Acquire job listings from managers that they post separately on our website to try to get job seekers to notice them.
- Website redesign, identified a lot of improvements needed, Alice discusses more later
- A few job fairs completed, even though not a lot of job seekers, they were serious and there were offers made. Probably last job fair since MV DOL will have monthly virtual job fairs.
- We can still hold business-targeted job fair as long as 5 or more openings.
- WANTO Job Fair will be in November
- Herkimer County – in person job fair – 20 business and 60 job seekers
  - Questions –
    - Are we still interested in letting businesses pay fee to use platform? Blasts through SHRM. John Milligan, Upstate Family Healthcare is interested, Alice will contact him.
    - Is there a better way to attract employees, job fairs don't seem to be working as well as intended, depends on the types of openings and location.
    - Survey SHRM members ask about recruiting struggles, mention platform.
    - Beth uses LinkedIn and referrals from friends and family and AIS does a community referral, don't have to come from employers.
    - AIS uses online game – "Can you Hack It", IT job seekers really enjoy it.
    - Emily said they really work on retention of current employers, also use LinkedIn. Increased referral bonus.
    - MVCAA finding competing with Walmart, McDonalds for entry level positions, talk up the benefits. Upper management positions are usually filled internally.
    - Zoë said her past employer used to recruit right out of training programs

## DOL News

- **Virtual Career Center** - Received \$3M grant through Federal Gov't to use to reach out to customers but decided to use it to enhance the virtual career center, Virtual CS are here to stay. Still not open in person anywhere in the state. Makes it hard to recruit in Utica. Populations that don't have what they need, the entry level job seekers will struggle. Rome and Madison have less staff but open. Decision will be made in Albany when they can return on site, possibly end of year. We have no access to virtual career center so we can see how we can use it.
- **UI decision** - if not vaccinated, may be ineligible to receive unemployment insurance, depending on if job is in a healthcare facility, nursing home, or school.
- **Website redesign** – Bid from *Directive Technology*, used for CDO website, Your Dream Your Team. Capraro doesn't do design, they have been hosting but charge \$250 a month. Bocket designed site that no one can make changes, they charge for every change made. Directive only charges \$59/month and we can make all our own changes, Jodi can do. Entire charge is \$9100 to redesign + \$59/month, it's been 10 years since update. *Approval to move forward with proposal – M/S....Amy Turner, Gary Scalzo*

**2022 Meeting Schedule** – e-mailed the 2021-2022 schedule. Committee Chairs: Alice would like to have an EC member chair for Business Services and Employee Engagement, Emily volunteered. Beth volunteered for the Orientation Committee. Non board members can sit on the committees.

## Other Business

- Exciting news!! Beth Bowers is receiving an award from MVSHRM on 10/19 at 3:30 at Delta, same day, Chamber of Commerce is awarding Steve DiMeo with Person of the Year at 5:30 at Hearts Hill. Alice has tickets for both events. Congratulations Beth & Steve!!
- Alice meeting with Chamber of Commerce week of 10/11 discussing what you get for sponsorship packages. News on companies that sponsor the Chamber.
- 194K people got jobs in September. Beth mentioned SHRM newsletters and the Great Exodus. A lot of people aren't returning to their old jobs, assessing priorities. Amy has seen a lot of retirements that she wasn't expecting.
- Cheryl Blask is retiring, might use supervisors for contact.
- Amy sat in meeting with NY State Weatherization, American Rescue Act, over \$53M coming to NY State. Different than what is currently run, more focused on climate change, electrification of homes. 2 contracts run side by side. Amy is worried about hiring, 12 months to administer \$53M. Plan to OTDA (Office of Temporary and Disability Assistance) by 9/30/2022. Not Workforce money, part of American Rescue Plan, not from DOE, coming from LIHEAP (Low Income Home Energy Assistance Program), used to weatherize low income homes. No restrictions on how much work, no cost per unit. Do complete retrofits, roofs, furnaces. Will need a lot of subcontractors. Training money went to counties and cities. Big push for electrification, less dependent on oil and fossil fuel. Partner with NYS Weatherization Directors Association, they can help guide to support money coming in. Bring up to WIB Directors, CDO is working with, can be done across the state. Discussion with Andy Stone – call with Alice, Amy and Andy, then roll out to the State, big virtual conference end of October.

**Next full board meeting November 12 at 8:30am:**

*There being no further business, the meeting was adjourned at 9:10 A.M.....*