



LANE WORKFORCE EXECUTIVE BOARD MEETING

Thursday, October 19, 2023

11:30am – 1:00pm

MINUTES

In Attendance: Jennifer Adams, Shondra Holliday, Solomon Harris, John Stapleton, Jeff Graham, Heather Buch, Dana Merryday, Michelle Webber

Absent: Mike Clark

Staff: Ashley Espinoza, Tiffany Cink, Anne Nestell, Stephanie Lovell

Recommendation	Motion	Seconded	Status
Approve Executive Board Meeting Minutes, September 21, 2023	John Stapleton	Michelle Webber	Approved
Adopt the PY 2023/2024 General Operating Budget Modification #1 as presented.	Solomon Harris	Jeff Graham	Approved

I. CALL TO ORDER

Shondra Holliday called the meeting to order, and introductions were made.

II. PUBLIC COMMENT

There was no public comment.

III. CONSENT CALENDAR

John Stapleton made a motion to approve the September 21, 2023, Executive Board meeting minutes. Michelle Webber seconded, and the motion was approved.

IV. PROGRAM YEAR 2023/2024 BUDGET MOD 1

Tiffany Cink provided an overview of the proposed Budget Modification #1 for Program Year 2023/2024.

REVENUE: Revenue increased from \$7,341,593 to \$9,621,114, marking an increase of \$2,279,521.

Revenue increases include:

- \$399,950 – New Award for Statewide Dislocated Worker Quality Jobs, Equity, Strategy and Training (QUEST) Grant.
- \$446,786 - New Department of Labor Critical Sectors - Hospitality Grant
- \$361,305 – Increase in final award for State of Oregon Youth Employment Program (OYEP)
- \$477,701 – Actual Carry forward and final award amount for Future Ready Oregon federal American Rescue Plan Act (ARPA) funds

- \$500,000 – New Workforce Ready Round 2 Grant (ARPA) in partnership with NAACP
- Small Increases/Decreases based on actual carry forward and final allocations.

EXPENSES: Total expenditures have risen from \$5,879,519 to \$6,951,927, marking an increase of \$1,072,408.

The Reserve for Future Expenditures increased from \$1,355,074 to \$2,562,187 with the specific details included on the Revenue and Expense Summary by Fund.

Personnel Services are 17% of annual expenses. The total expense is up \$34,351 due to the addition of a Navigator Strategist position to be hired in January 2024.

Ashley Espinoza provided details regarding the Navigator Strategist position. A portion of the Future Ready Oregon allocation that came to us pertains to the Benefits Navigator Pilot Program. We convened our mandatory partners to discuss the implementation of this program in our region. Given that nearly every organization already has navigators in place, our concept is to hire someone to streamline, support, and serve as the central contact for the navigators within our region. We have submitted our Letter of Intent to the State and recently received confirmation of its acceptance.

Materials and Services are 6% of annual expenses.

COMMUNITY INVESTMENTS: Amounts directly attributed to the provision of workforce services to the population of Lane County. LWP has budgeted 77% of total expenses in the pursuit of a trained workforce of individuals with the knowledge and skills needed for career success. The major changes in this Budget Modification are:

- Lane County Health and Human Services (HHS) Adult Services Contract for direct participant services provided through the WorkSource Oregon Lane system increased by \$180,353 to include the additional funds from the QUEST Grant.
- Connected Lane County (CLC) Youth Services Contracts for direct participant services at Spark on 7th and Spark at Booth-Kelly increased by \$446,592 to include the final award of OYEP funds.
 - State of Oregon OYEP funds are awarded to Local Boards in two categories: formula & discretionary. For 2023-2025, the statewide total was \$6 Million. Connected Lane County received 16% of the total statewide allocation. By comparison, Lane County received just 8.9% of total WIOA Youth funds.
- Driving Prosperity and P10K ARPA and Navigator reductions reflect a change in reporting. For both HHS and CLC, the total contracts are reported on one line instead of separating them by funding sources.
 - \$143,000 Driving Prosperity is for Direct Employer Customized Training Contracts
 - \$160,000 Navigator is for Direct Community Based Organization Navigators
- Workforce Ready – NAACP - \$475,000 for NAACP Healthcare Workforce Boost Program to develop a FACES for the Future school-to-healthcare career program in Lane County high schools with Health Sciences Career Technical Education(CTE) programs. FACES for the Future is a program of the Public Health Institute.

Solomon Harris made a motion to adopt the General Operating Budget Modification #1 as presented. Jeff Graham seconded, and the motion was approved.

V. EXECUTIVE DIRECTOR'S REPORT

Ashley Espinoza highlighted the following key items:

- DOL Critical Jobs Sector Planning Grant
 - Support the initial development of sector strategy partnerships and expand effective sector strategy partnerships to support worker-centered approaches;
 - Pilot innovative public-private sector partnerships to create training models that lead to attainment of good jobs;
 - Formulate strategies aimed at enhancing job quality within the care, climate, resilience, and hospitality sectors.
 - Awarded \$446,786 (requested amount was \$450k)
 - Duration: 18 months
 - This initiative spans across three workforce board regions: LWP, SOWIB (Southern Oregon Workforce Investment Board), NOW (Northwest Oregon Works) in partnership with the Oregon Coast Visitors Association (OCVA) and Oregon Restaurant Lodging Association (ORLA).

There was a discussion regarding the intersection of this with economic development and the potential opportunities that may arise.

- Oregon Economic Development Association (OEDA) Conference
 - During the recent OEDA conference held in Eugene, Richardson Media was honored with the Award of Excellence in Economic Development for their outstanding work in marketing and promoting the “Constructing a Brighter Future” program.
- Regional Strategic Planning
 - Currently engaged in formulating our 4-year strategic plan, 2024 – 2028.
 - Conducting five focus groups in Cottage Grove, Eugene, Florence, Junction City, and Springfield. Additionally, a “youth-centered” focus group is in the works.
 - A retreat for the LWP Board and Council is scheduled for November 17th and will focus on the strategic plan.
 - Completion Date: March 18th
- WORKing Together Conference
 - The annual WORKing Together Conference, organized by the Oregon Workforce Partnership, will take place November 7 – 8 at the Riverhouse Conference Center in Bend. One of the featured workshop sessions during the conference will be “Constructing a Brighter Future”. A special reception for workforce board members is planned for the evening of November 6th. Additionally, on November 6th, there will be a day of training focused on equipping participants with practical solutions and strategies to enhance employment opportunities for individuals facing the challenges of poverty. The training session will be facilitated by Dr. Donna Beegle, a nationally recognized public speaker, discussion leader, and expert in the field.
- Awareness Building and Outreach
 - In the Program Year 2022/2023 (July 1, 2022, to June 30, 2023), our social media channels saw an increase of 737 new followers. Over this period, there were a

total of 92,860 post impressions (indicating the number of times content was viewed, including multiple views by individual users) and 468 posts made.

VI. EXECUTIVE BOARD MEMBER UPDATES

- Michelle Webber (Councilor, City of Springfield):
 - The 5th Annual Springfield Mayor's Revue is scheduled for Friday, October 27th, from 5:00pm – 8:00pm. The Emerald Arts Center and Springfield Rotary Charitable Foundation have partnered to bring a night of fun and entertainment to fund various community projects. Admission covers entry to the reception at The Emerald Arts Center, complete with hors d'oeuvres and beverages. The event will showcase the talents of Jazz Artist Karla Harris. Tickets can still be purchased through the Springfield Rotary Club's website.

- Heather Buch (Lane County Board of Commissioners):
 - Shared information regarding the All-In Lane County initiative. This comprehensive endeavor represents the county's first multi-agency approach to address homelessness. It has been made possible through Governor Kotek's emergency orders and subsequent funding via HB 5019. The lead committee overseeing All-In Lane County is the MAC (Multi-Agency Coordinating) group. Its establishment aims to strategically coordinate efforts throughout Lane County in alignment with the executive order's objectives. To date, the MAC group has established an operational structure and cadence, created the first spending plan for the All-In funding allocation to be approved by Governor Kotek, and formalized contracts with local service providers to carry out the initiatives. A dedicated website, www.LaneCountyor.gov/ALLIN, has been established to provide information and monitor progress.

- Jeff Graham (Danone/So Delicious Dairy Free):
 - Interested in leveraging the OJT program.
 - Eager to increase involvement and engagement with the board.

- Jennifer Adams (Northwest Community Credit Union)
 - Northwest Community Credit Union operates as a CDFI (Community Development Financial Institution), enabling us to offer resources, products, and services to underserved or historically marginalized demographics. We have directed our support towards the Latino community. Last week, our Vice President for Member Experience, Melva Mackey, served as a representative at The White House for the NALCE (National Alliance of Latino CDFI Executives and NALCAB (National Association for Latino Community Asset Builders) Roundtable. This conference convened a diverse range of organizations with the shared goal of enhancing financial access for the Hispanic community.
 - We've recently introduced our first ITIN lending product, specifically tailored for the Latino community, focusing on mortgages. ITIN loans offer a distinctive financing solution for individuals who may lack the conventional documentation required for obtaining mortgage loans. An ITIN, or Individual Tax Identification Number, issued by the IRS, serves as a valid form of identification. This type of loan is beneficial for those without a Social Security Number, providing them a viable avenue towards homeownership by securing a mortgage loan through their ITIN.

- John Stapleton (PIVOT Architecture):
 - In the Architectural Engineering and Construction (AEC) industry, there are both positive and negative trends to consider. On the positive side, costs seem to be stabilizing. However, a persistent challenge across the board is the shortage of available workforce. On a less optimistic note, a significant portion of our industry is involved in commercial, retail, and housing projects, and there's a concern that the financial services sector is poised to take control of many of these ventures – a potentially worrisome development. This could result in reduced funding available for project developments. The uncertainty surrounding project financing, especially from the developer's perspective, is contributing to the housing shortage. We are monitoring the situation and working to understand how all these factors will intersect. It's possible that there might be a slowdown in the first or second quarter of next year, and we'll need to pivot and ensure our workforce remains engaged in our smaller businesses to mitigate any adverse effects.
 - We're fortunate to have some innovative players in the housing development sector within non-governmental organizations (NGOs) such as Everyone Village and Square One. They have a concept aimed at strengthening transitional housing to permanent housing. John will be reaching out to Commissioner Buch for further discussion.

- Dana Merryday (Councilor, City of Cottage Grove):
 - Signature gathers report that they are approaching the required number of signatures needed to initiate a recall election for three city councilors (Councilor Merryday is not among those involved).
 - Actively engaging individuals to participate in the LWP Strategic Planning Session scheduled for October 25th in Cottage Grove.

- Shondra Holliday (Lane County Medical Society):
 - We are hosting an event in collaboration with the Eugene Parks Foundation and the Lane Community Health Council. The event, "Prescribing Parks: Enhancing Community Health Through Exceptional Parks" will take place on November 16th from 5:30pm to 7:30pm at The Shedd. The featured speakers will include Ashley Espinoza (LWP), Dr. Pilar Bradshaw (Journey Family Medicine), Dr. Patrick Leudtke (Senior Health Officer with Lane County), Todd Salna (CEO of Slocum), and Ariel Lissman (Executive Director of Eugene Parks Foundation).

VII. OTHER BUSINESS

No additional matters were recorded.

VIII. ADJOURNMENT

Shondra Holliday adjourned the meeting.