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PIMA COUNTY WORKFORCE INVESTMENT BOARD (WIB)

Friday, February 13, 2015, 7:30 a.m.

Pima Community College, Community Campus
401 N. Bonita Avenue, Rooms A109-112, Tucson, AZ 85709

Meeting Minutes

Members Present

Paul Roughton, Chair	Peg Harmon
Beverly Price	Judy Clinco
Rose Capono	Lea Márquez-Peterson
Dorothy Kret	Ramon Serrato
Vaughn E. Croft	Sanda L. Abbey
Peggy Feenan	Sharon Mikrut
Alan Storm	Chris Kaselemis
Frank Watts, Jr.	Jacob Bernal
Aric L. Meares	Hank Atha
Carld Rosborough	Molly Gilbert
Steve Banzhaf	Bruce W. Grant
Doug Jones	Mike Verbout
Marji Morris	Duane Bock
Michael Guymon	

Members Absent

Gregg Johnson
Kim Murray
Linda Arzoumanian
Lee D. Lambert
Liz Gulick
Deborah Embry
Jim Zarling
Kari Hogan
Arnold Palacios
Jill Pearson
Pamela K. Sutherland
Julia Strange
Clarence Boykins
Wilette C. Diggs
Chris Hazen-Molina

(23) Guests and Pima County Staff

- I. **Call to Order** - Paul Roughton, Chair, Pima County WIB, 7:39 a.m.
- II. **Pledge of Allegiance:** All
- III. **Roll Call:** Bruce W. Grant
- IV. **Pima County Staff Report** - Charles Casey, Pima County Community Services, provided information about the New Pima County Economic Development Plan that includes in Chapter 11, Job Training and Employment Base Development; the Long-Term Unemployment Hiring Incentive Act; the Arizona Research Administration's statistics for Pima County's Unemployed, Unemployment Rate, Employed and Labor Force for November 2014 and December 2014; the share of unemployed individuals

Discussion and action can occur on any agenda item

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receiving unemployment benefits hit a low, based on Employment and Training Administration data going back to 1972; the Helping Individuals Regain Employment Act; the Veterans to Paramedics Transition Act; the Working Families Flexibility Act; the Half in Ten Act; the Pima County Summer Youth Employment Program began outreach on 01/23/15 and applications are due on 03/13/15; the Workforce Innovation and Opportunity Act (WIOA) Youth Program; and the Pima County One-Stop January 2015 Customer Service Levels and Monthly Services Report.

- V. Action Item** - January 9, 2015 Meeting Minutes approved. Lea Márquez-Peterson moved to approve; Judy Clinco seconded; and all were in favor.
- VI. WIB Chair Message:** On behalf of the WIB, Paul Roughton presented an Appreciation Retirement Award to Jim Mize who has served on the Private Industry Council and the WIB, and worked with the Pima County One-Stop's Employer Services Team from 03/08/10 to 03/09/15. Doug Jones was among 107 selected, recognized and inducted in 2014, in to the YMCA's Hall of Fame.
- VII. Philabaum Glass Award Presentations:** Paul Roughton presented award to new WIB member Marji Morris, Workforce Development & Talent Acquisition Program Manager, Tucson Electric Power Company. County Administrator Huckelberry has requested that all newly appointed commission members receive a glass Philabaum award as an expression of the County's appreciation of the member's service to our community.
- VIII. Pima County One-Stop Presentation "Ending Poverty Now: An Economic Initiative of Pima County"** - Debra Stevenson, Training Unit Supervisor, presented information that included concepts from Bridges *Out of Poverty*; Getting Ahead in a Just-Gettin'-By World, Employer Resource Networks; and Financial Opportunity Centers for Working Families. Employers were asked to think of their problem employee(s) and to be aware that the stress of poverty and how poverty is the equivalent of pulling an all-nighter. If a person can picture themselves being awake all night, this is what being poor feels like every day. Poverty-related concerns consume mental resources, leaving less for other tasks. According to the United States Census Bureau, in 2013, 19.9% Pima County residents were living in poverty. Generational Poverty (having been in poverty for at least two generations) and Situational Poverty (lack of resources due to job loss, an unexpected financial or health crisis, divorce, natural disaster) are different. Excusing individuals from poverty or scolding them for not knowing, is ineffective. As professionals, we must teach the individuals, provide support, be persistent and establish clear expectations. In order for people to move from one mental model to another, it often requires giving up some hindering relationships. Ending Poverty Now starts with schools and businesses operating from middle-class norms and using the rules of middle class and it is important to remember that no significant learning occurs without a significant relationship. The Employer Resource Network (ERN) pulls together a consortium of small- to mid-size businesses to provide job retention services, work supports, and training opportunities for entry-

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level employees, many of whom are receiving public assistance. Pima County has the following “Ending Poverty Now” Workshops scheduled March 3 to 5: Bridges *Out of Poverty* Practitioner Training, Getting Ahead Facilitator Training, Financial Management Trainer Training and Employer Resource Network. Carl Rosborough suggested that anyone interested should read the Bridges *Out of Poverty* book before attending Workshops and to help them understand their employees’ mental model. Charles Casey offered to provide the Bridges *Out of Poverty* books to anyone interested (contact Anna M. Cunes). Vaughn Croft asked what the Youth Council can do to support this initiative. Debra Stevenson replied that it is a great conversation that can be had at a community and youth level.

- IX. Board Member Announcements/Call to Public:** Hank Atha reminded everyone about Pima County Administrator C.H. Huckleberry releasing the Pima County Economic Development Plan and asked for people to submit comments.
- X. Next Meeting** - Friday, March 13, 2015, 7:30 a.m., Pima Community College, Community Campus
- XI. Adjourned:** 8:51 a.m.

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