



QUALITY JOBS. QUALIFIED WORKERS.

## Meeting of the Pima County Workforce Investment Board

**Friday, June 14, 2019, 7:30 a.m.**

Pima Community College 29<sup>th</sup> Street Coalition Center  
Aurora Room, 4355 E. Calle Aurora, Tucson, AZ 85709

### Meeting Minutes

#### **Members Present**

Mary K. Boegemann	Alex Horvath
Clarence Boykins	Dot Kret
Dr. Vaughn E. Croft	Aric L. Meares, Chair
Mary E. Darling	Maria S. Sopher
Dr. David Doré	Dr. Mark P. Vitale
Danielle Duarte	Gina Pleas
Brad McCormick	Jorge Rivero
Molly Gilbert	Paul Stapleton-Smith
Bruce W. Grant	Regina Suitt
Michael Guymon	Karen King
Kathy Prather	Susan Hyatt Dumon
Ramon Serrato	

#### **Members Absent**

Jacob Bernal	Dustin Williams
Frank J. Watts, Jr.	Steven C. Freeman
Chris Hazen-Molina	Cristina Castro Harrington
Kari Hogan	Dr. Margaret Higgins
Deron Johnson	Laura Oldaker
Carol Stewart	Jim Zarling
Jan Leshar	
Marji Morris	
Lea Márquez Peterson	
Fabian Sandez	

#### **(29) Guests Present**

- I. **Called to Order:** Aric L. Meares, Chair, Pima County WIB, 7:40 a.m.
- II. **The Pledge of Allegiance:** All
- III. **Roll Call:** Regina Suitt, Pima Community College and Core Program Partner, Title II Adult Education and Literacy representative.
- IV. **Welcome and Chair Message:** Aric L. Meares, Chair, Pima County WIB welcomed members and guests and:
  - A. Acknowledged Flag Day and Father's Day.
  - B. Referred to WIB Bylaws that requires calendar of meetings and encouraged members to enter meeting dates on their phones.
  - C. Acknowledged and thanked today's panel guests, mentioned that biographies are in meeting packets, and invited panel to the table.

## V. Attractions and Tourism Industry's Economic Impact on Pima County

**Facilitator:** Catherine Strickland, Marketing Program Manager, Pima County Economic Development and Attractions and Tourism, introduced herself and named some Pima County-owned and managed sites such as Desert Museum, Old Tucson, and Colossal Cave. She also named other Pima County resources that include the Loop, Loop online store, and an upcoming move into the old Pima County Courthouse that will have a visitor center, store, and more.

Catherine said in general, 6.5 million overnight guests in the region represent \$2.35 billion economy, 25,000 jobs, and \$6.6 million in annual bed tax.

Catherine introduced the panel guests who she invited and each took turns answering questions:

Vanessa Bechtol, Senior Director of Community Partnerships, Visit Tucson - Oversees the Partnership and Visitor Services departments, as well as stakeholder communications and community partnerships. Vanessa's background is in nonprofit management, program development, and building strategic alliances and creative collaborations. Prior to joining Visit Tucson, Vanessa served eight years as the executive director of the non-profit Santa Cruz Valley Heritage Alliance, where she co-authored the first of two nominations for Tucson to be recognized as a UNESCO City of Gastronomy.

Barry Infuso, Chef/Educator - graduate of

- UC Berkeley, Bachelor of Science in Business/Psychology
- The California Culinary Academy, San Francisco, Grand Diplôme®
- Prescott College, Master of Science, Nutritional Anthropology

Chef Infuso is a member of the American Academy of Chefs Honor Society, and La Chaine des Rotisseurs. For the past 22 years Chef Infuso was the "Dean of Cuisine" as he was known at Pima Community College where he led the program until his retirement at the end of this academic year. Chef Infuso is the president of the Chef's Association of Southern Arizona and Slow Food of Southern Arizona, and is a board member of the UNESCO, Tucson City of Gastronomy.

Michael Deehan, Director of Human Resources, JW Marriott Tucson Starr Pass - Began his Marriott International career in 2004. He first held management positions in the Banquet and Front Office departments. In 2008, he was promoted to represent Marriott's "TakeCare" culture as the Performance Development Manager for the Pacific Northwest Market. He also served as the Human Resources Manager for the Seattle Marriott Redmond. Since 2014, Michael has been the Market Director of Human Resources at the Seattle Marriott Waterfront and the Seattle Marriott Redmond properties.

A. Question 1 - Provide description of organization and how you attract visitors and workforce.

1. Vanessa Bechtol, Visit Tucson said Visit Tucson does destination marketing to sell Tucson. Highlighting Tucson from Leisure, Conferences and Conventions,

Mexico Market, Film, Sports, and to Tours and operators that reach Canada and the UK. Eight out of ten people who visit Tucson come back!

2. Chef Infuso, Chef/Educator, said that their number one goal is to certify chefs. Many in industry come from variety of backgrounds so they are working with local chefs, to apprentice, from low level to Executive to Master Chefs. JB is working to have an Academy of Chefs Western Regional Conference held in Tucson in 2022. Also, observed City of Gastronomy partners with local film festivals.
3. Michael Deehan, JW Marriott Tucson, said that the JW Marriott International is the largest with 7,000 hotels worldwide. Tourism is the single largest industry worldwide. Staff consists of many young and second career mix serving business, family, and leisure clients. 50% of managers started as hourly employees. Star Pass has more than 700 employees.

B. Question 2 - Are you seeing an increase in demand for any certain skill?

1. Chef Infuso said basic skills. The reinforcement of teamwork, understanding measurements and the importance of hygiene. Many have no enthusiasm.
2. Michael Deehan said that JW Marriott clients have very different backgrounds and staff need to recognize individuals' needs and need to learn how to turn any negative issue into a positive experience. This requires, in addition to basic skills - critical thinking, problem solving, and the ability to evolve.
3. Vanessa Bechtol admittedly not in a Human Resources position, however a Certified Ambassador program will be launched in the fall. Given knowledge of Tucson and highly skilled customer service, ambassadors will be trained to turn every experience into a positive experience by recognizing customer interests, needs, and knowing how to best respond.

C. Question 3 - What can education and training institutions do to fill gaps in skills?

1. Chef Infuso said that college and other culinary trainings offer classes one day per week with 2 hours of classroom time, and 4 hours in the kitchen. Real experience is needed. Chefs may work ten-hour days, 6 days a week, including weekends and holidays, and have many oil burns. Graduates still need significant training once they begin work. Classes of international market trends should be offered like in Scotland they do this and in the UK.
2. Michael Deehan said that students need to learn to work with the multi-generations. Having good work ethic, and setting and finishing goals is important. They need perseverance, drive, and grit. They are told they can do anything but have not had the experience of overcoming obstacles.

D. Question 4 - What are the greatest challenges?

1. Michael Deehan said the employees who are not engaged and not wanting to serve. \$15 per hour is not enough for some but they need to look at benefit

packages. They need to know how much for the work demand and don't burn toast.

2. Vanessa Bechtol said that as an attractions challenge, they need to sell the region to the employees of the businesses relocating in the region. They need to show that Tucson is not what's portrayed in the news such as border violence and the migrant issues. A recent partnership began with Sun Corridor, Inc. to help educate Border Patrol applicants and employees about the quality of life in Tucson versus El Paso.

E. Danielle Duarte, WIB member, asked why would someone choose tourism?

1. Chef Infuso said to be of service to others. It's always exciting and always a story to tell.
2. Michael Deehan said there are always interesting co-workers and clients who visit from around the world to attend annual events such as the Festival of Books, Gem Show, and even teachers retreats.

F. Aric L. Meares, Chair, Pima County WIB, asked about summer impacts.

Michael Deehan said that summer business is up with staycations. Students are hired in some areas where additional maintenance is needed during the summer.

G. Michael Guymon, Tucson Metro Chamber and WIB member, said Visit Tucson does a great job with existing employers and asked how does Visit Tucson attract people wanting to move to Tucson?

Vanessa Bechtol said that eight out of ten people who experience Tucson will come back. They are currently marketing a webinar experience with Caterpillar employees. They are on the verge of completing a Metro Tucson Tourism Master Plan and the number one issue is workforce development. They want to send a message that a great place to live is a great place to visit.

H. Regina Suitt, Pima Community College and WIB member, said that Tucson is known for entrepreneurship. What of mom & pop restaurants and how can they attract?

1. Chef Infuso said they have a challenge with wages and taxes. They can't make sustainability. They draw away employees with a promise of \$.25 more per hour. It's not sustainable as the price of food goes up, labor, with already thin profit margins.
2. Danielle Duarte said that culture and passion mean a lot. But given full employment \$.25 more per hour is a draw and other benefits of working must be developed.

I. Paul Stapleton-Smith, Chair, Pima Area Labor Federation/AFL-CIO and WIB member, asked what should wages be?

1. Vanessa said that many partners are having a hard time with the minimum wage increase but they would like to be able to provide a living wage.

2. Michael said wages are a present topic but part of larger thing. Need to consider that training and development is a currency and comprehensive total rewards are more than just a \$.25 more per hour.
3. Chef Infuso said restaurants are currently paying \$12 per hour which is far less than \$15 and certainly less than \$17 which is the living wage for Arizona. At this rate customers are leaving for \$1 increases in their meals. All costs are going up, new cars, and trips. Are we willing to pay more money when we go out?

**VI. Action Item:** Motion to approve the ARIZONA@WORK Pima County One- Stop Job Centers' Corrective Action Plans, necessary for the Job Centers' Certification, based on the WIB Assessment Team's completed assessments in October and November 2017 that identified all required measures that were not present at the ARIZONA@WORK Job Center sites. Approved.

**VII. Action Item:** Motion to approve the Local Governance Agreement between the Chair, Pima County Board of Supervisors, and the Pima County WIB as required by the Workforce Arizona Council (WAC) Local Governance Policy 01-2016; and to give the WIB "Executive Committee" and Pima County Administrative Support Staff authority to make technical amendments based on feedback from the State and Key Stakeholders. Approved.

**VIII. ARIZONA@WORK Pima County One-Stop Staff Report:** Arnold Palacios, Director, Pima County Community Services, Employment and Training reported the following:

- A. It's a tight job market. Rapid Response (RR) services are always available and the RR Team offered assistance to the 30 dislocated workers from Golden Pin Lanes.
- B. The Workforce Arizona Council is hosting a Workforce Leaders Convening on July 29 for local workforce development boards and others. WIB members are invited to attend it will be at Coconino Community College, 2800 S. Lone Tree Road, Flagstaff, AZ 86005.
- C. The Career Pathways Resource Guide vetted with staff and further guidance with the WIB Planning and Executive Committees is needed for first phase work.
- D. The Pima County Workforce Development Plan development will begin after the WAC completes the development of the state Plan.
- E. Thank you Larry Lucero and Alex Horvath, WAC members, for the successful budget allocations with the least harm and greatest good. Largest increase for Dislocated Workers (DW) so Pima County will be looking to develop an Incumbent Worker Program where employees move up and new people move in.

Regina Suitt mentioned that for Title II, the WIB should keep in mind that

Adult Education has increased nationally but for the second year, state match is lacking and cannot draw down on federal increases.

- IX. ARIZONA@WORK Pima County One-Stop Operator Report:** Jim Mize, One-Stop Operator, SER-Jobs for Progress, Inc. report included:
- A. Jim suggested that One-Stop system accomplishments should be acknowledged with budget increases. Arnold adds all metrics exceeded with one short by 1%.
  - B. The next professional development and cross-training will be on July 18, 2019 for Intake Specialists and Workforce Development Specialists (WDS). The focus will be on a person centered approach to conflict resolution and the facets of empathy, multicultural, and motivational training.
  - C. The Partners work and need for a client referral tracking system continues. Beta testing the Homeless Management Information System (HMIS) as someone is usually referred to seven different organizations to get help.
  - D. Recommends continued support of the Southern Arizona Manufacturing Partners (SAMP). Mentioned Pima Association of Governments (PAG) presentation of Economic Impact over five years. 90 individuals earned \$15 per hour that equals \$1.8 million and \$149,000 in taxes. Total SAMP impact of \$5.2 million in wages and \$415,000 taxes. And it all started with a \$63,000 initial investment.
- X. Action Item:** To approve the 04/12/19 and 05/10/19 WIB Monthly Meeting Minutes. Approved.
- XI. Next Meeting:** Friday, August 9, 2019, 7:30 a.m.
- XII. Adjourned:** 9:05 a.m.