



QUALITY JOBS. QUALIFIED WORKERS.

Virtual and Teleconferencing Zoom Meeting of the Pima County Workforce Investment Board

Friday, December 11, 2020, 7:30 a.m.

Unique Zoom Meeting ID: 894 9496 2379 **Zoom Meeting Link:** <https://phoenixedu.zoom.us/j/89494962379>

Click Teleconference Link to Find Local Number: <https://phoenixedu.zoom.us/j/kcViDcPbco>

MEETING MINUTES

Members Present

Dr. Mark P. Vitale, Chair
Michele Bettini
Jorge Rivero
Ramon Serrato
Mary K. Boegemann
Paul Stapleton-Smith
Carol Stewart
Dr. Mark P. Vitale
Natalya V. Brown
James Zarling
Heath Vescovi-Chiordi
Barbra Coffee
Dr. Vaughn E. Croft
Mary E. Darling
Dr. David Doré
Frank Grijalva

Lea Márquez Peterson
Kathy Prather
Molly Gilbert
Bruce W. Grant
Maria S. Sopher
Michael Guymon
Chris Hazen-Molina
Marji Morris
Dustin Williams
Aric L. Meares
Brad McCormick
Karen King
Laurie Kierstead-Joseph
Kari Hogan
Danielle Duarte
Laura Oldaker

Members Absent

Susan Hyatt Dumon
Steven C. Freeman
Rose Grijalva
Dr. Margaret A. Higgins
Alex Horvath
Jeannetta “Jaybee” Nickelson
Frank J. Watts, Jr.
Gina Pleas

(16) Guests Present

- I. **Called to Order:** Mark P. Vitale, MBA, Ph.D., Chair, Pima County WIB, 7:33 a.m.
 - A. Welcome – Mark welcomed everyone and provided an overview of today’s agenda.
 - B. ZOOM Meeting Netiquette – Mark asked everyone to enter their first and last name in the Chat feature and their organization name.
- II. **The Pledge of Allegiance:** All
- III. **Roll Call:** Lea Márquez Peterson, MBA, Owner and President, Márquez Peterson Group, LLC and Member, Pima County WIB Board Development Committee, conducted Roll Call

and asked WIB members to confirm their presence with their birth month and date.

IV. Local Chief Elected Official: Ramón Valadez Chair, Pima County Board of Supervisor (“BOS”) District 2, announced that his last meeting as a Pima County BOS is Tuesday, 12/15/2020. He mentioned Supervisor Richard Elías who was his friend for 14 years and a colleague for 17 years, and who unfortunately passed away from a heart attack. Supervisor Valadez said he’s not fond of Zoom but asked WIB members and guests to please continue to meet virtually until it is safe to gather in person for work and personal reasons.

In early in 2020, we all became aware of the 2020 coronavirus (“COVID-19”) and not knowing exactly what it meant, and hearing it called by many different names, we began to know one thing for sure - uncertainty. Supervisor Valadez thanked the ARIZONA@WORK Pima County One-Stop staff who reacted quickly to the COVID-19 by initiating the dislocated worker (“DW”) Hotline and inviting the furloughed Library staff to help answer the Hotline calls – which kept that staff employed and paid.

In 2019, we were preparing to improve our workforce for the slowing economy and then we were faced with the 2020 COVID-19. What was on the horizon for the next 10 years we must be preparing for and be doing now. Supervisor Elías used to say we must be sure to not leave anyone behind. It is undeniable there have been some challenges in 2020. This morning we are here to celebrate some achievements and take a glimpse at the bright future we are going to create in 2021.

- The Workforce Investment Board (“WIB”) was met with the challenge of not being able to convene but overcame the challenge and was able to meet virtually throughout the year.
- The DW Hotline was quickly set up to comfort, provided guidance, and support those affected by the pandemic and guided thousands to needed resources such as Unemployment Insurance Benefits, pandemic benefits, food, clothing, utility and rent assistance, and shelter. At the peak of Hotline calls in April 2020, there were 350 calls on average per day which equals a call every 43 seconds.
- Amidst the pandemic response, dignified community members wanted jobs so they could stay in their homes and put food on the table. And so, Pima County and partners stood up programs to help businesses open safely. From distributing personal protective equipment (“PPE”) to childcare; and helping individuals and businesses with rent and utility assistance.
- The utilization and distribution of CARES Act funding was no small task. Programs and their partners delivered double the resources in a socially distanced, safe, and pragmatic manner. Having to meet all eligibility requirements that seemed to get in the way.
- Another challenge met was the development of the four-year Local Workforce Development Plan 2020-2023 (“Local Plan”). The WIB, meeting with stakeholders regionally, affirmed how important it is to embrace economic development as *one region*.
- Modeling partnerships, leveraging each other’s strengths on the regional level; the Local Plan was developed and submitted on time and more recently approved by the state and meeting the federal requirements.
- On July 1, 2020, Pima County formally set out the Community & Workforce Development Department (“CWD”) by merging the Community Services, Employment and Training Department and the Neighborhood Conservation Department to bring together the employment and training services with community improvements.

At the very basic and human level, there is a strong commitment to meet and help the clients where they're at. Serving the community with heart, a sense of urgency, and treating our community members with dignity. Achievements in the face of challenges is no accident. It becomes a reality through planning, collaboration, and respectful partnerships.

Truly the leadership in the region is to be commended. The tireless hours dedicated in the service of others is truly remarkable in Pima County.

And we have seen changes in our leadership. From the WIB chair, to the director of community & workforce development.

And perhaps, in one of the more notable changes I am humbly here before you. Bearing witness to the legacy of Supervisor Richard Elias. 2020 has certainly brought its share of challenges and uncertainty. But, as Richard would say, we are unified by this place we share. And we will come together and grow as a community.

We will together, prepare and meet the challenges of housing and utility assistance to ensure we can continue to **live** in Pima County.

We will support our youth and DWs to give them a hand up so they may successfully **work** in Pima County.

We will continue to nourish the coordination of workforce and economic development to help our community **thrive** in Pima County.

V. **Year in Review Chair Message:** Mark P. Vitale, MBA, Ph.D., Chair, Pima County WIB, reviewed the unemployed data and recognized the following 2020 achievements:

- ✓ Pima County Local Plan 2020-2023 - completed and submitted on time.
- ✓ Pima County Negotiations for Performance Measures – completed with the state.
- ✓ 03/11/2020 I+O Conference – Keynote Speaker was the new Tucson Mayor Regina Romero and right before the COVID-19 statewide shut down.
- ✓ New WIB Chair and WIB Committee Chairs elected for 07/01/2020 start date.
- ✓ WIB By-laws updated and BOS-approved for virtual meetings.

Dr. Vaughn E. Croft, Chair, Pima County WIB Youth Council, announced the 2019-2020 Outstanding Employer and Youth Awardees:

Davis Pediatric Dentistry
Jesus Acosta, WIOA Out-of-School Youth, Tucson Youth Development (“TYD”)

The following employers and youth were congratulated for being nominated:

Ajo Veterinary Clinic
Park Avenue Health and Rehabilitation
Smile Spa - North Pointe Dental
Jazlyn Campa, WIOA Youth, SER-Jobs for Progress, Inc.
Dominique Dezonias, WIOA Out-of-School Youth, TYD
Darren Turner, Work Experience Program, TYD
Hayden Smith, WIOA Youth, TYD

- VI. Pima County WIB Member Spotlight:** The Pima County WIB Board Development Committee introduced Marji Morris, Human Resources Program Manager, Workforce Development & Talent Acquisition, Tucson Electric Power Company. Please read Marji's Spotlight information on slide 8 of Attachment A.
- VII. Economic and Workforce Development Creativity and Innovation:** Jimmy (J.J.) Johnston, Retired Director of Community and Economic Development, Town of Oro Valley, presented information about Economic and Workforce Development Creativity and Innovation. J.J. is the founder and CEO/Managing Member of ECONOGINE, LLC, an international economic development and site selection consulting organization. JJ brings extensive international business and workforce development experience to Arizona. During his forty-five year career, J.J. has served as the President/CEO of six regional Economic Development Organizations/Chambers of Commerce located in Arizona, Colorado, New Mexico and Texas. He recently served as Community and Economic Development Director for the Town of Oro Valley, Arizona. He has helped facilitate the location and expansion of more than one hundred primary employers into client communities. Those companies created thousands of new job opportunities and attracted billions of dollars of new wealth for client communities.
- VIII. Action Item:** To approve 11/13/2020 WIB Monthly Meeting Minutes. Kari Hogan motioned to approve; Dr. David Doré seconded the motion; and all were in favor.
- IX. Action Item:** To approve the Recommendation for Contract Award to LOYOLA Associates as recommended by the WIB Request for Proposal and Proposal Review. Lea Márquez Peterson motioned to approve; Mary K. Boegemann seconded the motion; and all were in favor.
- X. ARIZONA@WORK Pima County One-Stop Operator Report:** Jim Mize, One-Stop Operator, SER-Jobs for Progress, Inc. thanked all the partners for their achievements (see Attachment B) and wished everyone happy holidays!
- XI. Future and Next WIB Monthly Meeting:** Friday, January 8, 2021, 7:30 to 9 a.m. and the Planning Committee meets 12/17/2020.
- XII. Call to the Public:** None.
- XIII. Adjourned:** 9:17 a.m.

