

**BOARD OF DIRECTORS
OF THE HAMPTON ROADS WORKFORCE COUNCIL
EXECUTIVE COMMITTEE
MEETING MINUTES
NOVEMBER 17, 2021**

A meeting of the Executive Committee, Board of Directors of the Hampton Roads Workforce Council was convened at HUB 757 Event Venue, Suffolk at 9:00 a.m. on November 17, 2021. The meeting was called to order by Dr. John Olson, Chair with a quorum present. See Attachment 1 for a list of attendees.

CONSENT AGENDA

Dr. Olson directed the attention of the Executive Committee members to the Consent Agenda. He asked if there were any item(s) that members would like removed; none were requested.

I. MEETING MINUTES

The Executive Committee, Board of Directors of the Hampton Roads Workforce Council meeting minutes for August 18, 2021.

A motion to approve the Consent Agenda was made by The Honorable Donald Goldberg and seconded by Mr. Bryan Stephens. The motion was approved.

MEETING AGENDA

TARGETED TALENT PIPELINE AND CAMPUS757 OVERVIEW PRESENTATION

Mr. Shawn Avery, President and CEO introduced Mr. Whitney Lester, Senior Director, Talent Development who presented a PowerPoint presentation that summarized the Council's Targeted Talent Pipeline and Campus 757 Program. Mr. Lester introduced Ms. Rikki Carretta, Program Coordinator, Campus 757 and Ms. Kristin DeCroix, Communications Coordinator, Campus 757 who assisted with the presentation. Mr. Lester began the presentation by discussing how Campus 757 began, its purpose and its mission. He continued to discuss the grant funding from GO Virginia and how that funding would be utilized. Mr. Lester gave an update on the recent staffing for Campus 757.

Ms. Rikki Carretta discussed how social media is utilized to reach college campuses. Some of the social media sites are Tiktok, Instagram, Facebook, LinkedIn. Ms. Kristin DeCroix discussed the social impact statistics.

Mr. Lester discussed marketing for Campus 757 stating that Reed and Associates will develop branding with web development. He said that the KBD Group would establish and launch a media plan. In addition to business partners, Mr. Lester discussed the different key partners: Civic Leadership Institute, Hampton Roads Alliance, Virginia Association of Colleges and Employers (VACE) and Oplign. Ms. Carretta shared two testimonials from the Summer 757. It was noted that Summer 757 was a supplemental internship program than operated June 15 – August 20, 2021.

Mr. Lester highlighted upcoming initiatives for Campus 757 that include on-campus events and the full website launch.

Contact information for Campus757: www.campus757.com

I. COMMITTEE REPORTS

A. Finance and Strategy Committee: Dr. Olson recognized Committee Vice Chair, Jesse Goodrich who deferred to Mr. Shawn Avery, President and CEO to present the Committee's report. Mr. Avery referring to Attachment B reviewed the Financial Report for the period ending September 30, 2021. He then reviewed the Committee's recommendations for budget revisions in addition to one new request. Mr. Avery gave an update on the budget. He indicated that the expenditures were lower than training dollars due to circumstances involving COVID. Mr. Avery stated that once the closeout was complete at the Peninsula office that the budget would increase by \$3 million. He discussed two new funding initiatives that HRWC had received: the first being a \$1.5 million grant from Department of Labor and the next being \$200,000 from the City of Virginia Beach for behavioral health industry.

A motion was seconded and approved to accept the budget revisions as recommended by the Finance and Strategy Committee.

A motion was seconded and approved to modify staffing for a Career Advisor.

B. Business and Workforce Services Committee – Dr. Olson recognized Committee Chair, Dr. Larry Dotolo. Dr. Dotolo stated that there was a shortage of 85,000 CDL drivers across the United States and that the need will be a million or more as drivers retire. He reviewed the Committee's recommendations to approve Thomas Nelson Community College's CDL Program and the approval of the On-the-Job Training and Incumbent Worker Training Policy Increase to \$13.60 per hour minimum.

A motion was seconded to approve the Thomas Nelson Community College's CDL Program as recommended by the Business and Workforce Services Committee.

A motion was seconded to approve the On-the-Job Training and Incumbent Worker Training Policy to increase reimbursement rate to \$13.60 per hour minimum.as recommended by the Business and Workforce Services Committee.

C. Youth Services Committee – Dr. Olson recognized Committee Chair, Mr. Kevin Will. Mr. Will reviewed the Committee's recommendations to approve six youth policies as follows:

- Youth Work Experience Policy
- Youth Incentive Policy
- Youth Case Management and Case Notes Policy
- Youth On-the-Job Training Procedures for
- Out-of-School Youth Participants
- Youth Supportive Services Policy

Mr. Will reported that on November 3, 2021, the Youth Program Staff conducted its quarterly contractor training. On September 30, 2021, the In-School and Out-of-School youth programs had served a total of 150 youth (34 In-School and 116 Out-of-School).

A motion to approve the Youth Policies as recommended by the Youth and Services Committee was seconded and approved.

Mr. Will provided an overview of the committee's report through September 30, 2021.

II. PRESIDENT'S REPORT

Mr. Avery introduced new reports for the Targeted Talent Pipeline and Campus 757 Program that will be included in future Business and Workforce Services committee reports. Mr. Avery thanked everyone that attended the Grand Opening of the Veteran's Employment Center on the Peninsula on November 16. He indicated the former Governor Bob McDonnell attended, Virginia Secretary of Labor, Megan Healy and Secretary of Veterans and Defense Affairs, Kathleen Jobs were in attendance. Lt. Governor-Elect, Winsome Sears spoke via conference call.

Mr. Avery mentioned the successful grand opening of the Virginia Career Works Center at Thomas Nelson Community College, Historic Triangle in Williamsburg.

Mr. Avery announced that we received a \$40,000 Newport News Shipbuilders grant to help expand our youth program.

III. OLD BUSINESS

There was no old business to be considered.

III. NEW BUSINESS

Dr. Olson requested if there was any new business to be brought before the committee, there being none, he continued with Announcements.

IV. ANNOUNCEMENTS AND PUBLIC COMMENT PERIOD

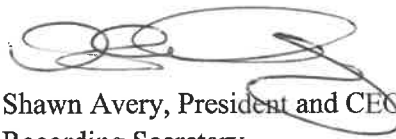
Dr. Olson announced that the next meeting would be a full board meeting at 9:00 a.m. on December 15, 2021, at HUB 757 in Suffolk (same location as today's meeting).

Vice Chair, Mark Johnson invited and received comments from the Chief Local Elected Officials (LEOs). All LEO's that were present provided updates within their respective city or county. Many expressed how pleased they are to be a part of the Hampton Roads Workforce Council.

V. PUBLIC COMMENTS

There being no public comments, the meeting was adjourned at 10:20 a.m.

Respectfully Submitted,



Shawn Avery, President and CEO
Recording Secretary

Attachments

**EXECUTIVE COMMITTEE
BOARD OF DIRECTORS
OF THE HAMPTON ROADS WORKFORCE COUNCIL
NOVEMBER 17, 2021
ATTENDANCE RECORD**

EXECUTIVE COMMITTEE MEMBERS PRESENT

Dr. Larry Dotolo	Virginia Tidewater Consortium for Higher Education
Jesse Goodrich	Riverside Health System
Kasia Grzelkowski	VersAbility Resources, Incorporated
Dudley Harris	Bay Electric Company, Incorporated
Mark Johnson	Truist Bank
Delceno Miles	The Miles Agency
Dr. John Olson	ECPI University
Bryan Stephens	Hampton Roads Chamber
Guenter Weissenseel	IMS Gear Virginia Incorporated
Kevin Will	Boys and Girls Club of Southeast Virginia

EXECUTIVE COMMITTEE MEMBERS ABSENT

Taylor Adams	City of Virginia Beach
Terry Banez	Greater Williamsburg Business Council
Rhonda Bunn	Canon Virginia, Incorporated
William W. Crow	Virginia Ship Repair Association
Dr. Johnny Garcia	SimIS, Incorporated
Robert McKenna	Virginia Peninsula Chamber of Commerce

Chief Local Elected Officials (CLEO's) REPRESENTATIVES PRESENT

The Honorable Don Goldberg	City of Suffolk
The Honorable James Gray	City of Hampton
The Honorable Herbert Green, Jr.	City of Poquoson
The Honorable Linwood Johnson	City of Franklin
The Honorable Mamie Johnson	City of Norfolk
The Honorable Shannon Glover	City of Portsmouth
The Honorable Sheila Noll	York County
The Honorable Tina Vick	City of Newport News

Chief Local Elected Officials REPRESENTATIVES ABSENT

The Honorable Joel Acree	Isle of Wight County
The Honorable Christopher Cornwell	Southampton County
The Honorable Robert M. "Bobby" Dyer	City of Virginia Beach
The Honorable Ted Maslin	City of Williamsburg
The Honorable John McGlennon	James City County
The Honorable J. J. Orth	Gloucester County
The Honorable Rick West	City of Chesapeake

HAMPTON ROADS WORKFORCE COUNCIL STAFF

Shawn Avery	President and CEO
Rita Bond	Office Manager, Peninsula
Gary Butler	Chief Administration Officer
Rikki Carretta	Program Coordinator, Campus 757
Steve Cook	Chief Innovation Officer
Kristin DeCroix	Communications Coordinator, Campus 757
Clif Duncan	Chief Financial Officer
Loretta Earl	Office Manager, Southside
Cathy Ellis	Director, Executive Support
Amanda Green	Director, Youth Programs
Katherine Henderson	Senior Director, Administration and Special Projects
Whitney Lester	Senior Director of Talent Development