



MINUTES

CareerSource Broward Board Room, 2890 W. Cypress Creek Road, Ft. Lauderdale, FL 33309

The Committee is reminded of conflict of interest provisions.

SELF-INTRODUCTIONS

ATTENDEES: Steve Tinsley, Dr. Ben Chen, Gary Arenson, and Kristin Cavallini-Soothill via phone. (Gina Alexis, Josie Bacallao, Michael Carn, Heiko Dobrikow, Dr. Lisa Knowles, Francois Leconte, and Pam Sands were unable to attend).

STAFF: Mason Jackson, Carol Hylton, Rochelle Daniels, Michael Bateman, Melanie Magill, and Elizabeth Messler.

Steve Tinsley introduced himself as the new Chair of the BWDB Strategic Planning Policy Development Legislative Advocacy Regionalism (SPPDLAR) Committee.

APPROVAL OF MINUTES

Approval of the Minutes of the December 1, 2017, meeting of the BWDB Strategic Planning Policy Development Legislative Advocacy Regionalism (SPPDLAR) Committee.

A motion to approve the minutes of the December 1, 2017, BWDB SPPDLAR Committee meeting was made by Kristin Cavallini-Soothill and seconded by Gary Arenson. The BWDB SPPDLAR Committee unanimously approved the December 1, 2017, minutes.

NEW BUSINESS

1. BWDB 2019 State Legislative Agenda

Coordination with CareerSource Broward (CSBD) community partners relating to the workforce in establishing a 2019 Broward Workforce Development Board (BWDB) State Legislative Agenda.

Mason presented this year's BWDB State Legislative Agenda. He noted that it is based on legislative priorities at the state and congressional level, since nothing has formulated yet at the national level. As in the past, CSBD coordinates with its local partners, whose legislative agendas have been included as exhibits. He noted that the Florida WorkForce Development Association has not yet formulated their legislative agenda. After reviewing our local partners' agendas and a few other items, CSBD included certain items in its BWDB 2019 State Legislative Agenda (pp. 11-12). Mason advised that last year, CSBD used a catch-all phrase stating that

CSBD would support all of its local partners' agenda items except where they conflicted with us; this resulted in a large number of items on our past legislative agenda. Hence, this year, CSBD decided to review its local partners' agenda items and pull out only those items we feel we can support. Mason noted that most of the legislative items we have supported over the years are already contained in our local partners' agendas; such as, supporting full funding of the Sadowski Act, whose funds have often been swept out over past years to plug holes in the state budget (this item is included in the United Way exhibit on page 27). He added that, this year, the Speaker of the House has signaled that he will be against using Sadowski Act funds to fill gaps in the state budget. CSBD has also supported increased funding for workforce development programs, which is included in the Governor's Executive Order #19-31, the Broward County Public Schools and the Florida Chamber of Commerce legislative priorities exhibits.

Mason distributed two additional handouts received after the SPPDLAR Committee meeting agenda went out:

1) A Capitol Update just published by CareerSource Florida that includes a number of interesting bills to watch:

a) an expansion of apprenticeship programs (HB 367);

b) a Florida Business and Workforce Competitiveness Trust Fund that creates some state treasury monies to go to, and be administered by, the local workforce boards. He noted this bill (SB 640) was filed by Senator Oscar Braynon from our region, who has filed similar bills in the past that have not gone through;

c) items from the City of Miami Beach (HB 2095) and another on Junior Achievement Workforce Readiness Programs (HB 2097), specific allocations which typically fall by the way side and are not currently assigned to any committees;

d) HB 89 filed under Workforce Development on Verification of Employment Eligibility that requires employers to register with and use E-Verify to verify employment eligibility of new employees to prohibit the hiring of unauthorized aliens, and;

e) SB 442 that requires a uniform system of awarding post-secondary college credit to certain service members and veterans depending on their military specialties. Mason noted that we typically don't support or work against specific pieces of legislation because that is lobbying; we just state our support for the item (e.g., we support increased workforce or education funding) without naming specific bills.

2) The Broward County Board of County Commissioners' 2019 State Legislative Program, for which both he and Steve Tinsley have not had a chance to review.

Gary Arenson inquired if increased workforce funding from the state meant that the state would take less of these federal monies. Mason replied that he is not talking about whether the state takes a smaller bite of these monies, rather that we support increased funding for all workforce education, whether it goes through us, the college, or career and technical college.

Dr. Ben Chen noted that he attended the Engineering Society's legislative breakfast with three legislators, Rep. Chip LaMarca, Rep. Bobby Dubose and Rep. Patricia Williams, who noted that

the Sadowski Act is on their priority list. He added that Rep. Patricia Williams also wants to push for more money for internship programs.

Mason asked for a motion to approve the BWDB 2019 State Legislative Agenda, with the caveat that we never know what is going to be filed and when. He noted that there is generally a flurry in the final week or two of the legislative session. Once our legislative items are approved, Mason will use them to provide input to legislators.

Kristin Cavallini-Soothill commented that this sounds like good news all around. Mason agreed, adding that the Governor's Executive Order indicates that he wants to take us from #24 in the nation in workforce education funding to #1. Steve noted that his office will be especially interested in entrepreneurship funding.

On a motion made by Gary Arenson, and seconded by Dr. Ben Chen, the BWDB SPPDLAR Committee members unanimously approved the Draft 2019 BWDB State Legislative Agenda.

2. BWDB Legislative Engagement Strategy

When our legislative agendas are approved by the Board and the Elected Officials, we coordinate with key local, state and national workforce and economic development association public interest groups. Throughout the year, we inform the Board of important legislation affecting workforce development programs and events/workshops being coordinated by CSBD and encourage their engagement to contact legislators. This memo describes a strategy for Board legislative engagement.

Mason discussed QA Memo #06-18 (pp. 36-37), outlining our legislative engagement strategy. He added that we want to continue offering legislative mentoring orientation training. A couple of sessions were held last year with a few attendees who gave excellent feedback, especially from BWDB members that have not interacted with the legislature or Congress. Mason hopes to schedule this in February, before the legislative session starts on March 5, 2019. Last year, we tried a buddy and mentor system with a few people signing up; this year, we can ask BWDB members again if they wish to be a mentor, or accompany a mentor, to meet with legislators. Mason stated that a request was already sent out asking who would like to meet with the new Broward County Delegation legislators, from which a good response was received, and that we are now in the process of scheduling these appointments.

Regarding item #7 on QA Memo #06-18, Gary asked whether there have been any meetings with Ron Book. Mason stated that there have been; however, he has not been privy to them. He did see that on the Florida Workforce Development Association agenda for February 11, Ron Book will be providing a presentation asking for support of the My Help program. Mason sent an email to Bruce Ferguson, our legislative liaison, for more information on the program and he's waiting to hear back. Mason stated that we will also ask elected officials to call key legislators with whom they've had relationships, to spread the word about the work CSBD is doing. Mason noted it was suggested that he invite the new Director of DEO, Ken Lawson, and Governor Rick DeSantis for a visit. These invitation letters were sent out. Mason received a reply from Ken Lawson thanking him and stating that he would look into it. Mason has not heard back from the Governor yet. Regarding providing materials, such as CSBD success stories, the CSBD Infograph, etc., to the Special Assistant to the Governor, as well as the Governor, Mason noted

that they will doing that and that he already sent the CSBD Infograph to the Governor. Of note, Shane Strum, the Governor's Chief of Staff, is from Broward County and he is well known to us.

Mason encouraged members to Google the Florida Channel, (<https://thefloridachannel.org/>), to view live TV broadcasts of the legislature and their committees.

Mason asked for any comments or additions regarding the proposed legislative engagement strategy. Gary asked if Mason was confident with the strategy. Mason noted that he was; however, that it will take the BWDB members to follow through and meet with the legislators, and that he will be happy to accompany any BWDB members willing to do so. Gary and Kristen expressed their interest in meeting with legislators.

Mason noted key legislators who serve on important committees for workforce issues: in the Florida Senate: 1) Sen. Perry Thurston is Vice Chair of the Appropriations Subcommittee on Transportation, Tourism, and Economic Development; 2) Sen. Gary Farmer is on the Innovative, Industry and Technology and Appropriations Subcommittee on Health and Human Services, and; 3) Sen. Oscar Braynon is also on the Innovative, Industry and Technology Committee; and in the Florida House; 4) Rep. Bobby Dubose is on the Transportation and Tourism Appropriations Committee; and; 5) Rep. Evan Jenne is a Ranking Member on the Commerce Committee.

Ben Chen asked to be included on the list of BWDB members interested in meeting with legislators. He suggested that any trips to Tallahassee can be scheduled for the middle of the session. Mason will advise of the upcoming date for CareerSource Florida's Capitol Day.

3. Broward County Delegation

BWDB members to consider meeting with Broward County delegates to discuss and advocate local workforce development needs.

On a motion made by Kristin Cavallini-Soothill, and seconded by Gary Arenson, the BWDB SPPDLAR Committee members unanimously approved Items 2 and 3 on the February 5, 2019 SPPDLAR Committee meeting agenda.

4. Strategic Direction Initiatives from the BWDB Planning Session

BWDB held its annual planning session on 12/13/18. At the meeting, three separate workgroups discussed and made recommendations to the BWDB. The BWDB approved these recommendations at the January meeting and staff has distributed the recommendations amongst Board committees. The goals and objectives are tracked by each committee in the form of a strategic planning matrix. Staff have identified strategic initiatives from the results of the BWDB planning session. These strategic initiatives are listed in the memo for discussion.

Mason noted that QA Memo #07-18, Strategic Direction Initiatives from the BWDB Planning Session (pp. 53-54), summarizes ten major items BWDB members wanted to do based on the annual planning session. It represents a 50,000 foot level of what we're going to be doing this year. Mason advised that it is a great elevator speech for BWDB members to use when asked what CSBD is doing. He noted that there are many people, especially providers, in the

community who don't know about all of the things we do. Carol added that we have started giving one-stop tours to providers; and that we've also started going to their offices to discuss what we can offer their customers interested in training and our other services.

5. SPPDLAR Strategic Planning Matrix for 2019

From the recent BWDB annual planning meeting, there were some objectives suggested that could relate to the SPPDLAR Committee and its matrix. The proposed 2019 SPPDLAR Strategic Planning Matrix is presented for your review and discussion to add additional strategies and benchmarks.

Michael Bateman gave an overview of the 2019 SPPDLAR Strategic Planning Matrix. Michael stated that there are many common themes included every year on the SPPDLAR Strategic Planning Matrix, such as: developing a BWDB State Legislative Agenda; a legislative strategy; standard messaging; providing information and tools so that the BWDB can meet with legislators, as well as tracking those contacts; and rolling out a legislative mentoring orientation so they can do that well. Additionally, objectives from the BWDB planning session that related to the SPPDLAR Committee were added to the matrix on the last page (page 63). Michael noted that when we asked the BWDB what else can we do that we're not currently addressing, they suggested asking the staff. No other suggestions were provided on how to do that.

Steve noted that his office has begun conversations with Nova Southeastern University (NSU) regarding the development of their campus library, based on a development agreement between Broward County and NSU. NSU has put together an "Innovation Center" concept, which would accelerate and incubate businesses, creating opportunities that not only come out of school, but entrepreneurs from the county's participation as well. Steve will keep the BWDB posted on any developments, since this will add to our efforts to promote entrepreneurship programs and pathways. Mason added that the content of any entrepreneurial training will be critical to this initiative and he promoted NSU support of CSBD's Start-Up Now Program, rather than duplicate this type of training in the county.

Gary commented that he likes our collaboration with other entities.

REPORTS

1. CSBD Year-End Infograph for Calendar Year 2018

Presentation of the CSBD Year-End Infograph for the calendar year 2018. CareerSource Broward's Infograph was created to assist BWDB members with information to discuss with elected officials about CSBD. The infograph summarizes key data points on Labor Market Information; customers served; business services delivered; community involvement; and other numbers for calendar year 2018.

Mason noted that the CSBD 2018 Year-End Infograph is posted on our website should BWDB members like to download a color copy and/or send it to any legislators they contact.

2. Broward County Unemployment Information – December 2018

The unemployment rate in the CareerSource Broward region (Broward County) was 3.1 percent in December, 2018. This rate was 0.3 percentage point lower than to the region's year ago rate of 3.4 percent. The region's December 2018 unemployment rate was 0.2 percentage point lower than the state rate of 3.3 percent. Out of a labor force of 1,038,689 there were 32,211 unemployed residents in this region.

Mason stated that our unemployment rate increased .3% from 2.8% in November to 3.1% in December. He noted a similar uptick at the state and national levels. Gary inquired whether this was a typical increase for this time of year. Mason replied that he spoke with the state and suggested whether the government shutdown was a factor; however, the state did not think that was the case and didn't have an explanation. Mason cited a Sun Sentinel news article that day suggesting the government shutdown did inflate the unemployment rate incorrectly because the rate comes from the American Community Survey, in which they ask people if they are unemployed and it is, therefore, likely that affected federal workers identified themselves as unemployed because they were home and not on the job.

MATTERS FROM THE SPPDLAR COMMITTEE

Gary inquired if there have been any discussions with Nova Southeastern University about our Start-Up Now entrepreneurial program. Mason stated not yet; however, he has spoken to several people who are going to broker that conversation. Gary supported promoting our Start-Up Now program to NSU.

MATTERS FROM THE FLOOR

None

MATTERS FROM THE PRESIDENT/CEO

Mason stated that he met with Mike Chen, Economic and Business Development Manager for the City of Fort Lauderdale, who stated that they are beginning their economic development strategic planning session. Mason reported some of our general concerns, such as affordable housing and transportation. Mike Chen recommended that Mason meet with their new City Manager, as well as the head of their community reinvestment committee. These meetings are being scheduled.

ADJOURNMENT TIME:

The meeting adjourned at 1:19 p.m.