

# MINUTES OF THE LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD

Executive Committee  
February 17, 2021

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, February 17, 2021 at 11:30 am EST.

## **MEMBERS PRESENT**

Lance Blanford  
Stan Carton  
Chris Cottrell  
Jim Rachlin  
Dean Schamore

## **GUESTS**

Jessica Ward

## **MEMBERS ABSENT**

Myra Covault\*  
Trish Niles\*

## **STAFF**

Angela Crenshaw  
Carter Dyson  
Sherry L. Johnson  
Jackie Masterson  
Jim Skees

*\*Denotes excused absence*

Chairman Dean Schamore called the meeting to order after determining quorum requirements had been met.

## **ACTION ITEMS**

### **Consideration of Minutes – November 18, 2020**

After review of the November 18, 2020 Executive Committee minutes, Chris Cottrell made a motion to approve the minutes as presented, Lance Blanford seconded; motion carried.

### **Set Agenda for March 16<sup>th</sup> Board Meeting**

Committee members discussed the agenda for the March 16, 2021 LTWDB meeting and agreed on the following items:

- Consideration of strategic plan proposal
- Overview of Hardin County WorkReady recertification application
- Discuss co-sponsoring Bardstown Chamber of Commerce event focusing on issues facing the business community.

- Discuss General Assembly workforce-related bills
- Local/Regional plan deadlines – propose moving the Executive Committee meeting to April 21, 2021 to act on behalf of the full Board for approval of the plan.

## **DISCUSSION/UPDATE ITEMS**

### **Heartland Communications Consultants**

Jessica Ward provided an overview of outreach services occurring August 2020 through January 2021. Ms. Ward indicated the outreach campaign focused on virtual services as well as the introduction of five new high demand sector videos in January 2021. Ms. Ward reviewed the results of the various media ads being used such as Google display, Facebook, Instagram, YouTube and Snapchat and indicated, they were all performing well. Chairman Schamore asked if HCC could provide a dashboard comparison of the results of the various media ads. Ms. Ward agreed to provide the requested information.

### **Workforce Update**

Sherry Johnson stated that the Request for Proposal (RFP) for the One Stop Operator was released in early February and the deadline for proposals is March 21, 2021. Three letters of intent had been received.

Ms. Johnson shared that local Workforce Areas received a letter from the Deputy Secretary of the Education and Workforce Development Cabinet (EWDC) stating that procurement for the fiscal agent/local grant subrecipient would not be required this year. An extension had been granted last year due to COVID 19. Ms. Johnson indicated the direct services provider would have to be procured next year and hoped the EWDC would review this process as well since the law does not require it.

Jackie Masterson provided an update on the closing of Campbell Hausfeld in Leitchfield stating the company extended the layoff date from January 2021 to April 2021.

Carter Dyson and Jim Skees provided an update on hiring at Nucor in Brandenburg. Chris Cottrell also provided additional information on the company and agreed to reach out to the General Manager to see if he would provide an update at the next Workforce Board meeting.

Angela Crenshaw shared that the Lincoln Trail Area Development District had just completed a clean audit which would be discussed in more detail at the next funding committee meeting.

Ms. Johnson stated that a meeting was scheduled with Addiction Recovery Care (ARC) this morning to discuss using WIOA funds to assist transitioning individuals at the St. Catharine campus but would be rescheduled.

**UNFINISHED BUSINESS**

None

**NEW BUSINESS**

None

**ADJOURNMENT**

With no further business to discuss Lance Blanford made a motion to adjourn, Chris Cottrell seconded; motion carried.