

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
Executive Committee
April 21, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, April 21, 2021 at 11:30 am EDT.

MEMBERS PRESENT

Stan Carton
Chris Cottrell
Myra Covault
Trish Niles
Jim Rachlin
Dean Schamore

GUESTS

Jessica Ward

MEMBERS ABSENT

Lance Blanford*

STAFF

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 – February 17, 2021

After review of the February 17, 2021 Executive Committee minutes, Chris Cottrell made a motion to approve the minutes as presented, Myra Covault seconded; motion carried.

Consideration – Local Plan and Central KY Regional Plan

Sherry Johnson provided information on the local and regional plan update and stated it was a statutory requirement that must be completed every four years. The regional plan included Lincoln Trail, Bluegrass and Northern KY workforce areas. KentuckianaWorks was originally part of the Central KY region but chose to be part of a bi-state region with Southern Indiana instead. Ms. Johnson indicated most of the updates to the plan involved labor market information, items the State included as well

as administrative requirements. Ms. Johnson stated the plans were posted for public comment on the website as required and tomorrow would end the thirty-day period with no comments received, to date. Myra Covault made a motion to approve the local and regional plans, Trish Niles seconded; motion carried.

Set Agenda for June 15, 2021 Board Meeting

Committee members discussed the agenda for the June 15, 2021 LTWDB meeting and agreed on the following items:

- Consideration of budgets for the direct service provider, outreach provider and WIOA operations
- One Stop Operator proposal recommendation and consideration
- Full Board approval of Executive Committee's action on the local and regional plans
- Heartland Communications Consultants presentation
- Strategy Matters presentation

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants

Jessica Ward provided an update on first quarter outreach services for the Kentucky Career Center-Lincoln Trail (KCC-LT). Ms. Ward shared the five in-demand careers campaign kicked off in January 2021. Ms. Ward went over the results and demographics of the various media ads such as Google display, Facebook, Instagram, YouTube and Snapchat. Ms. Ward mentioned that jobseeker services were also being highlighted and two to three job openings were being posted per day on the KCC-LT website. A page was also dedicated to information related to the KCC-LT reopening. A copy of the PowerPoint presentation will be provided to committee members.

Workforce Update

Sherry Johnson informed the committee that the KCC-LT Lebanon site reopened on April 19th and the Leitchfield site would reopen on April 26th. The Bardstown site would likely reopen in the next three weeks. Ms. Johnson stated that all social media and the KCC-LT website were being used to inform the public about the reopening of the sites. Carter Dyson provided an update on the April 15th reopening of the Elizabethtown location. Mr. Dyson indicated things were going well, overall, and COVID safety precautions were being followed. Mr. Dyson also stated that an information card regarding WIOA services was being given to customers coming in for UI appointments. In addition, several employers had set up in the parking lot to talk to customers about job openings.

Committee members discussed the issue of employers struggling to meet their workforce needs, including having to reduce business hours or even closing. Sherry Johnson

shared information received from Trish Niles from an impact study conducted by a national corporation, which looked at unemployment benefits, stimulus payments and tax returns and translated these benefits in to an hourly rate of over \$34.00. Committee members agreed this may be the reason people were not going back to work right away.

Committee members also discussed issues with fraudulent claims they had experienced as employers and employees and how to address the situation. Stan Carton agreed to poll the Nelson County Training Consortium (NELCO) to find out if they had experienced this as well. After much discussion, Ms. Johnson agreed to send a letter to Secretary Larry Roberts to share the issues occurring in the Lincoln Trail region. Ms. Johnson asked Jim Skees to reach out to UI Director Buddy Hoskinson to get information about how to handle fraudulent claims to be shared with this committee and other employers.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

With no further business to discuss the meeting was adjourned.