

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
Executive Committee
August 18, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, August 18, 2021 at 11:30 am EDT.

MEMBERS PRESENT

Lance Blanford
Stan Carton
Chris Cottrell
Myra Covault
Trish Niles
Jim Rachlin

GUESTS

Stephanie Wetzel

MEMBERS ABSENT

Dean Schamore*

STAFF

Sherry L. Johnson
Jackie Masterson
Jim Skees

**Denotes excused absence*

Vice-Chair Trish Niles called the meeting to order, in the absence of Chairman Dean Schamore, after determining quorum requirements had been met.

ACTION ITEMS

Consideration of Minutes – April 21, 2021

After review of the April 21, 2021 Executive Committee minutes, Myra Covault made a motion to approve the minutes as presented, Chris Cottrell seconded; motion carried.

Consideration – Local Plan Requested Changes

Sherry Johnson informed the committee the State reviewed the local plan and identified five items that needed to be added or revised. Ms. Johnson discussed each item and the responses submitted. The revised plan was posted to the Kentucky Career Center-Lincoln Trail (KCC-LT) website on August 3, 2021 with no comments received, to date. Ms. Johnson indicated the plan would be sent to the State when the public comment period ended on September 3, 2021. Chris Cottrell made a motion to approve the local plan with the requested changes, Lance Blanford seconded; motion carried.

Set Agenda for September 21, 2021 Board Meeting

Committee members discussed the agenda for the September 21, 2021 Board meeting and agreed on the following items:

- Update from Strategy Matters on the strategic plan and workforce summit.
The committee also discussed the benefit of having Strategy Matters continue with the implementation portion of the strategic plan through June 30, 2022 and work with the One Stop Operator to continue implementation on July 1, 2022. Sherry Johnson stated the current agreement with Strategy Matters included language to extend the contract, at the Board's discretion, and would involve a simple modification. The committee agreed to bring the recommendation before the full Board.
- Heartland Communications Consultants outreach update
- One Stop Operator update by Hightower Workforce Initiatives, LLC and Strumpf Associates: Center for Strategic Change
- General workforce update

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC)

Stephane Wetzel provided an update on second quarter outreach services for the KCC-LT and LTWDB. Ms. Wetzel indicated the in-demand careers campaign was still active and highlighted five new careers. The presentation also included a review of the results and demographics of the various media ads such as Google display, Facebook, Instagram, YouTube and Snapchat. Trish Niles asked if it would be possible for HCC to put together a promotion of regional employers, with a focus on their products, for manufacturing month in October. Ms. Wetzel agreed to discuss with the HCC team. Lance Blanford shared information about Bardstown/Nelson County Chamber of Commerce's efforts to retain workers in the county. They will also be doing a promotion in October featuring employees of local manufacturers demonstrating work/life balance which could be tied in with the HCC promotion.

Workforce Update

Sherry Johnson shared that Dean Schamore contacted the Governors's office regarding the \$1500 bonus available for individuals going back to work and learned that only 206 applications had been received statewide. Ms. Johnson stated the weekly pandemic unemployment insurance payment was scheduled to end on September 4, 2021, which may have an impact on people going back to work.

Ms. Johnson indicated she would be meeting with staff at the Addiction Recovery Center in Springfield to discuss working with the KCC-LT to help their clients transition from recovery to the workforce.

Ms. Johnson stated the Kentucky Workforce Investment Board (KWIB) was scheduled to meet tomorrow and had a new Executive Director, Stefanie Ebbens-Kingsley. Ms. Johnson indicated that feedback from colleagues across the State who have spoken to their local KWIB representatives, suggested there was an interest in encouraging the KWIB to have conversations with local boards. Ms. Johnson stated that a KWIB staff did attend the workforce summit last week.

Ms. Johnson shared that the direct service provider, Lake Cumberland Area Development District, had hired Shannon Reed as a Career Manager for the KCC-LT location in Bardstown. Ms. Reed will begin on September 7, 2021.

Ms. Johnson stated Dr. Juston Pate and Workforce Solutions staff offered to provide space on the Elizabethtown campus for a WIOA Career Manager in order to enhance partnerships and build employment and training opportunities for the community. Ms. Johnson indicated that a Career Manager would be going to the campus one day a week.

Ms. Johnson also mentioned a grant opportunity available through the US Economic Development Administration under the American Rescue Plan. The two-phase approach would fund sixty to seventy technical assistance grants focused on regional growth clusters with the potential for growth in the region. There would be twenty-five to seventy-five million dollars available for each project. Ms. Johnson indicated it might be something to consider as the strategic plan is completed and will send out additional information for discussion.

Ms. Johnson provided an update on the transition of the new One Stop Operator, Hightower Workforce Initiatives, LLC and Strumpf Associates. Ms. Johnson shared that Carter Dyson had been hired as One Stop Manager and Noah Villeneuve as the Business Solutions Team lead. Ms. Johnson stated that an update meeting with the One Stop Operator was scheduled for next week but communication had been very good so far. The One Stop Operator will be providing updates at quarterly Board meetings.

Stan Carton shared that the Nelson County Area Technology Center submitted a grant to expand and develop their facility which would be a major asset for business and industry in the area. Lance Blanford indicated that Bardstown City Schools applied for the grant as well.

Trish Niles asked if there was a wage analysis of the region. Jim Skees indicated there should be an updated survey coming out from the Bureau Labor of Statistics but would send information that was currently available.

Lance Blanford shared information from the American Rescue Plan regarding the childcare component. He indicated it was the most comprehensive package they had seen and would allow childcare providers to be more competitive as far as retaining employees. Mr. Blanford stated sustainability would be an issue since it was only effective through 2023 but hoped to address it through the childcare committee.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

With no further business to discuss the meeting was adjourned.