

Program Oversight Committee Meeting Minutes
November 12, 2021
9:00 a.m. – 10:30 a.m.
Zoom Meeting

Members Present: Mike Hesketh, Jenny Lampton, Caitlin Blair, Patricia Williams, Christine Tarquinio, Lisa Thompson (proxy for Sadiqa Reynolds)

Staff: Chris Locke, Aleece Smith, Bailey Preston, Brian Luerman, Michael Gritton, Cindy Read, Jaime Disney, Latricia Swope, Katie Elliot, Lada Gasparac, Mary Rosenthal, Patrick Garvey, Stacy Roderick, Lori Hiser

Contractors/Guests: Ashley Janicki, Chris White, Eric Hicks, Rena Sharpe, Amy Lutrell, Dennis Ritchie, Kimberly Boyd-Lane, Linda Witt, Regan Wann, Renee Walters, X'Zashea Lawson-Mayes

Welcome and Introductions: *Mike Hesketh*

Chairman Hesketh welcomed the Program Oversight Committee, staff and guests to the meeting.

Review & Approve Minutes from November 12, 2021 Meeting - Mike Hesketh

A motion to approve the minutes was made by Caitlin Blair and seconded by Christine Tarquinio. The motion passed without opposition.

Staff Recommendation: Selection of SummerWorks service provider - Chris Locke

Mr. Locke thanked the RFP Selection Committee for their service in reviewing the proposal. The five-year contract for the SummerWorks program operated by YouthBuild Louisville ended on September 30, 2021. At that time, a contract extension was granted from October 1, 2021 to January 3, 2022 to provide additional time to issue an RFP.

KentuckianaWorks released a Request for Proposal (RFP) on October 1, 2021 for a contractor to implement the SummerWorks program. The contract will begin January 4, 2022 with a budget not to exceed \$500,000. The role of the contractor is to provide staffing, day-to-day operations, communication with youth and employers, connect youth and employers to the KentuckianaEARNs platform, provide work-readiness training and on-the-job coaching, and manage youth and employer data.

One organization attended the bidder's conference and submitted a proposal —Young Adult Development in Action Inc. (dba YouthBuild Louisville). A committee of four employers who are POC or Board members reviewed and scored the proposal. The bidder was interviewed by all four members of the review team on November 5, 2021. After finalizing their scoring, the committee recommends YouthBuild Louisville be awarded the contract.

KentuckianaWorks seeks approval to enter into contract negotiations with YouthBuild Louisville, for a budget not to exceed \$500,000 for the first year (January 4, 2022- September 30, 2022), with an option to renew for up to four one-year terms based upon performance, available funding, and local needs. The Program Oversight Committee had no additional questions. A motion to approve the staff

recommendation was made by Jenny Lampton and seconded by Lisa Thompson. The motion passed unanimously.

Career Center Discussion: Opportunity to move Comprehensive Center location in 2023 - Cindy Read

Ms. Read explained to the Committee that Goodwill Industries of Kentucky, a KentuckianaWorks service provider and partner, purchased the former Sypris site at 29th and Broadway in order to build a new opportunity campus in West Louisville. The site is next door to the NIA Center, the current location of our comprehensive career center. Goodwill's vision is to include a variety of partners who provide services to their customers in West Louisville. Goodwill has offered KentuckianaWorks the opportunity to be an "anchor tenant" with 8,000 square feet at a cost of \$10 per square foot, which includes utilities. Their research showed that Class A space is leasing at \$14 per square foot. The cost per year for KentuckianaWorks would be \$80,000. KentuckianaWorks would also have access to a large training space (5,000 square feet) that will be shared by the tenants and reserved as needed. KentuckianaWorks currently leases 6,125 square feet on the second floor of the NIA Center at a cost of \$6.75 per square foot, or \$41,340 per year. The lease includes utilities, maintenance and security. However, there is no running water or kitchen available in the space itself and its location on the second floor is not terribly visible. The NIA building is leased by Louisville Metro Government from TARC. The pros and cons are listed below:

Pro

- The opportunity to locate our comprehensive center in a new space, built out to our specifications (note that KentuckianaWorks cannot use its federal funds to pay for capital improvements. In this case, Goodwill would take on that cost as part of the construction.)
- The synergy of so many partners at Goodwill's campus would drive more foot traffic.
- The location is next door to the NIA Center, a location in West Louisville critical to our racial equity priority.
- The location would be on the ground floor in a visible location. KentuckianaWorks would be able to have prominent signage and would be branded as KentuckianaWorks.
- The location would provide better access for customers with disabilities.
- There would be running water in our space so that we could have a break room for staff.

Con

- The cost is higher than we are currently paying.
- There could be "branding confusion" between Goodwill and KentuckianaWorks. Would KentuckianaWorks' profile be diminished?
- There could be some "role confusion" as Goodwill would be our landlord at the same time it is a service provider under contract to KentuckianaWorks for our WIOA Youth, Reimage, Compass Rose and Youth Homelessness Demonstration Programs. (Note: Those programs are not currently planning to be located at the new campus and Equus Workforce Services is the adult services provider.)
- The Mayor has raised some concerns that Nia's loss of a major tenant would likely be a blow to this municipal asset.

Ms. Read then turned the floor over to Goodwill. Amy Lutrell thanked the Committee for giving Goodwill a chance to speak. Ms. Lutrell said the goal is to use the resources Goodwill has to help fill gaps in the services to the population they serve. Goodwill is aware that a lot of their clients can benefit from services at the Kentucky Career Center and other partners they plan to bring into the space. Ms. Lutrell

said Goodwill has no desire to use their funds to duplicate services of the KCC, they only want to help bridge the gap. Ms. Lutrell asked Rena Sharpe to explain a little more about the partners that will be located at the Community Campus. Ms. Sharpe assured the Committee they were very strategic in selecting the partners that will occupy the campus. Each tenant, with the exception of a couple of providers coming on late, was invited to be a tenant because of the services they provide. The space will be organized like a mall, with a number of services and businesses opening into the mall. Examples of tenants who have already agreed to locate at the new campus are: Legal Aid, Park Community Credit Union, Kentucky College of Barbering, Shawnee Christian Health Care (dental and behavioral health services), a café (possibly run by Catholic Charities' Common Table), drop in child care (possibly provided by the YMCA) and Volunteers of America. Goodwill plans to host forklift training at its on-site warehouse. The Big Brother and Big Sisters program will be onsite and the Boys and Girls Club will use some flex space.

Michael Gritton asked the group to remember the strategic plan the Board passed a year ago. One of the key items is encouraging the Board and staff to find new and different ways to partner with non-profits like Goodwill and Louisville Urban League that are generating their own revenue and clearly making a difference in the community. Michael told the group he spoke with the Mayor's office earlier before the meeting and although KentuckianaWorks has been an anchor tenant, they are okay with us moving out in 2023 if that becomes possible.

Chairman Hesketh opened the floor up for questions. Caitlin Blair said keeping in mind who we serve, it feels like the pros outweigh the cons tremendously. We've heard from LUL numerous of times saying it isn't just about putting someone in a job, it's about having other services available to help them be successful in that job. It sounds like what is being explained to us eliminates some of the biggest barriers to success that many clients face. Ms. Blair said her biggest concern is doubling the cost for space over what we currently pay. Ms. Read reminded the group that we were no longer paying the rent at Cedar. That is a savings of \$70,000.00 a year and we are also currently paying \$41,000.00 per year at NIA. We have saved money overall in the last year but we will have a sober look at our budget and make sure it is a sustainable amount. Technically, the law asks partners to defray the cost of the comprehensive center. We can look to see if we could improve on some of those arrangements.

Christine Tarquinio asked is there any concern with a contractor becoming our landlord. Cindy Read answered that that would be a complication similar to the arrangement when we were at Cedar and the State was our landlord. We will need to have an agreement to keep the roles very separate. There will be other services providers that are competitors when it's time to go for contracts again and Goodwill has thought about that. Rena Sharpe offered some clarification. Ms. Sharpe said Goodwill has really shifted its focus on meeting needs such as housing, transportation and mental health. We are a partner with KentuckianaWorks even more so now than in the past and we opted not to respond to SummerWorks RFP because we don't feel like that's our niche and there is a partner agency of ours that is doing an amazing job with the young adults. Ms. Tarquinio asked how long is the rental rate good for. Ms. Sharpe answered we haven't talked about lease terms. Once we start operating we'll know more of what that looks like and can negotiate terms at that time. Lisa Thompson said this seems to be an exciting development for West Broadway. When we think of the space where KentuckianaWorks runs its comprehensive career center, a key consideration has to be the needs of the customers. Patricia Williams said this seems very advantageous and she can see several reasons why it is a good idea to explore this type of partnership. Ms. Williams then asked if KentuckianaWorks is aware of any conflict of

interest and have we had conversations about overlapping services. Cindy Read answered that our Conflict of Interest Policy does require disclosure of the various interests and we will be sure to look further into that. Jenny Lampton said she can see a lot of pros to this relocation especially working with the Office of Vocational Rehabilitation assisting individuals with disabilities. Having these services in one area would help some of their clients tremendously. Ms. Lampton asked if this space would now be considered the Comprehensive Career Center for the area. Cindy Read replied that currently we do plan to certify this space as the Comprehensive Center. With there being no further questions or conversation Chairman Hesketh asked the Committee for a vote to decline Goodwill's offer and remain at the NIA Center or sign an agreement with Goodwill to become a tenant at their new campus in West Louisville. A motion was made by Patricia Williams and seconded by Caitlin Blair. Lisa Thompson abstained from the vote. The recommendation to move forward with the plans to move the comprehensive career center from the NIA Center in the first quarter of 2023 was carried.

Update: Technology use in KentuckianaWorks programs - Mary Rosenthal

Ms. Rosenthal reminded the group that last winter we provided an update on technology use allowed under new policies supported by the POC that fund customer access to technology. We are now providing a year-end summary of the data. Technology access grew in the later part of the year. The issuing of both Supportive Services laptops and loaner laptops nearly doubled and individuals accessing internet went from 2 to 20.

Loss was greater in the latter part of the year increasing from 5% to 9%, but remains a relatively low percent especially considering the denominator is missing successful use of laptops by youth participants in Jefferson County. We did also see more supportive services recipients not meet their goal (21%). These instances are examined at the program level. The benefits continue to outweigh these loses. As Lisa Thompson shared: "LUL's experience with this innovation has been even more powerful. We are extremely grateful to KYW for leaning into one of the community's major problems and finding a successful strategy to mitigate its impact."

The method of surveying programs to gain this data is inefficient and not as accurate as real-time data. We are working towards laptop tracking for all programs through their data systems of record so that it is integrated into practice and can be pulled in real-time. This will also help when transitioning service providers. There were no questions or comments about the data reported.

Update: Foot traffic in KentuckianaWorks Career Centers - Regan Wann

Ms. Wann shared a slide showing the KCC foot traffic since July 2021 when the Career Centers started to reopen through October 2021. The largest increase in foot traffic happened at The SPOT: Young Adult Opportunity Campus. The comprehensive career center at the NIA Center had the second largest increase in foot traffic. We have relatively low foot traffic in the counties with the exception of the mobile teams which seem to be doing well. There was no discussion from the Committee. Chairman Hesketh took a moment to congratulate Ms. Wann on receiving the Outstanding One-Stop Operator award presented by Equus Workforce Solutions. This was a national award.

Update: Social media in targeted zip codes - Patrick Garvey

Patrick started off by sharing a testimonial video from the Kentuckiana Builds program showing a participant who left the healthcare field and found her niche in construction after receiving hands-on training through our program. The testimonial is shared on our website and social media pages. It is also sent out as a link in mass emails with other information. KentuckianaWorks takes full advantage of rare

resources that allow us to do some marketing when it's available. The second video is a commercial style video that is currently running in some targeted zip codes in South and West Louisville. The commercial is also present on the KentuckianaWorks Facebook and Instagram pages. We are partnering with an outside agency to do the targeting outreach.

Discussion: Program progress - questions from program reports - Mike Hesketh

Chairman Hesketh noted that he was on the RFP Review Committee when Goodwill applied to be the Youth Career Center operator. Chairman Hesketh said he wasn't sure how he was going to track if Goodwill was doing all the things they proposed to do in their response and wanted to give kudos to Lada Gasparac and the Goodwill staff for presenting excellent reports on the progress of the program. In the interest of time Chairman Hesketh opted to send individual emails to the remaining Program Directors with any remaining program report questions.

Executive Director's Report - Michael Gritton

Mr. Gritton echoed the congratulations to Regan Wann for her Outstanding One-Stop Operator award. Mr. Gritton gave shouts out to Chris Locke and the YouthBuild team for continuing to do a great job running the SummerWorks program during a time when most cities did away with their Summer programs due to difficulties surrounding the pandemic. Mr. Gritton shifted to the Board Meeting coming up the next week. Councilman Bill Hollander is scheduled to attend the meeting and brief the Board on the American Rescue Plan funding, what's left and how much they may be allocating to workforce initiatives. Michael encouraged anyone interested in that discussion to join the meeting next week. Mr. Gritton said the Jewish Heritage Foundation for Excellence has awarded \$80,000.00 to SummerWorks for next year to sponsor approximately 25 kids to work alongside world-class Scientist. Mr. Gritton informed the group KentuckianaWorks was in national press release the day before. The Bloomberg Philanthropes has awarded us a planning grant that will likely lead to a larger grant that will focus on trying to build out a youth apprenticeship system for the Louisville region. Mr. Gritton reminded the Committee the Federal Law prohibits us from doing advertising. Big thanks to Patrick Garvey and Bailey Preston for using free resources and making a big impact on getting out marketing materials in creative ways. Lastly, Mr. Gritton said if you think about the earlier discussion we had around the comprehensive career center location and ask yourself why would we want to be in a location with so many other service providers, word of mouth, automatic foot traffic and visibility are some of the best marketing tools in a world where we aren't allowed to directly market our programs. That concluded the Executive Director's report.

Adjourn - Mike Hesketh

Chairman Hesketh referred back to the Goodwill Young Adult program reports and the data showing the progress being made within that program. Chairman Hesketh expressed he has been a little discouraged that the Equus programs doesn't have some of the same barrier solution resources as Goodwill. Mr. Hesketh recently had a meeting with Charlotte Kerns, Regional Business Services and Mobile Services Manager and Erica Price from United Way. Chairman Hesketh said he walked away excited to hear that they will be partnering together and United Way has some funding to overcome barriers and hopes to see that make a difference in the buzz around the adult One- Stop Career Centers.

With there being no further discussion the meeting was adjourned.