

Workforce Investment Board

Planning Committee

October 20, 2011 – 8:00 a.m.

Pima Community College – Downtown Campus (Stone Ave.)
Copper Room – 181
Tucson, AZ

MEETING SUMMARY

Members Present:

Gregg Johnson, Chair
Beverly Price
Johnson Bia
Duane Bock
Josh Wright

Staff & Guests:

Charles Casey
Diane Luber
Jim Mize
Nils Urman
Risé Hart

- I. **Call to Order** – at 8:00 a.m. Gregg Johnson chaired the meeting.
- II. **Review Meeting Summary** – Reviewed. Johnson Bia recommended these changes to the summary: 1) Add “the committee decided to not have 2nd tier sectors” and 2) change “Foundations/2nd sectors are beneficial for grant writing” to “All sectors are beneficial for grant writing”.
- III. **Develop a handout similar to “Arizona Competes” used by the Arizona Commerce Department** – The committee reviewed the suggestions for the sectors. Diane Luber stated that the suggestions for the sectors were written to be more dramatic and specific to southern Arizona. Gregg asked the committee if they wanted both the description and Diane’s suggestions to be included in the handout. Suggestions/comments for the handout from the committee included:
 - Promoting the One-Stop, WIB, and how businesses can work together with the One-Stop and WIB.
 - How the WIB and One-Stop (Workforce Development network) are supporting these sectors.
 - How employers (e.g. call centers, barber shops) fit into the current sector descriptions.
 - Focusing on these key sectors; however the WIB recognizes that there are other sectors that employ people in the region.
 - Concentrating on the private companies and their supporting growth.
 - Informing private businesses what services are available.
 - Promotional, exciting, brief, and focused.
 - Audience is employers and primary message is what’s available to help employers (e.g. training dollars).
 - Weekly articles about One-Stop in local newspapers.

Assignments:

- Diane to provide a draft handout that focuses on training and addresses other services available.
- Committee to review Diane's suggestions and send comments to Risé by Wednesday, October 26.

IV. Outcome of conference call with Lindsey Woolsey – Gregg gave an overview of the conference call with Elaine Babcock, Lewis Humphreys, Jim Mize, and Dorothée Harmon. Elaine suggested using the Start Toolkit available on the internet. Gregg will demonstrate the Start Toolkit at the next meeting and also invited Lewis Humphreys to attend. Gregg asked the committee to review the "Snapshots of Success" included in the meeting packet.

V. Next Meeting: Thursday, November 17, 2011 at 8:00 a.m.

VI. Adjournment – 8:59 a.m.