



Meeting Minutes
July 31, 2007
Phillips Plastics Origen Center
Menomonie, WI

Association members (or representatives) present: Francisco Sanchez, Jim Dwyer, Cheryl Welch, Julie Holcomb, Jim Golembeski, Charles Most, Sally Cutler, Charmaine Prewitt, Steve Terry, Roy Forslund, Dan Racette, Dick Best, Paul Gordon, Jerry Hanoski, James Ehram, Pat Schramm, Don Madelung, Howard Zellmer, Bob Borremans, Scott Stocker

Also present: Gary Denis, DWD; Mari Kay-Nabozny, Northwest CEP; Sarah Diedrick-Kasdorf, Wisconsin Counties Association; Teresa Barch, WAJTE/WWDA Coordinator

1. Welcome and introductions

Vice Chair Don Madelung called the meeting to order at 3:15 p.m.

2. Approval of the minutes of the April 4, 2007 meeting

The minutes of the April 4, 2007 meeting were approved (motion—Jim Dwyer; second— Cheryl Welch).

3. Committee breakout session

The four WWDA strategy committees met separately to discuss progress to-date and future plans.

4. Committee reports

- a) Strategy #1: Member Education – This WWDA meeting was part of a broader two-day agenda that included presentations by Jason Walsh, State Policy Director for The Workforce Alliance and David Bradley, CEO of the National Workforce Association. Mr. Walsh spoke about state coalition-building and advocacy strategies. Mr. Bradley presented an insider's view of the 110th Congress with a focus on the current status of the Labor/HHS appropriations bill and WIA reauthorization. In keeping with this theme, the committee will schedule a short presentation at the next WWDA meeting that addresses advocacy issues. They will also survey the WIB directors to identify top issues for future meetings.
- b) Strategy #2: Partnership Development – The main priority identified by this committee is to develop and adopt a vision statement for WWDA. Sally Cutler made a motion that WWDA reach consensus on a vision statement; it was seconded by Scott Stocker and passed unanimously. This group believes that WWDA needs to identify a single issue that will define and direct the work of the association in the immediate future. They suggested that this issue should be support for the job center infrastructure.
- c) Strategy #3: Financial Strategy – This committee had planned to present its WWDA Strategic Vision White Paper for approval but due to extensive revisions that were suggested during their breakout session, no motion was made to that effect. Jim

Golembeski and Sally Cutler will work together to incorporate the vision statement developed by the Partnership Development Committee into the revised paper.

It was noted that WWDA and Wisconsin Manufacturers & Commerce (WMC) have many issues in common. Jim Golembeski made a motion that a representative of WWDA be designated to initiate a conversation with WMC President Jim Haney to simply open a dialogue with their organization. During the ensuing discussion the general consensus was that WWDA needs to further develop and refine its purpose and message before approaching other organizations. Mr. Golembeski withdrew the motion and no action was taken.

- d) Strategy #4: Legislative Strategy – A motion was made by Pat Schramm to approve the WWDA Legislative Committee recommendations that were presented as an attachment to the meeting agenda. The recommendations focused on exploring a formal agreement with the Wisconsin Counties Association (WCA) that includes the formation of a Workforce Development Advisory Committee within WCA and the establishment of a staffing arrangement that would permit lobbying activities on behalf of the workforce development system. Cheryl Welch seconded the motion, which passed unanimously. The approval of these recommendations represents the first steps in a process that would require additional input and approval from WWDA, including development of a budget for staff costs and clarification of any proposed lobbying activities.

5. Approval of 2007/2008 Action Plan

WWDA members approved the 2007/2008 Action Plan as presented. (Motion – Howard Zellmer; second – Francisco Sanchez)

6. Next steps

- Develop organizational vision
- Revise Strategic Vision White Paper and include organizational vision
- Identify a single critical issue and focus on affecting change in that area
- Move forward with exploring a formal relationship with the Wisconsin Counties Association
- Schedule future meetings for October, January and April

7. Other business

During his presentation earlier in the day, Jason Walsh proposed utilizing The Workforce Alliance's web-based action alert process to communicate with Rep. David Obey (D-WI-7) regarding the workforce system's opposition to the \$335 million WIA rescission amendment to the Labor/HHS appropriations bill. WWDA members voted to approve the action and agreed to assist in soliciting signatures from organizations throughout Wisconsin for the letter (motion– Bob Borremans; second–Franciso Sanchez).

The meeting was adjourned at 5:00 p.m.

Submitted by Teresa Barch, WAJTE/WWDA Coordinator