

**BOARD OF DIRECTORS AND MEMBERSHIP
MEETING MINUTES
MARCH 19, 2008**

Present:

Pierre Albright	Kerry Campbell	Joe Johnson
Alan Archer	Tracee Carmean	Dr. Bob Leber
Paul Babcock	Sandy Donaldson	John Lesko
Robert Baker	Von Gilbreath	Everett Jordan
Hon. Bobby Braxton	Hon. Buddy Green	Kenneth Lewis
Rhonda Bunn	Bob Hershberger	Jerry Lugar
Leah Meisel	Hon. Jim Icenhour	Bill Mann
Keith Potts	John Olson	Pete Peterson
Sybil Wheatley	Greg Richardson	Leonard Sledge
Jim Magnotta	Dr. Deborah Wright	Lisa Wornom Zahralddin
Terri Partain		

Guest: Dr. Patrick Russo, Superintendent, Hampton City Schools

PCFWD Staff: Matthew James, Shawn Avery, Mary Dunnigan, Jeanne Smith, Carolyn Tarrant

I. Call to Order

Chairman Bob Leber called the meeting to order at 8:00 a.m. The meeting was held at the City Administration Building in downtown Hampton. Bob thanked Von Gilbreath for making the arrangements and hosting the meeting.

II. Approval of January 9, 2008 Minutes

The minutes of the January 9, 2008 minutes were presented for approval. A motion for approval was made by Keith Potts; it was seconded by Sybil Wheatley and unanimously approved.

III. Acceptance of Financial Reports

In the absence of Treasurer Dale Stone, Shawn Avery presented the financial statements for the Council for the month of February 29, 2008. A motion for acceptance was made by Buddy Green; it was seconded by Sandy Donaldson, and unanimously accepted.

Bill Mann presented the Federal Program Financial Expenditure Report discussing the obligations and expenditures by programs and activities from July 1, 2007

through February 29, 2008. He specifically discussed expenditures for SEVAMP and matching dollars, the One Stop and the WIB Committees.

IV. **Chair's Comments**

Chairman Bob Leber reported on the National Association of Workforce Boards forum which was held in February and was attended by eleven people from our region. Bob was elected to their Board of Directors. He mentioned the award that was created at the national level for excellent One Stops. The award was named in honor of Dr. William Lawton and presented to our One Stop for excellent and outstanding performance. Mrs. Lawton and other family members attended the event. Bob reported that he recently attended one of the Governor's cabinet meetings as Chairman of the Virginia Workforce Council. He discussed some of the legislation which was passed pertaining to workforce development such as funding for the One Stops.

V. **Special Presentation by Dr. Patrick Russo, Superintendent, Hampton City Schools**

Dr. Russo discussed a new program for Hampton City Schools called "Compass". The goal of this secondary school reform is to develop and implement a comprehensive reform framework designed to raise all students' academic performance to levels required for post-secondary education and high quality employment. This initiative focuses on rigor, relevance and relationships. Dr. Russo discussed the nine key components of the program and stated that these components will virtually change the way business is done in Hampton City Schools.

VI. **President's Update**

Matthew James reported that he and Bill Mann are continuing to work on the staff realignment and hope to present a time line to the Executive Committee by their next meeting. Other items discussed included:

- Creation of a 501(c) (3) organization.
- Grant funding
- Youth Career Café Easter exhibit at Patrick Henry Mall
- Business Survey in cooperation with Opportunity Inc.

VII. **Old Business**
Committee Reports

Strategic Planning and Finance Committee- Sybil Wheatley stated that the committee will be meeting in the near future to look at the budget and determine

where they are in the process and whether funds need to be moved to accommodate programs and they also will be looking at the next year budget.

Communications Committee – John Olson gave an overview of the presentation given last week by Celina Shands Gradijan from Full Capacity Marketing. Her presentation included her analysis of our organization pertaining to communication and what should be done in order to go to the next level. Some of the key topics in her presentation included:

- Building a united and valued brand
- Brand comprehension
- Who we are and how people see us and how they value what we do
- Target audiences
- Current customer profile
- Fee for Service
- Key community influences
- Brand architecture
- Tagline options

VIII. Youth Initiatives

Sandy Donaldson stated that a school representative has been giving a presentation on Career Pathways at their individual school at the Education and Training Committee meetings. The goal is to gather best practices and share that information with the school systems. Some type of system needs to be developed where we can work together on career exploration. Additionally, she discussed the presentation given by Judy Begland from Opportunity Inc to the Education and Training Committee pertaining to soft skills that are stated in the Work Readiness Manual which is now being used at the Youth Career Café. Also, we want to pull together non profit organizations who have career exploration programs and present them with the Work Readiness Manual.

Ten youth have been hired to work for the summer at Busch Gardens from the Youth Career Café and they will be taught the soft skills program to prepare them for work.

Sandy also discussed the Youth Career Cafe Mobile Unit which will go to the Pearl Bailey Library. In addition, a satellite will go to several schools to do assessments.

IX. **Ajournment**

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

Jeanne Smith, Recording Secretary