



## Central Virginia Workforce Development Area VII

*Serving the City of Lynchburg, and Counties of Amherst, Appomattox, Bedford and Campbell*

**Workforce Development Board Meeting  
July 12, 2022  
3:00 p.m. at  
The Lynchburg Regional Business Alliance  
Lynchburg, VA 24504**

**Members Present:** Nat Marshall – Chair, Lauren Anderson, Gary Campbell, John Capps, Anthony Cardoza, Renee Chalmers (virtual), Travis Griffin (virtual), Michael Hertzler, Christine Kennedy, Ron Lovelace, Bryan Lyttle (virtual), John Redding, Rich Russo, Jason Shockley (virtual), Dorothy White, Sterling Wilder, Christian Wiscovitch.

**Members Absent, Excused:**

**Members Absent:** Andrew Crawford, Andrew Tisosky, Charles Mann, Sam Penn, Sr., Cheryl Giggetts, Cheryl Toler, Dana Hogan, Luke Saechao, Alisha Meador, Michael (Scott) Francis, Robbie Morrison, Robert Johnson, Sierria Phillips, Sonya Todd, Samuel Pinn.

**Staff Present:** Traci Blido, Alec Brebner, Keith Cook, Lori Cumbo, Tonya Hengeli, Tim Saunders, Sarah Singer (virtual).

**Others Present:** Shirley Dodson (virtual).

### **1. Roll Call**

Nat Marshall asked everyone in attendance, both in person and virtually, to introduce themselves and share their title. Traci Blido checked attendance based on these introductions.

### **2. Call to Order and Greetings from the Chair**

Nat Marshall welcomed everyone and opened the meeting at 3:01 PM.

### **3. Public Comment**

Nat Marshall opened the floor for public comment. No one expressed an interest in providing comments to the board.

During this time Nat mentioned that three new members had been added to the Central Virginia Workforce Development Board by the Council of Chief Local Elected Officials (CLEO). The new members added to the board are Alisha Meador, Dorothy White, and Christian Wiscovitch. 14 board members were also reappointed by the CLEO council.

Nat also introduced Alec Brebner as the new Executive Director of the Central Virginia Planning District Commission, the workforce board's fiscal agent. Nat acknowledged the board's close ties to the CVPDC. Alec introduced himself and shared information about his background and previous work experience.

#### **4. Approval of April 12, 2022 Minutes**

Nat entertained the motion for approval of the April 12, 2022, meeting minutes. The motion was made by Christine Kennedy and seconded by Gary Campbell. The motion was unanimously approved as presented.

#### **5. Director's Report**

Traci thanked everyone for attending the meeting during the summer season when many other activities are demanding attention.

Traci mentioned the announcement made by KDC/One, regarding the company's planned closure of its Lynchburg facility by the end of 2023. Traci said board staff does not expect KDC/One to lay off any workers until the first quarter of 2023. She talked about the possibility of enrolling some impacted workers in the Title I Dislocated Worker program after layoffs take place. Traci said the company is still trying to fill orders and is taking steps to retain its workforce, such as offering financial incentives. She said board staff would work with organizations, such as the Jubilee Family Development Center located near the KDC/One facility, to offer hiring events and opportunities for workers to learn about new career opportunities in the community. A list of impacted workers is expected to be made available to board staff, via the Rapid Response process, when the company issues a WARN notice and begins laying off workers.

Nat Marshall asked whether the KDC/One facility will be sold. Christine Kennedy said the facility needs major work. She said KDC/One looked at other facilities in the Lynchburg area in an effort to possibly relocate its operation, but was unable to find a suitable facility that met the company's needs. She expects the facility to become an "asset" for the region but indicated it will need significant upgrades.

Traci acknowledged that a handful of employers reached out to board staff when the KDC/One closure was made public via press reporting. She said HR managers at local companies want to hire workers from KDC/One and have sought referrals from board staff. Traci said board staff would be in a better position to make referrals after KDC/One officially issues a WARN notice and begins laying off its workforce. She said board staff would be contacting employers moving forward.

Sterling Wilder said the Jubilee Center would work with CVCC and other partners to ensure KDC/One workers received re-training for high-demand job opportunities in the community. Nat Marshall wondered when workers would be eligible for Dislocated Worker funding through the Title I program. Keith Cook said funding would be available to workers within six months of their layoff notification. He emphasized that funding is available now through other sources, such as the Virginia G3 initiative, to pay for workers to retrain right now.

Rich Russo inquired whether Virginia Career Works would be available to assist workers on site at KDC/One when layoffs are announced. Traci Blido confirmed that such assistance would be available.

Traci continued her Director's Report by talking about the board's strategic plan. She said the board's current strategic plan expired in June 2022 and talked about how board staff is working with the Lynchburg Regional Business Alliance to develop a new five-year strategic plan for regional workforce development. Christine Kennedy shared a presentation outlining areas of focus for the strategic planning process and next steps.

Nat Marshall emphasized the workforce board's role as the regional convener of workforce development. He said it's important that the business alliance's role in this process not cause confusion for employers. Christine said the joint effort between the board and the alliance should mitigate confusion. Traci said the strategic plan would likely cost approximately \$39,000 and that the board should expect to invest approximately \$5,000, underscoring the need for a partnership with the business alliance.

Lastly, Traci asked Tim Saunders to highlight upcoming events involving Virginia Career Works. Tim mentioned that staff would participate in a street festival hosted by the Campbell County Library System in Rustburg on July 30 and an event hosted by One Community, One Voice at the University of Lynchburg on August 6. Tim said staff was also planning to host a Hiring Event and Resource Fair for justice-involved individuals sometime over the next few weeks at the Virginia Career Works Lynchburg Center.

## **6. Finance Report**

Tonya Hengeli provided a finance review with a Comparison of Budget to Actual and Summary of WIOA Funding as of 05/30/22. (Handouts of the reports were included in the agenda packet and available at the meeting.) Tonya pointed out that \$200,000 had been transferred from the WIOA Title I Dislocated Worker funding stream to the Adult funding stream for the PY '21 program year. Traci said the reason for this transfer was that there was a greater demand for services in the Adult program than for the Dislocated Worker program. Keith Cook said only 12 people were enrolled in the Dislocated Worker program during PY '21. Tonya said the budget summary contained an unspent amount of \$589,019.67 that may be available for carryover to the PY '22 budget, depending on June expenses. Nat Marshall reminded board members that a carryover amount is needed to cover board expenses until it receives its PY '22 allocation from the Federal government, which may not be received until October. Keith Cook pointed out that some savings were realized during PY '21 due to strategic decisions made in July of 2021 to eliminate certain positions and not fill vacancies of other positions. He said that new case manager positions would be added in PY '22 to meet the demand of increasing case loads in the Title I programs.

Tonya then showed board members the PY 22 budget, which she referred to as the FY '23 budget. She estimated a transfer of up to \$50,000 may be needed from the Dislocated Worker to Adult funding streams. Tonya pointed out that the PY '22 budget differed from the PY '21 budget because all amounts were shown as rounded figures. She said the budget was crafted with buffers and conservative numbers, anticipating higher expenses for certain line items.

Nat Marshall called for a motion to approve the PY '22 budget (FY '23 budget) as presented, with authorization for board staff to transfer up to \$50,000 from the Dislocated Worker funding stream to the Adult funding stream should that need occur. The motion was made by Ron Lovelace and seconded by Gary Campbell. The motion was unanimously approved as presented.

## **7. Consideration of Program Policy Provisions**

Draft copies of updated policies were presented to amend "Program Policy 102 - Work Ready Services" and "Program Policy 205 – Conflict of Interest". "Program Policy 102 - Work Ready Services" was amended to remove the \$85 per-week cap on child care costs, provided the overall services offered to the client do not exceed the allowed maximum of \$2,500 per participant in one program year. Nat Marshall called for a motion to approve the amendments to Program Policy 102. The motion was made by Michael Hertzler and seconded by

John Capps. The motion was unanimously approved as presented. “Program Policy 205 – Conflict of Interest” was amended to extend current board member conflict of interest provisions to staff employed by the workforce board, including those employed under contracts with the board. Nat Marshall called for a motion to approve the amendments to Program Policy 205. The motion was made by John Capps and seconded by Michael Hertzler. The motion was unanimously approved as presented.

Nat Marshall used time following the discussion about program provisions to extend the board’s sympathy to Lori Cumbo on the passing of her husband, Dean Cumbo, on June 20, 2022.

### **8. One-Stop Center Operations/Title I Report**

Keith Cook provided handouts with graphics highlighting the enrollment increases that have taken place between PY ’20 and PY ’21 in the Title I Youth, Adult, and Dislocated Worker programs. Keith also showed graphics detailing how many people visited the Virginia Career Works Lynchburg Center in PY ’20 versus PY ’21. Keith said visits decreased in PY ’21, but pointed out that most of the visits in PY ’20 were from unemployment filers seeking information about a claim with the Virginia Employment Commission. Keith also showed graphics detailing how many people completed initial assessment forms to seek services through the workforce system. While the number of assessments completed was down significantly in the early months of PY ’21, Keith said he had noticed a large increase in the number of assessments completed during the second half of the program year. Keith also shared a handout that provided a breakdown of the people being served and the ways people are receiving assistance.

Nat Marshall asked whether the location of the Virginia Career Works Lynchburg Center on Odd Fellows Road was hindering people from visiting the center. Keith said he believes the current location on a city bus line with direct connection to major highways was a strength, along with the low cost of rent offered by the Virginia Employment Commission.

### **9. Youth Services End-of-Year Report:**

Youth Program Coordinator Sarah Singer said PY ’21 is the first year basic career services were offered through the youth program in all localities. Across all localities, 141 students met with a career navigator and received a menu of basic career services. Most of the students referred to the program were high school seniors, who received guidance on future plans. 61 of those students followed up with a second visit. Basic services provided included work-readiness assessments, personality assessments, soft skills training, resume building, job search assistance, and post-secondary planning which was the service provided to the largest number of people (52 students). Many students have started formally enrolling in the Title I Youth Program upon their completion of high school.

### **10. Committee Reports:**

Executive Committee – Chairman Nat Marshall reported that the Executive Committee met May 17 to authorize a transfer of up to \$200,000 total from the Title I Dislocated Worker funding stream to the Adult funding stream for the Fiscal Year 2022 that ends June 30, 2022. Nat Marshall brought this action to the full board for a vote during this meeting. Because this action came from a committee, Nat indicated a second was not necessary. The full board voted unanimously to approve the committee’s authorization of a \$200,000 transfer from Title I Dislocated Worker funding to the Adult funding stream.

The committee also authorized workforce board staff to convene a strategic planning team in collaboration with the Lynchburg Regional Business Alliance to develop a regional workforce development strategic plan.

Youth Committee – Sarah Singer said surveys have been distributed to gather feedback from enrolled youth. A meaningful connection has also been made with the superintendent of Lynchburg City Schools to expand the services provided to youth in that locality. Meetings are planned in August with the principals of E.C. Glass High School and the Empowerment Academy to align the youth program with goals of the individual schools. Traci Blido told board members that additional mentors are needed to serve the youth program.

DEI Committee – Renee Chalmers said a foundation is still being laid for this committee. She said they had an amazing visit in May to the Little Otter Flower Farm in Bedford. This initiative allows teens with Autism to receive on-the-job training and skills that allow them to enter the workforce. Committee members enjoyed meeting participants and learning about this demographic.

Finance Committee – Mr. Lovelace said the finance report was already shared during this meeting.

Operations & Performance Committee – Committee chair Andy Crawford was not present to provide an update at this meeting. Traci Blido said a memorandum of understanding has been developed to provide seats for Career Essentials comprehensive work readiness classes to individuals receiving services from Bedford County Social Services.

## **11. Adjournment**

Nat Marshall told board members that they may be asked to participate in the strategic planning process with the Lynchburg Regional Business Alliance and hoped everyone would offer their time and participation if approached.

There being no further business, the meeting was adjourned at 4:40 p.m.