



Workforce Development Board

Region 2000 Workforce Development Area VII

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

Workforce Development Board Called Meeting

12:00 p.m., Tuesday, June 18, 2018

Lynchburg Human Services

Lynchburg, VA

Draft Minutes

Members Present: Nat Marshall – Chair, Blondie Anderson, Traci Blido, Mike Davidson, Scott Francis, Bobby Johnson, Christine Kennedy, Ron Lovelace, Kimberly McIvor, John Redding, Tamara Rosser, Luke Saechao, Roxanne Slaughter, Cheryl Toler, Wendell Walker, Sterling Wilder

Members Absent, Excused: John Capps, Georgia Fauber, Scott Gillespie, Dennis Knight, Susan Martin, Heather Reynolds, Marjette Upshur, Jan Walker

Members Absent: Nathan Dowdy, Sonny Harvey, Phillip Jamerson, Caitlin King, Sierria Lopez, Tina Ragland

Staff Present: Ben Bowman, Gary Christie, Keith Cook, Savannah Cook, Susan Cook, Lori Cumbo, Alvin Jones, Jason Padgett - VEC

Others Present: William Coleman – LynCag, Kayla LeColst – Innovairre, Hannah Marshall – Region 2000 Intern, Nate Mahanes – RANE, Franklin Swann – Old Dominion Job Corps, Kenneth Williams – Old Dominion Job Corps

1. Welcome and Introductions

Nat Marshall opened the meeting with introductions at 12:00 p.m.

2. Public Comment – There were none.

3. Operations and Performance Committee Recommendations for Dislocated Worker Operator

Ben Bowman reported that the VEC has opted to not continue as the Dislocated Worker Operator. An RFP was issued, and the Operations and Performance Committee met and reviewed the one proposal received. This proposal was from HumanKind.

The motion was made by Cheryl Toler, with a second by Mike Davidson, to award the Dislocated Worker Operator Program to HumanKind. The motion was unanimously approved by those present.

4. New Workforce Development Board Members

Nat Marshall presented the list of proposed WDB members for P/Y 2018-2019, including new members. Kimberly McIvor asked that Jason Padgett, the new VEC Office Manager, replace her on the Board.

A motion was made by Mike Davidson to re-appoint the members whose terms are expiring and are willing to serve another term, and to approve those being appointed as new members. The motion as seconded by Ron Lovelace and was approved unanimously.

5. Brief Update on New Branding Initiative

Savannah Cook gave an update on the new branding initiative that will be part of the Workforce training on July 10. She explained that there are four pillars to the brand: access, support, trust and innovation. These key points will be addressed in the training. A new website will be launched, along with new logos, and directives on how to incorporate a sticker showing “a proud partner of”. There will be a media launch day in September at the center.

6. Future Name for Region 2000 Workforce Development Board

Nat Marshall reported that the Region 2000 Local Government Council, fiscal agent for the Region 2000 Workforce Development Board, is considering a name change back to the “Central Virginia Planning District Commission”. This name has already been voted on and approved by the CLEOs. It has been suggested that the Workforce Board align with the fiscal agent name change. A list was presented of possible names to be considered in the agenda packet. Christine Kennedy explained that the state directs what the center is called, and the state is mandating that the Center at VEC will be called the Lynchburg Center, which

serves the whole region. However, from a local marketing perspective, Christine stated that “Central Virginia” would not work, due to internal marketing strategy. Wendell Walker added that “Central Virginia” is inclusive and supports this in the name for the Workforce Board. Mike Davidson spoke to the problem of having too many organizations with “Central Virginia” in their name, and the confusion it would cause. He advised having a geographic identifier in the rebranding and feels that most people would identify with Lynchburg before identifying with Central Virginia. Luke Saechao stated that to him it makes sense to use “Central Virginia” to be identified with other organizations in the area also using this in their name.

Following discussion, Wendell Walker made a motion to adopt “Central Virginia Workforce Development Board”. The motion was seconded by Bobby Johnson, and was carried, with Mike Davidson and Traci Blido voting nay.

7. Discussion on Plans for July 10 Board Meeting/Training

Nat Marshall asked to consider how connectivity can be increased with our technology. Scott Francis added that it requires collaboration between all of the representation on the Board.

Christine Kennedy reported that two GoVA regional grants have been received that deal with education and workforce. This GoVA regional includes Roanoke, Blacksburg and Lynchburg. For us to execute these grants to the best of our ability Christine stated that all of the stakeholders need to be at the table.

8. Matters from Board Members

Nate Mahanes announced that on July 17 CVCC will be hosting the summer RANE meeting from 10:00 a.m. to 12:00 p.m.

Nate also announced that on July 20 from 10:00 a.m. to 12:00 p.m. DARS will be holding the summer employer tours at the Wilson Workforce Rehabilitation Center in Fishersville.

9. Adjourn Board Meeting – There being no further business the meeting adjourned at 1:00 p.m.

The next meeting of the Workforce Development Board is July 10, 2018 at the University of Lynchburg, from 1:00 to 5:00 p.m.