

# WOW WORKFORCE DEVELOPMENT BOARD

## MEETING MINUTES

**Date:** September 22, 2022  
**Location:** Microsoft Teams  
**Members Present:** Bonnie Baerwald, Nate Butt, Kilah Engelke, Lisa Geason-Bauer, John Heyer, Michael Hoffman, Tom Hostad, Robert Jessel, Matt Kirchner, Rebecca Klebsch, Jill Kreider, Alfredo Luna, Amy May, Laneice McGee, Dawn Schicker, Kathleen Schilling, Angela Stemo  
**Others Present:** Laura Catherman, Beth Norris, Cindy Simons

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Ms. Schicker called the meeting to order at 8:00 am.

Alfredo Luna, Amy May, and Michael Hoffman provided brief introductions and information on their current roles and organizations.

### Consent Agenda

Ms. Schicker announced the following items were included in the consent agenda for consideration by the board:

- June 9, 2022 Meeting Minutes
- Executive Report
- Quarterly Financial Report

Mr. Heyer moved to approve the consent agenda as presented. Ms. Baerwald seconded. The motion carried unanimously.

### Review and Approval of Revised Fiscal Year 22-23 Budget

Ms. Catherman provided an overview of the revision that occurred related to Workforce Innovation and Opportunity Act allocations for fiscal year 2022-2023. The draft budget included estimates as allocations were not released prior to the June board meeting. Upon release, the allocations were lower than the estimates so the budget was adjusted accordingly.

Ms. Heyer moved to approve the fiscal year 2022-2023 budget. Ms. Geason-Bauer seconded. The motion carried unanimously.

### Update on WOWWDB Strategic Planning for 2023-2025

Ms. Catherman shared a proposal for the design and format of the upcoming strategic planning sessions. The focus question will be centered on local economic and workforce issues in today's economy with projected talent pool trends, supply chain disruption, and changing workforce trends. Planning will occur in late 2022 and wrap up by Spring 2023.

### One-Stop Update

Ms. Norris provided a workforce system status report as well as data from program year 2021-2022:

- Equal Opportunity: Extensive training was provided throughout the year. Physical accessibility surveys were updated for both one-stop locations. Posters, taglines, marketing, outreach, and websites are reviewed quarterly for compliance.
- Foot traffic at the one-stop locations remains lower than in pre-pandemic years. Virtual traffic is still strong.

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- Job opening data on Job Center of Wisconsin continues to increase while the number of active resumes and new registered users has decreased, consistent with labor market trends.
- Customer satisfaction remains strong for both job seekers and employers.
- Planned activities for program year 2022-2023 include regional business service connection, expansion of technology, and additional training opportunities.

#### **Update on Regional and Statewide Workforce Projects**

Ms. Catherman provided brief updates on:

- WOW Works branding efforts and shared social media graphics and copy for youth, adults, and employers.
- The progress made to date on the FlexRide Milwaukee pilot program.
- Board recruitment.

With no other business, the meeting adjourned at 8:56 am.

Respectfully submitted by:



Laura Catherman