



WorkSource Montgomery Board Meeting

1801 Rockville Pike, Suite 320

Rockville, MD 20852

Call-in Number : (240) 641-6756 ** Passcode/PIN : 201756

MEETING MINUTES

September 19, 2017

8:30 a.m. - 10:00 a.m.

Quorum being present, Cooper called the meeting to order at 8:41 a.m.

Members: Donna Cooper, David Gamse, Ellie Giles, Steve Greenfield (phone), Jim Kinkead, Susan Leggett-Johnson, Debbie Murphy (phone), David Petr, Lily Qi, Tom Street, John Zudnick (for S. Edelstein)

Staff: Dave Buonora, Annette Gantt, Cynthia Grissom, Harry Thompson

Absent: Ben Edson, Gerry Murphy, Jack Smith, Katy Strei, Paul Tchorni

8:30 a.m. Approval of Minutes

Cooper provided time for board members to review minutes from July 11 and August 17, 2017.

Cooper made motions to approve the meeting minutes from July 11 and August 17th. The motion for approval of the meeting minutes from July 11 and August 17 was seconded, no discussion, and the motion was approved.

8:35 a.m. Start-up year presentation (Giles)

Giles shared an overview of our start-up year. The presentation will be sent to all Board members with the meeting minutes.

Name Change

- Qi commented that she struggled with the name of WorkSource Montgomery, recommended that consideration be given to rename the organization. Questioned whether the brand is clear, name should spell-out its vision, and whether WSM should be called Workforce Development and communicate some about talent.
- Leggett-Johnson stated she wouldn't support making it all about talent, as it doesn't resonate from an employer perspective.
- Gamse stated he served on the original committee that came up with the logo, branding and current name. He stated that at that time the committee understood that many were also confused about what workforce development meant. He questioned whether the board/WSM wanted to invest time and money to rebrand a new organization.

- Qi stated that because it is a new organization, she felt name changing is worth revisiting and asked whether time could be set aside for 2-3 people to discuss/brainstorm this issue.
- Cooper proposed that the communications committee takes a look at this topic as it relates to marketing. Further noted that doing so might take it back quite a bit, which would have to be evaluated. Suggested that it just might be too soon for branding and the name to be more widely understood considering how new the organization is, and encouraged that the discussion is strategic.
- Gamse commented that McAndrew marketing did the branding. There were some studies conducted. A lot of differences between job seekers and employers.
- Leggett-Johnson noted and reminded others that the previous name – Montgomery Works – was also an issue and confusing.
- Petr asked to be a part of the communications committee’s conversation.

Giles Presentation

- Greenfield commented that the ??? is a terrific model for middle skills jobs.
- Giles shared that WSM will apply to be an eligible trainer for apprenticeships and will request funding based on the type of apprenticeship. WSM wanted the flexibility to apply for any apprenticeship.
- Leggett-Johnson asked whether the apprenticeship fit the nursing program. Giles commented, “yes.” Leggett-Johnson as that at a future board meeting would, WSM explains how it markets to individuals who do not necessarily know WSM exists, e.g., college graduates, those who recently loss a job, etc.
- Street requested a dashboard to get a visual of where WSM is. Gamse agreed that a single sheet that describes for an employer, job seeker, education, what WSM can provide to each of the constituents would help him be a better ambassador for WSM. Greenfield stated that a single sheet listing the business services for industries, with 4-5 bullets would be helpful. Grissom stated that WSM is designing exactly what you all are stating and recommended that some of the board members receive the mock up before sending it to print for their feedback.
- Cooper stated that it is critical that WSM have the priorities and capacity to execute in order to have significant impact, vs. being splintered. Cooper requested Giles provide additional information about WSM’s exact role.

8:45 a.m. Financial Report (Thompson)

- Thompson alerted board members to a few changes since the financials were originally reported in August. The net income originally reported as \$812K is now 791K as June 30, 2017. Some fix assets were recorded and depreciated.
- Net income dropped by about \$20K.
- Some of the professional fees were reclassified in their appropriate categories. Doing so had impact on the bottom line.
- Next board meeting the budget will be formatted in a line by line item as subrecipient budgets are completed.

Commented [AG1]: Is this accurate?

- Since the end of June, WSM has been successful in collecting the receivables – WBC, HHS, RSA, WIOAs.
- At present, 1.9M of resources in Money Market account, \$900K in operating account; about 600K in payables.
- Street reminded the board about establishing a reserve policy. Thompson commented that doing so is on the to do list. Finance committee needs to bring recommended policy to board. Previously discussed setting aside three-months of expenses. The Finance committee will need to bring the policy to the full board for adoption.
- This budget will now be a bench mark, and WSM will come back with reconciliation comments about changes.
- Gamse asked as it relates to the audit does, WSM and WDB need to approve.
- Cooper commented that we are contending with the roles of the two boards, but want to ensure we are not taking actions that may be overstepping the role of the WDB. The roles need to be reconciled from a governance perspective.

9:00 a.m. Chair Report

- Cooper shared that there have been questions about the revisions around the strategic plan. WDB has decided to let the current draft strategic plan stand, until a governance committee is formed to discuss the structure and roles of the two boards.
- Gamse commented that it would be a huge help to better understand how the two boards operate and differ from one another. Leggett-Johnson stated that she would be supportive because the conversation is a hindrance. Street commented that the vision at the time was that the WDB would be the policy board and WSM would be the implementation board. Fiscal responsibilities would lie within the WSM board, and policy and compliance within the WDB. It's worthwhile to have another discussion as the organization has evolved.

Cooper made a motion to approve establishing a joint governance committee to review the structure and roles of the two boards. The motion for approval to establish a governance committee was seconded, with one opposition and no further discussion. The Motion moved.

Committee Memberships

- In addition to discussing the structure of the two boards, the governance committee will consider the number and types of committees needed. Cooper asked that board members communicate to her or Giles their willingness to continue to serve on committees, as well as take on the role as chair.

Board Member Engagement/Meeting Schedule

- Cooper stated that the change in meeting frequency was never voted on and asked for input from members about the frequency of meetings.

Cooper made a Motion for approval that the WSM board meet every other month vs. a quarterly basis. Motion was rescinded.

- Cooper stated that in the interim continue, the WSM board would continue to meet bimonthly, and allow the governance committee make a final decision.

Petr commented that there are more ways board members can support Ellie and her team to leverage those toward strategic action. Create a match making between board members based on their talent and skill set, so that there is more engagement on a regular basis.

- Cooper commented that the HR Committee and full board must understand federal state and local laws. As a board must understand what the targets are and ensure there are adequate checks on a monthly basis to understand how our contractors are performing. The human resources policy also needs to be revised and made more comprehensive, that not only speaks to CEO, but also the WSM organization.
- Based on my frame of reference and background, a lot of leadership came from Street and others around the table. Strumpf also was significantly involved. Based on the procurement policy we cannot bring on Strumpf as a sole source contractor.
- Per the Motion moved from WDB the question is whether we need a facilitator or consultant to help us form the governance committee. Who that person reports to has not been decided – the joint board or CEO? Street commented that the board should look to Ellie to determine how the board will examine these issues. It is an executive decision. If she [Giles] decides whether she needs a consultant she should make that decision. Gamse agreed and stated that he considers it as the role of the board to raise important issues, and then ask the CEO for how best to address those issues. If done otherwise, there's a risk from a financial and governance perspective to have multiple lines of communication. Qi stated that there is also a risk of creating division and mistrust. Murphy stated that her only concern is that it is incumbent upon the board to oversee whether CEO is doing what she's supposed to. Cooper clarified the motion adopted by WDB that the focus will be on establishing a governance committee to discuss the framework of the two boards.
- Giles shared the WDB members also thought Strumpf would be a conflict of interest.
- Cooper stated that there are two distinct needs: non-financial audit/program; facilitation of the discussions. Could be the same person/group doing both.
- Leggett-Johnson stated that the board must be clear about what we are solving for. All have benefits and risks. There could be the risk of mistrust if the process is not transparent and clear about what we are doing and why. Whatever the decision, the board must be sure that it does not put anyone at risk or undermine the work Ellie is doing.
- Kinhead stated that he sees no harm, but must be mindful not to undermine Ellie and her team, while creating compliance which is important.
- Cooper commented that the WDB will provide information about the scope of work of governance committee. Requesting volunteers to participate on the Governance Committee. Murphy has a list of interested WDB members.
Gamse, Leggett-Johnson, and Street communicated their interest in participating on the Governance committee.

- Murphy stated that the board must move forward with developing an RFP for the governance consultant. Cooper provided clarity in that the governance committee will establish whether there is a consultant necessary. If so, the governance committee will draft the RFP. Cooper stated that it would be helpful for a Draft charter, for the governance committee to be made available.

Hike the Hill

Murphy commented that the Hike the Hill event is scheduled for October 5. Sarah Morningstar has set up meetings with our legislators. Murphy stated that she will be present and represent the construction industry and Weglein (WDB) the education credit union. Murphy stated that WSM will risk its credibility if other industry leaders do not sign up to participate. Giles we will continue to do outreach to other businesses.

9:45 a.m. CEO Report – Giles will send the report/updates out via email

- Operations update
- WIOA performance
 - WIOA performance metrics – will send out via email
 - Policy development
 - Wheaton Job Center remodel update – move to the next meeting
 - Business Engagement – CAP update – proposal to County Executive with some pathways. Meeting in October. Need private sector engagement at the meeting with the County executive. Giles will send proposal as requested.
- Grant and Program updates
- Cooper requested a process be put in place so that board members receive Compliance reports how we are performing, including any issue being flagged by third parties. Giles spoke briefly about the performance and financial trackers in place.
- Street asked whether WSM has heard comments from the nonprofit community about whether WSM is a competitor. Giles stated that it will take time, and that WSM needs to continue to engage MMF, Nonprofit Montgomery to talk about the role of nonprofits.

10:00 a.m. Adjournment

Cooper made a Motion to adjourn the meeting. The motion was seconded, and the meeting adjourned at 10:20 a.m.