

RESULTS OF STEERING COMMITTEE MEETING

1-13-09 9 – 11 A.M. Room H—Rock County Job Center

Present:

- Robert T. Borremans, Southwest Wisconsin Workforce Development Board
- Gregg Bosak, Southwest Wisconsin Workforce Development Board
- Sue Conley, Community Foundation of Southern Wisconsin
- Mary Frederick, UAW/GM Training & Education
- Lisa Furseth, Community Action
- Bud Gayhart, UW-Whitewater
- Gail Graham, United Way of North Rock County
- Tierney Grutza, General Motors-Personnel
- Mary Penney, GM/SWWDB
- Janine Peterson, United Way of North Rock County
- Andy Richardson, President, UAW Local 95
- Josh Smith, Assistant to the County Administrator

Bob Borremans called the meeting to order as a follow-up to the December 10 meeting where the group heard from Larry Molnar, Associate Director, Institute for Research on Labor, Employment and the Economy at the University of Michigan regarding Community Economic Development Program (CEDP). At that meeting, the attendees felt work should proceed and this steering committee came about as a result of that effort. We need to organize a community response and Molnar's group would bring in the resources.

Bob asked for feedback from the December 10 meeting. Tierney felt more emphasis needed to be placed on getting jobs—attracting employees the area. Bud indicated that Molnar emphasized we needed to conduct a survey to focus on our area's strengths so we could build on that. Mary Frederick said that communications systems needed to be developed and implemented. Tierney mentioned that several of these topics were discussed at a "Go-Fast" workshop held on December 22 that involved Tierney, Mary Frederick, Mary Penney, Bob Borremans, Gregg Bosak, James Otterstein and Kent Kleiva of Monster.com. Mary Penney distributed a survey that she and others developed which included segments on helping to determine the best way to communicate. These will be utilized/completed at a three-day program when UAW members will be coming to the Union Hall.

The group discussed the possible collaborative relationship with Monster, which may not only be useful for out-of-work persons but potential employers help determine locations to expand or start. Bob indicated Monster is still interested but the cost is high. We could pick and choose certain elements which would make the cost a bit more palatable. Bob said innovative efforts are also being made to secure new funding sources to cover those high costs.

Mary Penney said the UAW web site was reactivated about five months ago but, in concurrence with Andy Richardson, said it could use some upgrading. It was also suggested to link it to other sites such as the Job Center's, United Way's, etc.

Tierney felt counselors were needed at the UAW hall to help workers deal with "The Death of a Dream" concept, and to not forget Lear, LSI and other workers affected, which now also includes ALCOA. Mary Frederick added that many are now also suffering declining credit scores, which affects their ability to refinance loans among other things. Bob indicated this needed to be a part of the roundtable discussion. Janine indicated another concern was

capacity building for agencies—can they handle the increased load? Lisa said we need to prioritize based on timing—certain things need to be done immediately. Josh said the county has seen all types of increases in service needs.

The following four main areas were determined to be most important at this time, with those persons listed on that committee responsible for developing a plan to start addressing the actions:

- **Economic Development of Jobs**—James Otterstein & Doug Venable working in cooperation with CEAP
- **Capacity Building Systems/Community Assessment**—Josh Smith, Janine Peterson, Lisa Furseth
- **Community Response Roundtable**—Sue Conley, Bud Gayhart, Bob Borremans
- **Communication Network**—Andy Richardson, Mary Frederick, Gregg Bosak

Bob indicated Mary Penney would also be assigned to a committee when she soon starts at the SWWDB.

The group discussed how “Java & Jobs” could be successfully implemented, the need for FAQ sheet (which could be added to the newsletter which was circulated at the meeting to show as an example of getting started with the communication process), and how to use the UAW web site as the main carrier of information. Sue mentioned that www.charityadvantage.com might be a beneficial organization to help in constructing a more useful, dynamic web site, at a cost of about \$35 a month. Andy will work with the SWWDB intern, who is excellent at developing web sites, to upgrade the UAW site. The group will also consider using the acronym AWARE—Auto Worker and Related Employment as its brand.

The sub-committees will meet as soon as possible with the Steering Committee deciding to meet often as time is critical. They will meet every other Tuesday morning at 9 a.m. at the Job Center for now unless change is needed. That would be January 27, February 10, 24, March 3, 17, etc. The meeting was over at 11 a.m.