

# **NOTES FROM CORD STEERING COMMITTEE MEETING OF FEBRUARY 24, 2009**

Present:

- Robert T. Borremans (Presiding), Southwest Wisconsin Workforce Development Board (SWWDB), [r.borremans@jobcenter.org](mailto:r.borremans@jobcenter.org)
- Gregg Bosak, (Recording), Southwest Wisconsin Workforce Development Board (SWWDB), [g.bosak@jobcenter.org](mailto:g.bosak@jobcenter.org)
- Lawrence Molnar, University of Michigan, CEAP, [kallen@umich.edu](mailto:kallen@umich.edu)
- Sue Conley, Community Foundation of Southern Wisconsin, [sueconley@cfsw.org](mailto:sueconley@cfsw.org)
- Mary Penny, Southwest Wisconsin Workforce Development Board (SWWDB), [m.penny@jobcenter.org](mailto:m.penny@jobcenter.org)
- Carrie Hermanson, University of Wisconsin-Rock County, [carrie.hermanson@uwc.edu](mailto:carrie.hermanson@uwc.edu)
- Katie Kuznacic, Assembly Speaker Mike Sheridan's office, [katie.kuznacic@legis.wi.gov](mailto:katie.kuznacic@legis.wi.gov)
- Lisa Furseth, Community Action, [lfurseth@community-action.org](mailto:lfurseth@community-action.org)
- Sharon Kennedy, Blackhawk Technical College, [skennedy@blackhawk.edu](mailto:skennedy@blackhawk.edu)
- Russ Podzilni, Rock County Board Chair, [podzilni@co.rock.wi.us](mailto:podzilni@co.rock.wi.us)
- Craig Knutson, Rock County Administrator, [knutson@co.rock.wi.us](mailto:knutson@co.rock.wi.us)
- Bud Gayhart, University of Wisconsin-Whitewater, [gayhartr@uww.edu](mailto:gayhartr@uww.edu)
- John Stricker, Wisconsin Department of Commerce, [John.Stricker@wisconsin.gov](mailto:John.Stricker@wisconsin.gov)
- Jim O'Keefe, Wisconsin Department of Commerce, [Jim.Keefe@wisconsin.gov](mailto:Jim.Keefe@wisconsin.gov)
- Abby Hall, Governor's Office, [abby.hall@wi.gov](mailto:abby.hall@wi.gov)
- Danyell Tremmel, Congressman Paul Ryan's office, [danyell.tremmel@mail.house.gov](mailto:danyell.tremmel@mail.house.gov)
- Helen Forbeck, Representative Tammy Baldwin's office, [helen.forbeck@mail.house.gov](mailto:helen.forbeck@mail.house.gov)
- Josh Smith, Rock County, [smithjo@co.rock.wi.us](mailto:smithjo@co.rock.wi.us)
- Gail Graham, North Rock County United Way, [ggraham@uwnrc.org](mailto:ggraham@uwnrc.org)
- Kent Kleiva, Monster Government Solutions, [kent.kleiva@monster.com](mailto:kent.kleiva@monster.com)
- Janine Peterson, North Rock County United Way, [jpeterson@uwnrc.org](mailto:jpeterson@uwnrc.org)
- Bruce Palzkill, Department of Workforce Development (DWD)-Job Service, [bruce.palzkill@dwd.wisconsin.gov](mailto:bruce.palzkill@dwd.wisconsin.gov)
- Tom Hogan, GM-Janesville, [tom.hogan@gm.com](mailto:tom.hogan@gm.com)
- Jeanne Bruce, U.S. Senator Russ Feingold's office, [jeanne\\_bruce@feingold.senate.gov](mailto:jeanne_bruce@feingold.senate.gov)
- Jessica Erickson, Department of Workforce Development (DWD), [jessica.erickson@dwd.wisconsin.gov](mailto:jessica.erickson@dwd.wisconsin.gov)
- Darcy Luoma, Senator Herb Kohl's office, [darcy\\_luoma@kohl.senate.gov](mailto:darcy_luoma@kohl.senate.gov)
- Nina Carlson, Governor's office, [nina.carlson@wisconsin.gov](mailto:nina.carlson@wisconsin.gov)

Bob Borremans called the meeting to order at 9 a.m. in room D/E at the Rock County Job Center. He gave a presentation of the history of the Collaborative Organizations Responding to Dislocation (CORD), indicating that an economic development group had been meeting but when the announcement came that GM (and several related businesses) would be closing at the end of 2008, the Southwest Wisconsin Workforce Development Board (SWWDB) organized an expanded group representing various entities that might have an interest in assisting dislocated workers. About 40 were invited and made aware of the Community Economic Adjustment Program (CEAP), offered through Larry Molnar and the University of Michigan to connect communities experiencing significant dislocation resulting from automotive manufacturing plant closures by supporting services and/or funding opportunities. The original group subsequently formed a steering committee with subcommittees working on individual segments of need. The group unanimously agreed to work with Larry and the CEAP program.

Larry spoke about the “Save the Date” postcards mailed several weeks ago to local businesses, organizations and individuals, promoting the workshop scheduled for March 16 at Blackhawk Technical College. He indicated he also has been communicating with federal, state and private agencies and organizations to come and present at that workshop, and he has already received positive responses from 6-8, with many more expected this week. He said about 400 letters of invitation will also go out this week from a list he and the SWWDB had developed. There will also be e-mail blasts reminding potential participants. He said there is usually about 25-35% participation, so he expects about 100-125, with perhaps more on March 16.

To access funding in the areas of the most critical community needs, Larry took copious notes at the December meeting. Next he distributed a brochure and fact sheet further explaining CEAP. They are now going into their 4<sup>th</sup> year and continue to work with communities after workshops have been offered. He anticipates additional funding will allow them to continue to do that. He explained that many governmental agencies will be receiving additional funding, mainly through the Stimulus program, and we needed to be ready to take advantage. He cited examples such as the Economic Development Administration, which usually receives \$300 million, then was at \$800 when the flooding hit last year, and now will most likely receive an additional \$450 million through the Stimulus program. However, they still need to receive high-quality proposals, and hopefully the March 16 workshop will cause that to happen. Another example is the Department of Trade, where an additional \$50 million is expected for those impacted by import competition, and although the local GM plant was turned down for TAA benefits, this does not affect proposals submitted from here, as we would be eligible. There is a cap of \$5 million per community. The Department of Labor will be receiving an additional \$1 billion for job re-training. Larry’s message was, “Don’t be shy!” He believes that if GM and the automakers don’t pull out of some type of controlled bankruptcy, the number of dealerships will be drastically reduced and there may even be a second stimulus proposal this coming fall. Larry distributed a “Grant Funding Proposal Writing Outline,” which should give anyone writing one a good guideline. He said proposals need not (nor should they be) lengthy. The document will be sent to all at this meeting via e-mail.

Larry gave an overview and summary of some of the other states he has worked with over the past four years. Most have received grants, many for social services. He distributed a survey sheet asking each participants to rate their top three or four from a list of 21 community needs. Following a response from each attendee as to their top three choices, the one placing first was “Increased and diversified employment, enough for 6,000 or more people.” Second was “Healthcare coverage and services for dislocated workers and their families,” while third were “A one-stop shop for all programs and services to increase efficiency in securing resources and/or keeping track of clients” and “Increased credit and funding availability to small business.” The total results will tallied and shared soon.

Discussion next centered on Monster.com’s career path system and whether their services coincided with a line worker’s/laborer’s needs and whether they would use the service. Bob stated computers are tools and they need to be used—workers need to become comfortable with them.

Next the group discussed the logistics of the March 16 meeting, and whether note takers would be needed, and the follow-up after the session. These will be determined after Larry and others visit BTC and determine the layout and how the groups would be distributed within the areas available. Registration starts at 8:30 a.m. with the session starting at 9 a.m.

Those federal/state/private funding agencies present will each have up to five minutes to speak about their organization. The breakouts will then be held starting at 10:30 a.m. and then all will reconvene about noon for a wrap up and determination of the next steps. Larry indicated he would prepare the invitations so as those attending will be thinking ahead of time of processes and projects that could result from the breakout sessions.

Larry said the positive thing about meeting with the representatives is you get a name with a face, they know you and you have a valuable contact. Also, they can help to cut the "red tape" of the grant writing process. Publicity was mentioned, and Larry indicated the media will be invited but asked to explain this is not an open forum but by invitation only, so he hoped for targeted coverage.

Gregg distributed a sheet listing the main results of interviews he had conducted with a number of the Steering Committee members, as to where gaps may currently exist as to community needs and where those needs could possibly be met through the grant proposal process--areas that were more specific as to potential projects. Larry will add those to the list he currently has.

Gail and Lisa reported on the Financial Committee's most recent meeting, with topics including possibly using retired lenders to assist with those who are dislocated and in financial trouble, a Money in Motion program and budgeting concerns, based on what you have that's available, and Consumer Credit Counseling speaking of their experiences. The possibility of running JATV programs on this topic also came up. The committee's notes/minutes will be sent out when they are completed.

There being no further business, the meeting adjourned at 10:55 a.m.