

**NORTHWEST PRIVATE INDUSTRY COUNCIL
MARKETING / LEGISLATIVE COMMITTEE MINUTES
15 January 2009**

Call to Order

The Northwest Private Industry Council Marketing / Legislative Committee meeting was called to order by the NWPIC Executive Director, Rodger Coauette at the Best Western in Thief River Falls on Thursday, 15 January, 2009 at 4:30 PM..

Attendance

NWPIC Members present were Dixie Holen, Virginia Kiviaho, Joyce Magner, Leo Olson and Carolyn Toupin.

Guests were Stephen Larson, DEED Regional Administrator, Rodger L. Coauette, NWPIC Executive Director and Suzan M. Gagner, NWPIC Administrative Assistant.

Minutes

The minutes of the 9 May, 2007 NWPIC Marketing meeting were approved as written. Motion by Joyce Magner, second by Leo Olson. Motion approved.

NWPIC Orientation Manual

Rodger stated that he has been working on the NWPIC Orientation manual primarily in the area of abbreviations, acronyms and consistency. The term Workforce Council is being changed to Workforce Investment Board. As a result of some of these changes, the Board Member manual will require changes also. This will be the next project, according to Rodger.

The "welcome" page in the NWPIC Orientation manual has only changes made to the term "Workforce Council Member" changed to the term "Workforce Investment Board Member". The second side of this page, the mission statement, and vision statement, has no changes.

The Board members reviewed the rest of the NWPIC Orientation manual page, page by page, and made recommendations/corrections. The next step will be to follow through with these recommendations/corrections and return to the next Marketing / Legislative Committee meeting with an updated version.

Rodger noted that on the Legislative side, the Minnesota Workforce Association recently passed a legislative platform. The Association is concerned about the Minnesota Youth Program and that it continues to be a high priority. In addition, the Association is recommending that MEED - a state program originally started in the 1980's be resurrected. According to Rodger, MEED was a program that allowed wage reimbursement to employers, for up to 18 months, for the creation of new positions.

Rodger stated that one problem with this program was that the WSA was responsible for collecting repayment if the employer didn't comply with the contract.

Stephen asked what considerations have been made should the NWPIC or DEED receive additional funding. He stated that it may make our jobs more complex should an infusion or injection of funding be given. Rodger replied that it would depend on the amount of funding and the rules put into place regarding this funding. It would also depend on if the additional funding is an increase for our current programs, or for additional programs. One option may be to hire more staff at the DEED level and/or the NWPIC level. Identification and recruitment of more clients would certainly be a result. Stephen suggested a foundational curriculum be developed if additional funding is received. Rodger stated that may be a possibility in partnership with customized training.

Dixie also added that since the financial downturn, agencies / people who are so into "turf" have to work together. At least one positive has come out of this.

Rodger and Stephen have a meeting scheduled with Anne Tempte, President of NCTC. Stephen asked Rodger if he felt that NCTC had an idea on the amount of funding the NWPIC places into classroom training at their college. Rodger stated that these numbers are easily accessed and that he will create a report showing the amounts allocated for the last few semesters.

Next Meeting

The next NWPIC Marketing Committee meeting is scheduled for Thursday, 19 March 2009 at 4:30 PM at the Best Western in Thief River Falls.

Other

There were no additional items discussed.

Adjourn

This meeting was adjourned by Rodger Coauette at 5:20 P.M...

Respectfully submitted,

Suzan M. Gagner
NWPIC Administrative Assistant