

**CareerSource Heartland Board of Directors Meeting  
Wednesday, October 28, 2020**

**MINUTES**

---

Prior to convening the meeting, David Royal (Chair) led the group in an invocation and the Pledge of Allegiance.

**I. Call to order**

- A. The meeting was jointly called to order at 1:35 p.m. by David Royal (Chair of the Board of Directors) and Commissioner Mike Thompson (Executive Board Chair).
- B. Mr. Royal inquired if any 'Request for Public Comment' had been made and was advised that none had.

**II. Introductions**

Mr. Royal introduced himself and then called for introductions by board members and others, including those participating by phone. See end of minutes for all attendees.

**III. Set/Amend Agenda**

With no changes proposed, Mr. Royal called for a motion to accept/approve the meeting agenda.

- A motion was made by board member, William Lambert, to approve the agenda.
- Motion seconded by board member, Raymond Royce.
- Motion carried.
- LEO unanimously approved.

**IV. Consent Items**

David Royal inquired if there were any questions/corrections to any of the minutes presented. Noting that the date for the June Board of Directors Meeting minutes to be approved should be corrected to read June 17, 2020, Mr. Royal called for a motion to accept the minutes from the June 9, 2020 Business Enhancement Committee, the June 15, 2020 Finance & Operations Committee, the June 17, 2020 Board of Directors, and the October 7, 2020 Business Enhancement Committee meetings.

- A motion was made by board member, William Nielander, to approve the presented minutes.
- Motion was seconded by board member, Gary Ritter.
- Motion carried.
- LEO unanimously approved.

**V. Executive Board/ Board of Directors Chair Actions**

**A. Executive Board: Commissioner Mike Thompson, Chair**

**1. Action Item: Request to Elect an Interim Chief Elected Official**

Commissioner Mike Thompson announced that he, and Commissioner Don Elwell, will be leaving the CSH Executive Board prior to the next joint board meeting scheduled for January 20, 2021. Commissioner Thompson explained that his absence will leave the Executive Board Chair office vacant necessitating the need for the selection of an interim Chair/Chief Elected Official until the January meeting when a new Executive Board Chair will be elected.

- A motion was made by executive board member, Commissioner Don Elwell, to appoint Commissioner Kelly Owens as Interim Chief Elected Official.
- Motion was seconded by executive board member, Commissioner Mike Thompson.
- Motion carried unanimously by LEO.

**B. Board of Directors: David Royal, Chair**

**1. Action Item: Certificates of appreciation for departing executive board members**

Certificates of appreciation were presented to commissioners Thompson and Elwell.

**2. Action Item: Related Party Contract – Workforce Services Contract with DeSoto Memorial Hospital**

In explanation, Donna Doubleday (CSH President/CEO) reminded board members that the Board had previously approved the use of Workforce Services Contracts to serve as master contracts with organizations represented by a board member. Related-party contracts require approval of two-thirds of the board present, quorum having been established. Typically, work-based training funds are requested by organizations represented by board members. Workforce Services Contracts have proven to be a successful method of obtaining board approval for expenditure of these funds on related-party contracts, eliminating the need to call special meetings for this purpose.

DeSoto Memorial Hospital has requested work-based training funds in the amount of \$7,500 for approximately 8 medical staff members to access various medical related training opportunities. Staff requests approval of a Workforce Services Contract for this purpose, with a completion date of March 31, 2021.

As a related-party contract, Lois Hilton (CSH Board member and employee of DeSoto Memorial Hospital) will abstain from voting on this action and sign a conflict of interest form.

- A motion was made by board member, Raymond Royce, to approve a Workforce Services Contract with DeSoto Memorial Hospital in the amount of \$7,500 with a completion date of March 31, 2021.
- Motion was seconded by board member, Gary Ritter.
- Motion carried.
- LEO unanimously approved.

**VI. Presentations**

- A. CareerSource Heartland – Colleen Dukes (Business Operations Manager) presented an update and summary of the CSH Sector Strategies meeting for advanced manufacturing held on August 28, 2020. During her presentation, Ms. Dukes explained that the goal of sector strategies is to create career pathways intended to reduce turnover and increase wages to promote community prosperity. Ms. Dukes related that much of the conversation of the sector strategy meeting focused on steps to decrease skill gaps. For CSH's manufacturing partners, soft foundational skills (mainly communication and time management) took precedence over hard skill gaps such as information technology and research – a category which describes system-specific, job-related skills.
- B. CareerSource Heartland – David Royal (CSH Board Chair) introduced a video on the Florida Sunshine Law. The Sunshine Law provides a right of access to governmental proceedings at both the state and local levels.
- C. The Moore Agency Marketing Campaign – Ashlee Weber (Associate Managing Director) and Kim Bryant (Director) presented the CSH marketing campaign to increase brand awareness within the 4-county area (DeSoto, Hardee, Highlands, and Okeechobee). The campaign is a multimedia approach including magazine, newspaper, billboards, and social media ads that will extend out to 3/15/2021. Ms. Weber

and Ms. Bryant discussed the strategy behind their ad designs including the use of the CareerSource color palate and logo.

During discussion, Commissioner Elwell asked how campaign success is going to be measured and suggested that some of marketing funds allocated to newspaper advertisements be redistributed to other marketing media.

Referring to the action item, Ms. Doubleday explained that to promote long-term impact and greater awareness of CSH services, approximately \$109,000 is recommended in addition to the active contract with Moore in the amount of \$24,762. Of that \$109,000, \$75,000 is requested from current CSH allocations. The additional \$34,322 will be designated from CareerSource Florida's 2020-21 Cooperative Outreach Program. (The total campaign amount is approximately \$134,000).

- A motion was made by board member, Raymond Royce, to approve an amount not to exceed \$75,000 to support implementation of the proposed marketing campaign.
- Motion was seconded by board member, Mary Dow.
- Motion carried.
- LEO unanimously approved.

## **VII. Committee Reports/Actions**

### **A. Business Enhancement Committee: Raymond Royce, Chair**

Raymond Royce reported that the Business Enhancement Committee met on 10/7/2020 to review/discuss the action items below by consensus, a quorum not having been established.

#### **1. Action Item: Request to Exempt Approved Training Providers from Board Contracting Conflict of Interest Policy**

Referring to the action item in the agenda packet, Donna Doubleday (CSH President/CEO) explained that CareerSource Florida (CSF) adopted procedures for approving contracts with a potential conflict of interest. CareerSource Heartland's (CSH) own Conflict of Interest Policy follows CSF guidelines and requires a two-thirds majority vote of board members present to approve proposed actions, a quorum having been established.

However, previous guidance received from CSF indicated that approved training providers are exempt from this two-thirds majority meaning approval of ITAs, and their programs, do not need board consideration. A rigorous process is already in place to evaluate the approval of training providers and their programs.

The exact CSF policy wording granting this exemption is presented in the board packet action item for review.

Ms. Doubleday explained that, during the Business Enhancement Committee meeting, it was recognized that some private sector training provider employees may have ownership, or stock, in the company which should be considered. This consideration will be added to the review/vetting processes.

In the interest of full transparency, this policy is being brought before the board for official approval.

- As a related-party matter, Russell Brown (CSH Board member and employee of Indian River State College) and Dr. Thomas Litzel (CSH Board member and employee of South Florida State College) abstained from voting on this action and signed conflict of interest forms.
- A motion was made by board member, Raymond Royce, to approve the exemption of approved training providers from the *Contracting Conflict of Interest Policy*.
- Motion seconded by board member, William Lambert.

- Motion carried.
- LEO unanimously approved.

## **2. Action Item: Request to Increase Individual Training Account Caps**

Referring to the action item in the agenda packet, Donna Doubleday (CSH President/CEO) explained that Individual Training Accounts (ITAs) are used to provide financial assistance for training expenses for eligible WIOA Adults and Dislocated Workers to obtain the job skills necessary for employment leading to self-sufficiency.

CareerSource Heartland's (CSH) current thresholds for ITAs are \$5,000 per customer entering training in a Targeted Industry, \$4,000 for training in a Non-Targeted Industry, and \$7,500 specific to training related to the Sector Strategies Advanced Manufacturing Initiative.

CSH staff recommended increasing the caps to \$6,000 for training in a Targeted Industry, and \$5,000 for training in a Non-Targeted Industry, with no change to the \$7,500 cap for training related to the Sector Strategies Advanced Manufacturing Initiative. These increases will benefit customers by decreasing related out-of-pocket costs.

- As a related-party matter, Russell Brown (CSH Board member and employee of Indian River State College) and Dr. Thomas Leitzel (CSH Board member and employee of South Florida State College) abstained from voting on this action and signed conflict of interest forms.
- A motion was made by board member, Raymond Royce, to approve increasing Individual Training Account caps to \$6,000 for training in a Targeted Industry, and \$5,000 for training in a Non-Targeted Industry, with no change in the \$7,500 cap for training related to the Sector Strategies Advanced Manufacturing Initiative.
- Motion seconded by board member, William Lambert.
- Motion carried.
- LEO unanimously approved.

## **B. Finance & Operations Committee: Yessenia Irizarry, Board Chair**

Yessenia Irizarry reported that the Finance & Operations Committee met on 10/22/2020 to review/discuss the financial reports, President/CEO credit card charges, various information items, and the action item below. Quorum had been established at this meeting.

Ms. Irizarry announced that the financial reports for FY 2019-20 year-end June 30, 2020 and financial reports for FY 2020-21 July through August 31, 2020 were presented. No expenditure concerns or questions were noted.

The committee reviewed the President/CEO's expenses from 6/15/2020-10/22/2020 which totaled \$7,258.99 in credit card charges. These charges consisted of \$716.00 in registration fees for the 2020 Virtual Future of Florida Forum through the FL Chamber of Commerce and \$6,542.99 for audio/video capable monitors from Hewlett Packard. Ms. Irizarry explained that, due to an oversight, CEO travel expenses were not reviewed, but reported that from 7/1/2020 to 9/30/2020 her travel expenses totaled \$68.08, for attendance to local meetings.

### **Information Items:**

- Request for Proposals for One-Stop Operator:  
Ms. Irizarry reported that the RFP for One-Stop Operator was released on 10/5/2020 and that proposals are due 11/6/2020.

## **3. Action Item: SFSC Panther Youth Program Performance Holdback Funds**

Referring to the Action Item in the board packet, Ms. Irizarry explained that the South Florida State College Panther Youth Program contracts have performance holdback clauses. Ten percent

of each invoice is held back until the end of the year, pending achievement of 5 performance measures per contract. These measures are the same as those required of CSH for achievement. Typically, SFSC meets all measures; however, this year, SFSC missed “employment/post-secondary enrollment in the 4th quarter after exit” for both In-School and Out-of-School contracts. As explained by Ms. Irizarry, SFSC/PYP’s inability to meet these measures was likely due to the impacts of COVID-19 and the temporary closure of many business by executive order. Because of the two missed performance measures, CSH was unable to reimburse SFSC for \$13,085.33. Ms. Irizarry reported the \$13,085.33 in holdback funding is not additional funding but dollars that SFSC/PYP expended on the program during the last program year, 2019-20. Ms. Irizarry reported that during the F&O Committee meeting, a committee member asked if the action being considered was within the board’s authority and was informed that authorization to pay the remaining \$13,085.33 in holdback funds is within the power of the board. As such, the F&O Committee voted unanimously to recommend board approval to pay SFSC and the PYP program the remaining performance holdback funds totaling \$13,085.33.

- ✦ As a related-party contract, Dr. Thomas Leitzel (CSH Board member and employee of South Florida State College) abstained from voting on this action and signed conflict of interest forms.
- A motion was made by board member, Yessenia Irizarry, to approve payment to SFSC/PYP for the remaining PY19-20 performance holdback funds totaling \$13,085.33.
- Motion seconded by board member, Mary Dow.
- Motion carried.
- LEO unanimously approved.

## **VIII. Executive Reports**

### **A. President/CEO Report: Donna Doubleday**

The report was as presented in the packet with specific mention made to the points below.

- Board vacancies/changes: NBI Truck Driver Training has been sold. Sherry Sapp is not employed by the new company. She filled the Private Training Provider seat. The company is not located within this workforce area. New guidance on board composition is anticipated in early December. The open seat will be addressed at that time. Welcome new members Meghan DiGiacomo and Bill Lambert representing economic development, and Superintendent Ken Kenworthy representing education. The CSH Executive Board is losing Commissioner Thompson and Commissioner Elwell and thank them for their dedicated service. Their replacements will be identified between November and December.
- James Moore & Co., PPL, has completed the CSH audit for FY 2019-2020 and are working on the final report which will be presented to the board in January. The 990 will be sent to board members upon completion. Unofficially, there are no findings.
- MCORES: The final Southwest-Central Florida Corridor Task Force meeting is scheduled for October 19, 2020. A final Community Open House is scheduled for October 20, 2020. The final Task Force Report submittal date is November 15, 2020. A report draft is accessible on their website. Answers to the top 5 MCORES frequently asked questions was included in the board packet to clarify the goal of the task force. On November 12, 2020 from 1-1:30pm the FLDOT will host a virtual MCORES status update meeting.
- To help promote enrollment into the Rapid Credentialing programs available through Indian River and South Florida State Colleges, CSH entered into \$25,000 contracts with Early Learning Coalition of Florida’s Heartland and Early Learning Coalition of Indian River, Martin, and

Okeechobee Counties. These monies will assist WIOA funded individuals enrolled in training activities with childcare costs. Funding for these grants expires December 31, 2020.

- CSH entered into an agreement with Hardee County to provide labor exchange services wherein CSH will screen all candidates who apply for county jobs.
- The Okeechobee Center has been designated as the CSH back-up IT site for Disaster Recovery. Equipment has been installed. Ongoing server and replication issues are hindering final implementation. To assist, CSH has just contracted with Concertium to perform an IT assessment.

**B. Programs Report:**

As presented in the packet with no items of note and no questions asked.

**C. Finance Report:**

Financial reports for FY 2019-20 year-end June 30, 2020 and financial reports for FY 2020-21 July through August 31, 2020 were presented. No expenditure concerns or questions were noted.

**IX. Time for Board Members/Other**

- A. Economic Development updates were reported on by Commissioner Terry Hill for DeSoto County, William Lambert for Hardee County, Meghan DiGiacomo for Highlands County, and Commissioner Kelly Owens for Okeechobee County.
- B. Other items of interest by/for Board Members
  - Branch Managers Shannon Kuen, Mary Smith, and Regional Branch Manager Lenora White presented updates for the Highlands, Okeechobee, and DeSoto/Hardee One-Stop Centers respectively.

**VIII. Next Board Meeting**

David Royal announced the next board meeting will be held on January 20, 2021 at CSH office in Sebring.

**IX. Adjourn**

As there were no other matters brought before the board of directors and/or the executive board, the meeting was adjourned at 3:34 p.m.

---

**Board members present/participating:** David Royal – Chair, William Nielander – Chair Elect, Yessenia Irizarry – Secretary/Treasurer, Russell Brown, Meghan DiGiacomo, Mary Dow, Ken Kenworthy, William Lambert, Wayne Olson, Gary Ritter, Raymond Royce, Sandy Swanson, Amanda Wilson

**Board members absent:** Mary Kay Burns, Kevin Cundiff, Elizabeth Densmore, Joshua Exendine, Marivel Garza, Stephanie Gonzales, Lois Hilton, Thomas Leitzel, Donald Samuels, Lisa Thomas

**Executive Board members present/participating:** Commissioner Thompson, Commissioner Owens, Commissioner Elwell, Commissioner Hill

**CareerSource Heartland staff present/participating:** Donna Doubleday, Ann Martin, Sheryl Elliott, Keith Haydon, Caleb Henderson, Colleen Dukes, Lenora White, Shannon Kuen, Mary Smith, Brian Mercurio

**Public attendance:** Ashlee Weber, Kim Bryant, Lawrence McNaul