



## QUARTERLY MEETING

Levin Institute  
116 East 55<sup>th</sup> Street, New York, New York

Wednesday, March 23, 2011  
8:30 – 10:00 AM

### MINUTES

#### Board Members Present:

Bill Abramson	Deborah King	Maria Torres
Horace Barker	Rae Linefsky	Deirdre Scott
Les Bluestone	Richard Mast	Maria Serrano
Marion Boykin	Joe McDermott	Ray Singleton
Arnold Dorin	John Mogulescu	Robert Walsh
Patricia Fahy	Jeanne Mullgrav	Veronica White
Reg Foster	Jesse Nieblas	Richard Windram
Colvin Grannum	Tom Pendleton	
Kathy Kearns	Robert Purga	

#### Guests Present:

David Berman	Lesley Hirsch	Kelly Richarson
Megan Burke	Carl Hum	Sara Schlossberg
Dansha Cai	Brook Jackson	Kate Schwab
Cesar Cardenas	Nandi Jones-Clement	Jenny Shartstein
Chris Cesarani	Angie Kamath	Robert Steel
Alan Cheng	Megan Keenan	Tim Sullivan
Joe Christo	Lea Kilraine	Jennifer Tavis
Roe Falcone	Nnenna Lynch	John Twomey
Joe Farrell	Suzanne Lynn	Sade Vito
Dale Grant	Diana Mao	Phil Weinberg
Susan Haskell	John Moye	Matt White
Bret Halverson	Marty Oesterreich	
Bruce Herman	Deldreana Peterkin	

#### Approval of Minutes

The minutes of the meeting of the New York City Workforce Investment Board (WIB) were approved.

#### Chairman's Report

Ms. Kearns welcomed the Board and provided members with an overview of the meeting agenda. She was joined by WIB President Phil Weinberg, who provided an update on some of

the key activities that have advanced the WIB's strategic priorities since the Board's previous meeting on December 7<sup>th</sup>, 2010. Mr. Weinberg described how the WIB led on key policy issues for NYC Workforce System and the committees took action to strengthen the WIA system, with particular emphasis on advocacy, business engagement and expansion of the Workforce1 Career Center system.

### **Building New York's Economy**

Next SBS Commissioner Robert Walsh introduced Deputy Mayor Robert Steel, the keynote speaker of the morning. Deputy Mayor Steel provided the Board with an update on the Bloomberg Administration's efforts to get New Yorkers back to work, focusing on four initiatives and how the WIB's activities fit in with the broader job creation agenda. Four key initiatives include,

1. Making it easier for businesses to open, expand and prosper in New York;
2. Supporting small businesses;
3. Increasing skill development and job placement; and
4. Supporting the new and emerging industries that will be the largest engines of job creation going forward

As Mr. Steel stated, "Businesses have to be the primary engine of job creation, but we are also focused on helping out-of-work New Yorkers find opportunities that do exist and build the skills employers are hiring for *now*". Following the remarks, Ms. Kearns facilitated a discussion between Mr. Steel and the WIB members.

### **Committee Updates**

Horace Barker, Chair of the Workforce Policy Committee, detailed the Committee's discussions regarding the Workforce1 expansion initiative with Committee members and the SBS workforce team. He also informed the Board of the committee's action to fight proposed federal cuts to Workforce Investment Act programs, including a letter to Senators Charles Schumer and Kirsten Gillibrand proposed by the Workforce Policy Committee sent by Mr. Barker and WIB Chair Kathy Kearns on behalf of the Board.

Next, Les Bluestone, Chair of the Employer Engagement Committee, shared that on March 2, Richard Mast of Bloomingdale's hosted the second Employer Engagement Committee at their midtown store. At the Committee meeting, the Board heard from Richard Mast and Michelle Pogue of Bloomingdale's about their experience with the Summer Youth Employment Program (SYEP). NYC Department of Youth and Community Development (DYCD) presented to the Committee about the SYEP fundraising initiative being administered by the NYC Mayor's Fund. The Board also heard from NYC Department of Small Business Services about NYC Business Solutions Recruitment.

Next, Kathy Kearns, Chair of the Executive Committee, informed the Board that at the recent Executive Committee meeting, a resolution was approved for the procurement of vendors to operate the Workforce1 Career Centers for new three-year terms. Also at the meeting, the Committee committed to assist in marketing an initiative to enlist businesses to fund the Summer Youth Employment Program in New York City. She directed members to the Committee report in the meeting materials

Finally, Reg Foster, Chair of the Youth Council shared with the shared with members the status of State funding for the 2011 Summer Youth Employment Program (SYEP) and for programs funded through the federal Workforce Investment Act.

**Partnering with Businesses**

Following the committee updates, Jeanne Mullgrav, Commissioner at the NYC Department of Youth and Community Development (DYCD), made a presentation on the City's Summer Youth Employment Program (SYEP), citing the scale and advancement of the City's program in recent years, as well as the current federal and state funding challenges. In particular, she focused on an initiative to enlist additional private sector investment in SYEP for the coming summer. Jenny Sharfstein of the Mayor's Fund to Advance New York City joined Commissioner Mullgrav in providing an overview of fundraising activity to date and marketing materials for the SYEP campaign. WIB Member Jesse Nieblas from CVS shared her company's experiences with SYEP, advocating the benefits to both CVS and to the youth participants. Following these comments, WIB President Phil Weinberg urged WIB members to send the marketing materials to their business networks and to make corporate commitments to SYEP.

**Conclusion**

Following the business described above, the meeting was adjourned. Ms. Kearns announced that the next quarterly WIB meeting would be held on June 16, 2011.