



## **Duluth Workforce Development Board**

**Monday, February 25, 2019 ★ 3:00 – 4:30 p.m.**

**City Hall Room 303**

### **Meeting Minutes**

#### **Present:**

Tamara Arnott, Executive Director of Workforce Development, Lake Superior College

Shayla Drake, HR/Payroll Coordinator, Aftenro

Lindsey Growette Stingle, Human Resources Director, National Bank of Commerce

Eric Gulland, Business Agent, IUOE Local 49

Brandon Hendrickson, Staff development Director, Residential Services Inc.

Lacie Jurek, Human Resource Generalist, Verso Corporation

Pam Kramer, Executive Director, Duluth LISC

Rachel Loeffler-Kemp, Community Services Director, AFL-CIO/United Way

Stacy Oltmanns, Vice President of Convention Sales, Visit Duluth

Jay Ott, Training & Development Director, AdMax

Matt Silverness, Director of Human resources, Northwood Children's Services

Ian Vincent, Business Developer, APEX

Elena Foshay, Director of Workforce Development, City of Duluth

Carol Turner, Operations Administrator, Duluth Workforce Development

**Welcome & Introductions:** Meeting was called to order at 3:07pm by Brandon Hendrickson.

**Approval of Minutes:** Quorum was not present at the meeting, so January minutes will be approved at the March meeting.

### **Discussion**

#### **Updates:**

- Construct Tomorrow
  - Construct Tomorrow - community leaders tour tomorrow 10:00am
  - Duluth schools attend Tuesday, surrounding schools attend Wednesday
  - Construction Careers Night in the evening - 5:00-6:30pm - open to the community
- CareerForce Launch
  - Statewide public launch in mid-April
  - Duluth launch will be tied to Open House on April 5
  - Part of work is refining and marketing services to employers
  - Updates to CareerForce website continue
- Open House – ideas brainstorm
  - Businesses want to know how to connect with employees - make staff who serve businesses really present
  - Have clear information about what info/resources we have for businesses - highlight what's different/better
  - Get the word out - personal invitation from board members

- Good food, good coffee
- Focus on companies with a lot of vacancies - target outreach
- More info on underutilized programs - financial benefit
- Prize drawing
- Information on Pipeline and MJSP - examples of programs
- Expand invite beyond Chamber membership - special marketing to industries we know are having trouble filling jobs

**Presentation on Duluth's Industrial Sector** – Deb DeLuca, Executive Director, Duluth Seaway Port Authority

- Study of industrial economy in Duluth - Completed by Initiative for a Competitive Inner City - to help inform economic development discussions
- Four-part study - informed by Technical Advisory Committee
  - Analysis of industrial sector in relation to other parts of economy using IMPLAN
  - Cluster analysis
  - Land use analysis
  - Review of peer cities, stakeholder interviews
- Peer cities comparison - Duluth population, economy, and employment has not grown at the same rate as others; low GRP per labor force member - why?
- Aggregate industrial sector includes: Construction, manufacturing, transportation, publishing, telecommunications, data processing, aviation, breweries
- 9,449 industrial jobs in Duluth, plus 8,419 indirect and induced jobs, average wage of \$61,000/year compared to \$47,000 for the city overall
- Growth in industrial sector supports growth in all other sectors in Duluth
  - i.e. Altec spends around \$500,000 per year on hospitality
- Equitable jobs - accessible entry points, opportunity for advancement
- Duluth/NE Region competitive clusters - groups of businesses that draw from same workforce, supply chain, customer base
  - Local utilities - static
  - Aviation - growing
  - Paper & packaging - declining
  - Water transportation - declining
  - Printing services - static
  - Downstream chemical products - declining
  - Leather & related products - substantial growth
  - Emerging clusters: present in Duluth but stronger in region and growing
    - Synthetic polymers
    - Transportation & logistics
    - Local logistical services
- Duluth currently has 4,855 acres of industrial zoned land - a little less than half is currently in use
  - 1,127 acres is non-developable
  - 1,600 available but not all usable - industrial companies that want to expand or relocate here have a hard time finding space
- Catalysts for growth
  - Prioritize industrial growth in economic development strategies
  - Supportive business environment
  - Target investment in high-return assets that support growth
  - Strategic initiatives for specific industrial clusters

- How can the Board help?
  - Change the narrative in Duluth to value industrial employment
  - Think together about how to get more underrepresented populations into industrial jobs
  - Rices Point Business Group - forming now

**Presentation on Manufacturing Career Pathways Program:** Karen St. George - Community Action Duluth and Dan Larson - Hydrosolutions

- Employers want to train on the job, but need people to come in with some basic skills and soft skills - CAD and AMFA are working together to solve this problem
- Goal is to find people interested in light manufacturing, work with them on soft skills and financial goals, place them into employment and then support them in being successful
- Curriculum was developed by AMFA - 24 hours of training
  - Soft skills taught by Dale Carnegie - college credit eligible
  - AMFA teaching basic intro to manufacturing, with meet and greet with employers every week
  - CAD screening participants, providing financial and employment coaching
  - AMFA members committed to interviewing anyone who has completed the training who applies for jobs
- Class starts April 16, can handle up to 30 participants
- Counting on community partners to help with recruitment, employers can also refer over applicants
- Coaching component is critical to success - grant allows for a year or more of support, with the assumption that need for coaching will decline over time
- CAD will refer folks to DWD who are eligible for enrollment in WIOA

**Meeting adjourned** at 4:23pm

Next meeting is **Monday, March 18** from 3:00-4:30pm in City Hall Room 303.