Mayor Castor's Advisory Teams
Workforce Development Advisory Team
Co-Chair Dr. Ginger Clark
Co-Chair Tim Marks
Wednesday, September 25, 2019 at 09:00 A.M.
Hillsborough Community College – Ybor Campus
1320 E. Palm Avenue – Student Services Building - Rooms 307 & 308
Tampa, Florida 33605

Advisory Members present: Co-Chair Dr. Ginger Clark, Karen Arnold, Robert Blount, Steve Cona, Chloe Coney, Jesse Coraggio, John Flanagan, Eunic Ortiz, Mike Ramsey, Patsy Sanchez, Robin DeLavergne, Warren Brooks, Shawn McDonnell, Mike Echevarria and Todd Fultz.

Transition Team and Staff present: Transition Lead Carole Post, Advisory Team Co-Chair Sonya Little, CAO, SPP, Strategic Initiatives Director Marley Wilkes, Logistics & Asset Management Director Ocea Wynn, Employment Services Manager Mike Swain, Logistics and Asset Management, Manager of East Tampa Development & Community Lending Ed Johnson, and City Clerk Support Technician Karencia Ciagala.

Co-Chair Dr. Ginger Clark began the meeting with a welcome to the Ybor Campus of Hillsborough County Community College. She requested John Flanagan to speak and he shared with the group that this is a high priority, and the mayor has the ability to provide more visibility and leveraging of the plan this team will create. Co-Chair Clark thanked the team for their continued passion and efforts since day one of this team's formation.

Tables were set up for a brainstorming session discussing: a) awareness, b) connections, c) education, and d) pathways. The team members joined the groups they participated in at the last meeting and began to take the ideas from that meeting and convert them into a specific action plan.

Transition Lead Carole Post reminded the team that this is a public meeting, and they will allot some time at the end for anyone from the public that wishes to speak. She then provided the groups with charts and sample drafts from the other advisory teams to help them distinguish which ideas the mayor might be able to propel with a determined focus on employment in the construction field, also to use as a guide for their discussions today.

<u>Highlights from each group discussion:</u>
EDUCATION:

- Create resource guide – showing how to get from education level now to where you want to be.
- Match.com example – of how to put everyone at the table – to match employers to employees, engaging the community.
- Create resource website – to include all of the community, churches, businesses, non-profits, parents, students, colleges, incentives, training, recruiting

PATHWAYS:

- Narrow focus to construction trade, include union/non-union
- Create Pre-Apprenticeship (MT3 example) in high schools as entry point
- Get employers/ Charter Schools to the tables
- Create Prep Center Facility – to train in welding, carpentry, etc… to earn certifications
- Show everyone (especially parents) labor info/pay scales (Like chutes & ladders game)
- Show pathways to take – construction referrals – trade within industry – second careers
- Possibly have facility in mind (Career Source) hold job fair – partner with HART for buses

CONNECTIONS:

- Three main parts to connect – fulltime paid staff – what that looks like – kinds of job/wages
- Need launching press conference to know about program – digital ads where they are
- Reach out to include, construction industry, finance, healthcare, all industries
- Info Portal – mobile in community outside of "9 to 5" to allow all to participate after work
- Wrap around - look at barriers – transportation/biking – identification – language
- Advertising budget needed – to provide resources to tell everyone – saturate the market

AWARENESS:

- Need to be parallel to businesses – invite businesses/contractors already certified to do business with the city – bring them together at the facility or an expo
- Need portal for targeting youth and businesses – need youth willing to work - businesses to explain what that means to them. To include water / wastewater/ transportation projects.
- Reach out to disconnected youth/unions, churches, community centers, CDC, EDC, transportation/HART, Uber, Lyft, childcare, corporate partnerships.
- Collaborate with Career Source – to help monitor and provide translators on site.
- Kick-Off with mayor podcasting – resources in community – mayor to create/bring together

Member **Chloe Coney** stated Mayor Kriseman championed a program for Saint Petersburg that included all the key stakeholders, and that the creation of an **Advisory Council for Mayor Castor** should be considered.

Co-Chair Dr. Ginger Clark thanked members for their very specific ideas today. She suggested that members go online and check out the portal that the mayor of the City of Detroit has.

She asked that members forward their notes from today to **Marley Wilkes**, to be included in the final draft. Members **Steve Cona**, **Dr. Jessie Coraggio**, **Robin DeLavergne**, and **Shawn McDonnell** agreed to work with staff to prepare the final draft and members will receive a copy of the draft plan via email prior to the next meeting.

Next Meeting:
Wednesday, October 16, 2019 at 10:30 A.M.
Career Source – Suite 101
9215 N. Florida Avenue
Tampa, Florida 33612

Minutes prepared by City Clerk Support Technician Karencia Ciagala