

Mayor Castor's Advisory Teams  
**Workforce Development Advisory Team**  
**Co-Chair Dr. Ginger Clark**  
**Co-Chair Tim Marks**  
**Wednesday, October 16, 2019 at 10:30 A.M.**  
Career Source – Suite 101  
9215 N. Florida Avenue  
Tampa, Florida 33612

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

**Transition Team and Staff present:** Transition Lead Carole Post, Chief of Staff John Bennett, Advisory Team Co-Chair Sonya Little, Advisory Team Co-Chair Harry Cohen, Strategic Initiatives Director Marley Wilkes, Employment Services Manager Mike Swain, Manager of East Tampa Development & Community Lending Ed Johnson, and City Clerk Support Technician Karencia Ciagala.

**Transition Lead Carole Post** thanked John Flanagan and his staff for hosting the meeting at the Career Source Office and recognized that the facility has more than 80,000 square feet of space and served more than 77,000 people this past year. The Career Source Center facilitates programs and resources to help connect job seekers to employers and to help cultivate and support the growth of local talent.

**Co-Chair Tim Marks** began the meeting by thanking Carole Post for providing a draft document synthesizing the group's input to date. Mr. Marks explained that today's goal would be to advance the ideas and to formalize the ideas into recommendations. To begin the discussion, each subgroup's spokesperson would explain their section of the plan and answer questions. All participants, as well as the public, are encouraged to tell the team what they like or do not like, as well as determine if any critical items are missing.

**Co-Chair Ginger Clark** stated that the expertise of the team members is incredible. She talked about the key anchors that kept coming up during discussions and reminded the group that the Mayor suggested focusing on building and construction trades and the ability to pursue certifications in lieu of college degrees. The challenge is to coordinate the workforce and be inclusive of all stakeholders; avoid recreating the wheel, but get everyone involved. She suggested that the system should be community-based to support the solution.

The group discussed the implications of crime and other infractions on youth seeking jobs; **Chief of Staff John Bennett** spoke about certain processes that have helped reduce the number of juvenile arrests in the last five years. It was discussed that using certain re-entry tactics can be helpful to support these efforts. The co-chairs agreed.

**Highlights of the 'Education' Sub-group:**

- Need "the one" place to go – that the mayor, organizations, and businesses can contribute to.
- True action item for the mayor – using her voice everywhere when speaking to employers.
- Need to include universities/technical schools to include life skills education and coping skills.
- John Flanagan to contact Metropolitan Ministries/United Way about credentials and funding.
- Dr. Jesse Coraggio wants employer engagement and recognition.
- With the curriculum revised by the State of Florida, all players need to participate.
- Need business community to participate as mentors and teach essential skills needed.
- Need to find opportunities for those that have not worked before, and education for all.

**Dr. Jesse Coraggio** stated that making **connections** across a fragmented workforce demands that the team pulls everything together, and recommended two main actions that need to happen. First, we need the mayor to continue with a workforce council that goes beyond the employers and includes community resources. Having a "one stop" location will help to make this happen. Second, is to create and connect all the components of digital data to have a unified system to include all education, opportunities, and be community based. Best practices previously discussed, such as the New York ID Program, could be initiated as well as including mass transit fee discounts, and identifying sustainable funding.

**Highlights of the 'Connections' Sub-group:**

- Karen Arnold said that for long-term success it is critical to have a workforce council.
- Harry Cohen said he thinks it is appropriate to form the council to go beyond the 90 days.
- John Flanagan said that a local workforce board would connect resources and funding.
- Chloe Coney wants the CRA's and programs they provide to be included.
- Employers should provide apprenticeship or be advisory, or provide both.
- Bringing everyone to the table connects information to eliminate barriers.

**Shawn McDonnell** stated that with one place to go, such as Career Source, the **pathway** to apprenticeship programs and funding would be on target. The MC3 Program in high schools and the block program for welding are successful. We should begin in seventh grade and provide union and non-union mentors, as well as the Florida Gulf Coast Building Trades Association, which has been in existence for 100 years. We should find out what students have a passion for in elementary school and then connect them appropriately through middle school, and not be afraid to start as early as fifth or sixth grades.

**Highlights of the 'Pathways' Sub-group:**

- Robin DeLavernge stated one achievement should be to make everyone aware of specific jobs.
- Have construction teachers at schools, and consider contracts that provide apprenticeships.
- Sonya Little stated capital improvements contract discussions would be well worth it.
- Harry Cohen stated stormwater and Water Work projects should be considered separately.
- Shawn McDonnell suggested a formal apprenticeship program for the City to impose apprenticeship programs on City projects.
- Steve Cona advised some trades being dangerous, are not allowed to be held by an apprentice.
- Warren Brooks stated that we need entry points with a career path to fill labor shortages.

**Steve Cona** stated that we have the opportunity to revitalize the workforce by **awareness** and at the same time strengthen the labor pool. We need to find contractors that will put learning programs in place that will hire the trainees and help restore dignity to working. Contractors and businesses need to invest in their employees and the mayor needs to highlight these employers/programs so that we can continue to expand our skilled workforce.

**Highlights of the ‘Awareness’ Sub-group:**

- Robin DeLavernge said these programs should be everywhere, and need to get the word out.
- John Flanagan wants us to remember workers may not always live inside the city.
- Todd Fultz wants the Mayor to take a leadership role and be the voice for the region.
- Chloe Coney wants to use community centers to get word out and for accessibility for clients.
- Maryann Ferenc wants to motivate people not reached by providing buses in the community.
- Marley Wilkes said HART has been generous by providing creative routes to Resource Fairs.
- Harry Cohen said these discussions and having skilled workers is a win-win for the community.
- This effort should be constantly evolving to be able to continue past the 90 days.
- Karen Arnold wants to increase funding for programs by having public/private partnerships.
- Maryann Ferenc wants branding and a logo, led by the Mayor for 2020 and beyond.
- Robin DeLavernge wants tourism to help reach training partners out of state (hospitals).
- Patsy Sanchez was unable to attend this meeting so Carole Post provided her input on her behalf, namely that Ms. Sanchez wants the report to the mayor to include graphs/statistics labor, education, and vocational statistics.

**Concluding Remarks**

**Transition Lead Carole Post** stated that this team first met on July 29, 2019 and has made tremendous work to date. As she has done with the other advisory teams that completed their plan, she will synthesize the comments from today’s meeting and add documents from Shawn McDonnell to the final draft and send it back out to the team members for any additional input to the final report. When finalized, a draft report will go to the Mayor. An invite to the team members to participate in an announcement to the public and the mayor’s execution of their final action plan for Workforce Development will be forthcoming. Co-Chairs Marks and Clark agreed that this was the final meeting and thanked members for their efforts.

**Public Comment:**

Mike Echevarria made an announcement, that he had attended a community wide summit the day before and has met with Chief of Staff John Bennett. He said that this team has done great work and going forward they need to collaborate beginning with kindergarten age students, and is looking forward to feedback from the mayor. He also said that he noticed that there were no millennials in the room and for a reality check need to reach out to a broader group. As a boomer, he wants the conversation to include, age, race, and ethnicity. At the summit he attended, one of the speakers spoke about how to leverage profit and non-profits. He stated that for every work that has been created, it needs to be represented in this room, with staff members initiating the conversation.

Minutes prepared by City Clerk Support Technician Karencia Ciagala