



**Executive Leadership and Strategic Engagement Committee (EC)
of the West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
Grand Rapids NW Service Center**

215 Straight Ave NW Grand Rapids, MI 49504

The public may attend in-person or by remote participation via Teams.

[Join the meeting now](#) Meeting ID: 210 144 910 682 Passcode: fg6c6Q

[+1 616-803-9815,617403130#](#) Phone conference ID: 617 403 130#

Monday, November 18, 2024 • 11:30 a.m. – 1:00 p.m.

AGENDA

1. Call to Order
2. Public Comment – Agenda Items
3. Approval of the September 16, 2024 Minutes **Action Required**
4. Report on Financial Activities- Notes to August 2024 Board Financials **Information Item**
Kirsti Jones, Chief Financial Officer
5. Update on Bylaws of the WMW WDB **Information Item**
Jacob Maas, Chief Executive Officer
6. WDB Activities **Discussion Item**
Janette Monroe, Executive Assistant
 - a. December 9, 2024 Meeting Agenda
 - b. February 10, 2025 Meeting Agenda
7. WDB Committee/Council Updates **Information Item**
 - a. Career Educational Advisory Council (CEAC): *Tonia Castillo, Committee Chairperson*
 - b. Legislative Committee: *Jim Fisher, Committee Chairperson*
 - i. Appointment of Committee Member: TaRita Johnson
 - c. Solutions Driven Committee: *Jordan Clark, Committee Chairperson*
 - d. Bev Drake Essential Services Awards Committee: *Mark Bergsma, Committee Chairperson*
8. Other Business: **Information Item**
 - a. Michigan Works! Association (MWA) Legislative Day: March 19, 2025
 - b. MiCareerQuest: March 20, 2025
 - c. National Association of Workforce Boards (NAWB) 2025 Forum; Washington, D.C (March 29 – April 1, 2025)
9. Public Comment
10. Adjournment

Next Scheduled Executive Leadership and Strategic Engagement Committee Meetings:

January 13, 2025

March 10, 2025

May 12, 2025

September 15, 2025

November 10, 2025



**Executive Leadership and Strategic Engagement Committee (EC)
of the West Michigan Works! (WMW) Workforce Development Board (WDB) Meeting
Grand Rapids NW Service Center**

215 Straight Ave NW Grand Rapids, MI 49504

The public may attend in-person or by remote participation via Teams.

[Join the meeting now](#) Meeting ID: 212 742 721 165 Passcode: bJiwPE

Monday, September 16, 2024 • 11:30 a.m. – 1:00 p.m.

MINUTES

Members/Alternates Present: Heather Daniel (Chairperson), Mark Bergsma, Jordan Clark, Jim Fisher (virtual), Jon Hofman

Members/Alternates Absent: Shana Lewis (Vice-Chairperson), Tonia Castillo, Paul David

Staff Present: Jacob Maas, Angie Barksdale, Kirsti Jones, Janette Monroe, Jeff Dornbos, Tawanna Wright, Tasha Evans (virtual), Malinda Powers (virtual)

Guests Present: Call to Order, Madam Chairperson Heather Daniel at 11:40 a.m.

1. Call to Order and Attendance
2. Public Comment – Agenda Items – None.
3. Approval of the May 13, 2024 Minutes

Action Required

Motion – Mark Bergsma

Second – Jordan Clark

Item Approved – Motion approved

4. Introduction of Tracy Swinburn – Strategic Policy Consultants **Information Item**
Tracy Swinburn reported that she is new One-Stop Operator for West Michigan Works! Tracey outlined her experience in economic and workforce development. Tracy reported that she will be leading and assisting in upcoming strategic initiatives and plans.
5. Report on Financial Activities **Information Item**
Kirsti Jones, Chief Financial Officer reviewed ACSET’s statement of revenue and expenditures for the twelve months ending June 30, 2024. Staff answered board members’ questions.
6. Bylaws of the WMW WDB **Discussion Item**
Angie Barksdale, Chief Operating Officer, reported that during the period of June 25-28, 2024 the U.S. Department of Labor (DOL), Employment and Training Administration (ETA) Regional Office conducted a Workforce Innovation and Opportunity Act (WIOA) Provisions Monitoring Review on West Michigan Works! programs. Angie recapped that in 2021, the State put out a policy issuance requiring all Michigan Works! Agencies (MWAs) to address “proxy voting” in their bylaws. WMW went through a lengthy process to amend the WDB bylaws to include language that addressed proxy voting, which stated proxy voting is not allowed. Angie further reported that on August 7, 2024, WMW received a finding from DOL that, “WDB By-Laws Missing Required Content”. DOL concluded that the amended language was unsatisfactory and that the bylaws must outline a proxy or alternative designee process. Tawanna Wright, Staff Attorney, reviewed two proposed language options (see board packet) for the Executive Committee’s consideration. Extensive discussion took place and staff answered committee members’ questions.

Motion – Jim Fisher made a motion to recommend language option number 2, with the additional language, “Any member who chooses to designate a proxy, or alternative designee is required to notify

the Board Chair in writing by 12:00 noon two (2) business days prior to the scheduled board meeting....If accepted, the Board Chair will notify the proxy or alternative designee in writing about the meeting details. The proxy or designee may act on behalf of the board member to the extent allowable under Michigan's Open Meeting Act."

Second – Mark Bergsma

Item Approved – Motion approved

7. WDB Term of Office

a. Member Term of Office: November 1, 2023 – October 31, 2025 **Action Required**

Jacob Maas, Chief Executive Officer, reported that as of September 2024, the WDB was notified that David Kitchen and Kolene Miller will not be returning to the WDB. David Kitchen recommended Bryce Butler as his replacement. Bryce has since completed his application. Jacob reported that the nomination committee may seek to fill Kolene's seat in the near future. Therefore, WMW is requesting approval from the Executive Committee to support the replacement of Dave Kitchen with Bryce Butler through October 31, 2025. A formal appointment by the ACSET Governing Board will take place at its October 28, 2024 meeting. Discussion took place and staff answered board members' questions.

Motion – Jordan Clark

Second – Jim Fisher

Item Approved – Motion approved

b. Member Term of Office: November 1, 2024 – October 31, 2026 **Action Required**

Jacob Maas reported that as of September 2024, the WDB had 16 board members whose term of office expire on October 31, 2024. Of those members, Kristin Garris and Kenyatta Brame reported that they are not returning to the board. In addition, there were two notable changes to the slate. Greg King, left Lakeshore Advantage and has applied as an economic development representative through Greater Muskegon Economic Development, which is a seat that was previously filled by Morgan Carroll. Lindsay Maunz, Project Manager at Lakeshore Advantage, has applied to fill Greg's seat. Lastly, Connie Stewart, interim President of Montcalm Community College (MCC), reported that Dr. Bradley Barrick was hired as the new President. Dr. Barrick has verbally committed to applying to serve on the board. Discussion about filling vacant private sector positions on the board took place. WMW will seek targeted representation from less-represented counties and industries. The nomination committee has determined that the full board composition needs an additional 1-3 members. A formal appointment by the ACSET Governing Board will take place at its October 28, 2024 meeting. Discussion took place and staff answered board members' questions.

Motion – Jim Fisher

Second – Jon Hofman

Item Approved – Motion approved

8. WDB Activities

a. October 14, 2024 Meeting Agenda **Discussion Item**

Janette Monroe, Executive Assistant, reported that October 14th WDB meeting is full with the items discussed during this meeting needing approval from the full board, updated workforce plans, bylaws and terms of office. Furthermore, Janette reported that Nick Gandhi, Data Analyst from Michigan Center for Data and Analytics, has agreed to present information to the WDB on labor market trends, centralized on West Michigan Works! region. Janette requested any additional suggestions. Staff answered board members' questions. No further suggestions were provided.

- b. 2025 Meeting Schedules **Action Required**
 Janette Monroe reviewed the 2025 meeting schedules as provided in the board packet and asked for approval to support the meeting schedules.

Motion – Mark Bergsma

Second – Jon Hofman

Item Approved – Motion approved

9. Strategic Plan Progress **Discussion Item**
 Tracy Swinburn, One-Stop Operator, provided an update on the strategic plan’s progress, detailing efforts across the 12 strategies as outlined in the board packet. Discussion covered the scope and impact of various initiatives, with particular interest in showcasing the strategic plan to the full board in February 2025. Discussion took place and staff answered committee members’ questions.

10. WMW WDB Subcommittees Updates **Discussion Item**

- a. Career Educational Advisory Council (CEAC)
 Angie Barksdale, on behalf of Tonia Castillo, WDB Member and Council Chairperson, reported that the CEAC’s next meeting is scheduled for September 27, 2024. Updates will then be provided at the WDB meeting on October 14, 2024.
- b. Legislative Committee
 Jim Fisher, WDB Member and Committee Chairperson, reported that the committee met on July 16, 2024. The committee discussed Stronger Workforce for American Act and Trade Adjustment and Assistance, the MWA 2024 State Legislative Priorities, MWA Legislative Day, the National Association of Workforce Boards (NAWB) Forum, and upcoming legislative tours and visits. The next meeting is scheduled for October 15, 2024.
- c. Solutions Driven Committee
 Jordan Clark, WDB Member and Committee Chairperson, reported that the committee met on June 14, 2024. Jordan reported that a couple of additional partners and WDB members participated in the meeting to Artificial Intelligence (AI) in the Workforce. The next meeting is scheduled for October 11, 2024.
- d. Ad-Hoc Essential Service Awards (ESA) Committee:
 Mark Bergsma, Ad-Hoc Chairperson, reviewed the timeline document provided in the board packet. Mark shared a couple notable changes this year, which included an updated logo, the award name change to the “Bev Drake” ESA Awards, and the inclusion of a legacy video to connect to the history of the awards. Mark reported that nominations will be accepted through September 30, 2024.

11. Other Business – **Discussion Item**

- a. Angie Barksdale reported that due to the changes that recently in Wagner-Peyser, there are certain Michigan Works! Agencies (MWAs) that are now unable to perform certain services because they are not a merit-based employer. Thus, WMW has entered into a contract with Kinexus to provide Trade Adjustment Assistance (TAA) certifications for its jobseekers. Angie reported that another MWA will also put out a bid for its career navigation services; WMW would like to be able to assist that agency as well.
- b. Angie Barksdale reported that WMW, in partnership with other community partners, applied for grant funding through the Michigan’s Inclusive Training, Technology and Equity Network (MITTEN) grant, designated for digital equity infrastructure in Region 4B. This grant will fund an AmeriCorps

- volunteer for four years to lead community partnerships and digital equity education efforts across the region.
- c. Angie reported that the ACSET Governing Board recently approved an additional Full-Time Equivalent (FTE) position for a Grant Development Manager. Angie outlined that this role will be dedicated to managing and developing grant opportunities, a responsibility previously managed by existing staff without a dedicated role. Angie reported that staff are finalizing the job description and should be posting the opening soon.
 - d. Furthermore, Angie and Jacob met with Experience GR, who confirmed their commitment to supporting the Hospitality Council for an additional year. This renewal extends the existing contract, which was initially set to expire at the end of the calendar year, solidifying their collaboration and support for upcoming Hospitality Council initiatives.
12. Public Comment – Jacob Maas thanked Heather and Tonia for their participating in this year’s Michigan Works! Association Annual Conference, acknowledging the time commitment and their valuable contributions.
13. Adjournment at 1:01p.m. by Madam Chairperson Heather Daniel.

Recorded by: _____ Received by: _____



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS

Allegan County
Allegan Service Center
3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

Barry County
Hastings Service Center
130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County
Ionia Service Center
603 W Adams St
Ionia, MI 48846
(616) 389-8525

Kent County
Grand Rapids NW Service Center
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

Grand Rapids SE Service Center
121 Martin Luther King Jr St SE
Grand Rapids, MI 49507
(616) 336-4040

Rockford Service Center
10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County
Greenville Service Center
114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County
Muskegon Service Center
316 Morris Ave
Muskegon, MI 49440
(231) 724-6381

Ottawa County
Holland Service Center
12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about. TTY 711

MEMORANDUM

TO: Executive Leadership and Strategic Engagement Committee Executive Committee or EC) of the West Michigan Works! (WMW) Workforce Development Board (WDB)

FROM: Kirsti Jones, Chief Financial Officer

DATE: November 18, 2024

RE: August 2024 Board Financials

Revenues

Revenue for the two months ending August 31, 2024, total \$6.5M, which is \$0.5M below budget and \$3.1M over the prior year, due mainly to the Going Pro Talent Fund (GPTF).

Expenditures

Operating expenses are in-line with the FY24-25 budget and \$90k lower than the prior year.

Wages and fringe benefits are up \$154k over the prior year, but down \$15k compared to budget. The main reasons for the higher expenses compared to the prior are annual wage increases coupled with the higher cost of employee benefits. Note, our benefits plan year begins April 1, making our current benefit rates higher than the same time frame last year.

Transportation costs (which include hotel, meals, etc. for travel) are \$34k above the prior year as the hotel rooms for the 2024 MWA conference were prepaid this year (timing difference only).

Outside services are lower than the prior year due to an annual payment to the Source for the Elevate program. The \$183k payment was made in August last year but not until October 2024, this is a timing difference.

Training for the fiscal year to date is \$2.4M, \$3.2M above the previous year, mostly due to GPTF. The funds for the 2024 Cycle II grant have been awarded and we have begun pay outs for the approved requests.

Area Community Services Employment and Training Council
Michigan Works Agency Programs
Statement of Revenue & Expenses
For the Two Months Ending August 31, 2024

	YTD Thru August 2024 Actual	YTD Thru August 2023 Actual	YTD 2024/2025 Budget	Budget Variance	Budget Variance %
Total Revenue	\$ 6,482,859	\$ 3,372,901	\$ 6,985,900	\$ (503,041)	-7.20%
Expenses					
Operating Expenses					
Wages	\$ 2,027,969	\$ 1,927,638	2,061,000	\$ (33,032)	-1.60%
Fringe Benefits	759,869	706,150	742,000	17,869	2.41%
Consumable supplies	116,457	170,751	139,700	(23,243)	-16.64%
Transportation	49,924	15,625	31,400	18,524	58.99%
Outside services	114,957	294,905	209,400	(94,443)	-45.10%
Space and communications	262,468	278,597	244,300	18,168	7.44%
Equipment rent and maint	3,812	4,583	10,400	(6,588)	-63.35%
Equipment purchases	-	11,453	31,400	(31,400)	-100.00%
Other expense	265,903	281,855	139,700	126,203	90.34%
Total Operating Expense	3,601,359	3,691,556	3,609,300	(7,941)	-0.22%
Subcontractors	\$ 81,327	\$ 109,629	\$ 153,600	\$ (72,273)	-47.05%
Training	\$ 2,376,225	\$ (841,606)	\$ 2,821,500	\$ (445,275)	-15.78%
Direct Client Expenses	\$ 423,948	\$ 413,323	\$ 401,500	\$ 22,448	5.59%
	\$ 2,881,501	\$ (318,655)	\$ 3,376,600	\$ (495,099)	-14.66%
Total Expenses	6,482,859	3,372,901	6,985,900	(503,041)	-7.20%
Excess of Revenue over Expense	-	-	-	-	0.00%

Unaudited



ADMINISTRATIVE OFFICE

Area Community Services
Employment & Training Council
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4100

SERVICE CENTERS

Allegan County
Allegan Service Center
3255 122nd Ave
Allegan, MI 49010
(269) 686-5079

Barry County
Hastings Service Center
130 E State St
Hastings, MI 49058
(616) 649-9850

Ionia County
Ionia Service Center
603 W Adams St
Ionia, MI 48846
(616) 389-8525

Kent County
Grand Rapids NW Service Center
215 Straight Ave NW
Grand Rapids, MI 49504
(616) 336-4460

Grand Rapids SE Service Center
121 Martin Luther King Jr St SE
Grand Rapids, MI 49507
(616) 336-4040

Rockford Service Center
10075 Northland Dr NE
Rockford, MI 49341
(616) 228-6724

Montcalm County
Greenville Service Center
114 S Greenville W Dr
Greenville, MI 48838
(616) 754-3611

Muskegon County
Muskegon Service Center
316 Morris Ave
Muskegon, MI 49440
(231) 724-6381

Ottawa County
Holland Service Center
12331 James St, Suite 130
Holland, MI 49424
(616) 396-2154

MEMORANDUM

TO: Executive Leadership and Strategic Engagement Committee
Executive Committee or EC) of the West Michigan Works!
(WMW) Workforce Development Board (WDB)

FROM: Jacob Maas, Chief Executive Officer

DATE: November 19, 2024

RE: Appointment of Legislative Committee Member: TaRita Johnson

Background:

In accordance to the Bylaws of the West Michigan Works! Workforce Development Board, Article IV: Organization Section 6: Committees: "The WDB may appoint standing committees to assist the WDB in dealing with its responsibilities. Any such committee must be chaired by a member of the Local Board, may include other members of the Local Board, and may include other individuals appointed by the Local Board who are not members of the Local Board and who have demonstrated experience and expertise in accordance with WIOA regulations and as determined by the WDB."

TaRita Johnson with The Right Place Inc currently serves on the WMW WDB and has expressed interest in joining the legislative committee.

The current roster is as follows:

- Jim Fisher, Second Act: Committee Chairperson/WDB Member
- Nora Balgoyen, ITC Holdings: WDB Member
- Mark Bergsma, BHS Insurance: WDB Chairperson
- Jay Dunwell, Wolverine Coil Spring: WDB Member
- Jeran Culina, BLU
- Nate Henschel, Consumers Energy: WDB Member
- Marcus Keech, The Grand Rapids Chamber

Requested Action

For formality purposes, staff are requesting formal appointment of Marcus Keech to serve as a member of the Legislative Committee.

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about. TTY 711



Nov. 18, 2024 Bev Drake Essential Services Awards Update

Congratulations to our winners!

Transportation: Kathy Wildeboer, Dean Transportation, Ottawa County

Admin/Office/Nonprofit: Lisa DeHaan, Wedgewood Christian Services, Kent County

Skilled Labor: Chad Schaefer, Tyson Foods, Ottawa County

Food Service: Cindy Vandyken, Corewell Health, Kent County

Hospitality: Jason Galentine, Candlestone Golf & Resorts - The Stone, Ionia County

Government: Chad Kooyer, Gerald R. Ford International Airport, Kent County

Cleaning/Housekeeping/Groundskeeping: Maria Garza, Gun Lake Casino, Allegan County

Childcare: Kendra Swihart, Big Steps Little Feet, Kent County

Healthcare: Taylor Moreland, Laurels of Carson City, Montcalm County

How you can help: Employers are choosing whether or not they'd like to make the on-site event a surprise, so only congratulate those winners you've seen announced on social media.

On-site celebrations, photo and video: Now through Nov. 22, 2024

Celebrations at our winner's workplaces are currently taking place and will continue through Nov. 22, 2024. WMW marketing and business solutions staff are joining winner's team members and leadership to recognize them. There they are given a gift card and their employer is given a certificate for their efforts to support an recognize employee excellence – all covered on social media. Photos and video to use at the formal award ceremony are also being captured in November.

How you can help: Follow West Michigan Works! on social media to congratulate winners by liking, commenting and sharing posts to your feeds.

Awards ceremony: Feb. 24, 2025

Winners will be formally awarded this February at the start of an Economic Club of Grand Rapids luncheon. New in the program this year will be a video honoring the legacy of Bev Drake and sharing the purpose of the awards.