



Workforce Development Board  
County of Middlesex

Economic Development and Business Services Committee Minutes

January 5, 2017

Present: Poo Lin, Silvia Saa, Elayne McClaine, Kathy Shaw, Anthea Williams, Dan Frankel, Jason Friedman, Timothy Timberlake  
Staff/Guests: Kevin Kurdziel, Diane Seavers, Shamara Gatling-Davila, Nelson Laguer-Crespo, Barbara Heyward

Before the meeting opened, introduction of Diane Seavers as new Deputy Director, Nelson Laguer-Crespo as new Business Solutions Career Strategies Manager and Shamara Gatling-Davila as WDB Policy Analyst were made.

1. **Welcome** .....Kevin Kurdziel
  - a. Kevin opened the meeting by wishing everyone a great New Year and asked everyone to introduce themselves.
2. **Introductions**
  - a. Everyone in attendance introduced themselves and their career titles within Middlesex County.
  - b. The lack of employers on the committee was noted. A new approach to getting more employers on the board should be considered.
  - c. We need to connect better with employers in this area and be aware as new ones move into Middlesex County.
3. **New Committee Members**.....Kevin Kurdziel
  - a. New members are: Dan Frenkel, Poo Lin, Silvia Saa, Anthea Williams and Barbara Heyward.
4. **Rebranding of Business Development Unit**.....Kevin Kurdziel
  - a. The Business Development Unit is now renamed the Business Solutions Career Strategies (BSCS) Unit.
  - b. Guide by Cell Smart Phone App was reintroduced. Guide by Cell Rack Card was distributed. Kathy suggested the Guide by Cell text about job openings should include a link directly to the employer's website or county website for more detailed information.
  - c. Kathy Shaw went into great details about the benefits of Guide by Cell and the Middlesex County Job Seeker and Employers flier/collateral material. It is a great way for the public to know what is offered at the One Stop without having to read through a packet of documents.
  - d. As a result of unsuccessful recruitments, the BSCS is looking forward to reverse recruitment: Market training along with the employers eager to hire those that complete the training.
  - e. Will continue to build High Quality Partnership with employers. Open to feedback on ways to meet new employers and begin to build the relationships to lead to Quality Partnerships.
  - f. Legislative Days: Bring the services we offer to Mayors, State Assembly Member, etc. for exposure.
  - g. Kathy mentioned holding a Partnership Conference hopefully before the end of the first quarter of 2017. This is another strategy to inform as many people as possible about the services offered.

- h. Kathy mentioned a work plan should be created to identify which municipalities should be focused on at a given time to make sure all 25 receive information on/about the services offered at the One Stop Center.
- i. In Addition, Kevin mentioned a One Stop “Road Show” in which staff will visit municipalities within Middlesex County to spread the word about the One Stop.
- j. Nelson met with the Mayor of Perth Amboy. The Mayor is eager to work with the One Stop. There are talks of creating a Grass Roots project in Perth Amboy as a result.
- k. How can the Guide by Cell change to help non-traditional employers like carpenters?
- l. Redevelopment areas are key to focus on. Toolkit is being created to help smaller municipalities understand the redevelopment process.

**5. Targeted Population Job Fairs ..... Kathy Shaw**

- a. As previously mentioned, the focus will be on targeted population job fairs in addition to traditional job fairs.
- b. Since March is Developmental Disability Awareness Month, a job fair will be held with employers who hire people with developmental disabilities.
- c. In June a job fair will be held to target employers interested in hiring jobseekers ages 55+.
- d. November is known as Veterans month, so a job fair will be held in November for Vets and their family.

**6. NJ DOL Talent Networks ..... Kevin Kurdziel**

- a. NJ has 7 Talent Networks based off demand occupations. They are: Bio Pharmaceutical, Healthcare, Retail/Hospitality, TLD, Advanced Manufacturing, Finance and Technology.
- b. Are designed to meet with employers to inquire what employers want from jobseekers in terms of certifications/licensing, soft skills, training and experience.
- c. Identify companies in need of Incumbent Worker training. Sunny Delight has already inquired about it. Up to 20% of the Adult and DW funding can be used towards Incumbent Worker Training.

**7. 2017 Goals and Objectives ..... Kevin Kurdziel**

- a. More thought will go into the One Stop “Road Show.”
- b. Consider procuring training money to purchase classes for specific training.
- c. There is a strategic connection between the arts and economic development of areas.

**8. New Business**

- a. The next meeting will be in April and we should look to bring more employers into the committee.
- b. Those not able to attend the committee meeting in person will be able to attend via conference call.
- c. A flier was handed out with the details of an informational session given by Middlesex County for Industrial Electro-Mechanical Technician. MCC is looking to start the training early February 2017.

**9. Adjournment**

**The next meeting of the Economic Development and Business Services Committee is scheduled for Thursday, April 6, 2017 at 9 AM in WIOA Conference Room G at 550 Jersey Avenue, New Brunswick.**