

**Pasco Hernando Workforce Board Meeting  
Legislative Committee Summary Minutes  
February 23, 2010**

**Members in attendance:** Mark Barry, Ed Blommel and Commissioner Jeff Stabins.

**Members absent:** Emile Laurino

**Others in attendance:** Jerome Salatino

Welcome and call to order at 3:07 pm by Mark Barry, Chairperson.

**Business Meeting**

**Information Items/Updates**

• **Committee Membership: number of members needed on the Committee (bylaws):**

Based on the new By-laws, the membership for this Committee should not be less than four (4) members. It was noted that Michael McHugh declined to participate due to conflicting activities. John Hagen, PEDC, has expressed interest in serving. He will be added to this Committee once approved to the full board. The Committee will meet monthly.

• **Target to Educate / Influence- Who is our primary audience(s):**

The targeted audience for elected officials was defined as the County Commissioners, State legislators and School Board members in conjunction with Superintendents. We need to reach out to these officials and tell them who we are and what services we provide. Mark Barry reported he has made an official request to meet with Ginny Brown-Waite at the NAWB conference.

Mark Barry emphasized that we should be reaching out to the school boards and superintendents. It was noted there has not been a good linkage between Hernando County School district and our organization as compared to other similar educational institutes. Jerome stated he is aware of the activities taking place within Pasco County regarding the career academies and the relationship in place with the school district.

Commissioner Jeff Stabins shared that a new high school will open on Highway 19. The principle, Dennis McGean, will be placing an emphasis on implementing labs that prepare students for the work environment. This could be an opportunity for this Committee to establish a better relationship. It was noted that Dr. Johnson sent an email encouraging the new Superintendent for Hernando School District to become a part of our board. Commissioner Jeff Stabins stated we could start by inviting Pat Fagan, Chair of Hernando School Board, to our next Committee meeting.

- **What is our Primary Message(s)?**

Ed Blommel stated we need some “elevator speeches” to promote our primary message. These need to be short, meaningful messages to use for different events and audiences. Jerome stated he would prepare different samples for their review. Jerome stated our primary message should focus on Economic Development, Education and Employment (three Es).

- **Product Development: White Paper(s), Power Point, Summary Handout, etc.**

Ed Blommel brought up the need to develop White Papers. Our message should educate our audiences on what we do, our integrity, be frank about the past, share current improvements, and our desire for transparency. A standard message should be shared with all our elected officials.

Jerome felt that our Workforce Board lacks unique programs. The current programs in place are very basic. We need to change this by addressing the high unemployment rate. This requires pulling together data and sharing what we are doing with unemployment, allocating for EWT training, shifting resources to staff our Resource Room, etc.

- **Visits / Presentations: Who, What, When, Where?**

We need to meet with the County Commissioners at least twice a year and provide a “State of the Union” presentation to them. Then, next we need to meet with Mike Fasano and other governmental officials. Jerome reported he met with both Commissioner Michael Cox and Mike Fasano yesterday.

Commissioner Jeff Stabins noted some names were missing from the governmental contact list provided in the packet. Ellen Hall will research and revise the list to make it complete. We may want to share this list with our board members at the next meeting to notate anyone who may already have a working relationship with a governmental official(s) so we can request their assistance in developing positive relationships as we move forward. We need to develop a matrix of contacts; track meeting dates with officials, and establish follow-up dates.

It was also noted for the record that education institutions (school boards, Voc Rehab, community colleges) are receiving funds, but are not being overseen by our workforce region. Jerome stated that we are not receiving the information at this time to properly oversee these activities.

To summarize, our first official to invite to our next meeting will be Pat Fagan, Chair of Hernando County School Board.

**Other**

• **NAWB Trip - Visits on the Hill**

Our first elevator speech will be essential for the meeting with Gus Bilirakis at the NAWB conference. The message should include the status of our organization, re-establishing our integrity, establishing a rapport and providing data (one sheet) as to who we are.

Jerome also discussed transportation options from the airport to the hotel. Since board members are going at different times and one member made their own reservations, it was decided that board members should make their own transportation arrangements to the hotel. This can be by sharing a cab or metro transportation.

**Public Comments**

**Adjournment**

**Next Committee Meeting: March 23, 2010, at 3:00 pm. Location: 3185 Premier Drive.**