



## CITY OF DETROIT MAYOR'S WORKFORCE DEVELOPMENT BOARD

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Monday, October 26, 2020  
2:00pm-4:00pm  
Location: Virtual Meeting

### **Proposed Meeting Minutes** *Co-Chairs: Cindy Pasky & Dave Meador*

#### **Call to Order**

Co-Chair Cindy Pasky called the Mayor's Workforce Development Board Meeting to order.

#### **Approval of Agenda**

Co-Chair Cindy Pasky asked for a motion to approve the Draft Agenda as presented.

#### **Approval of March 3<sup>rd</sup> 2020 Meeting Minutes**

Co-Chair Cindy Pasky asked for a motion to approve the Draft Meeting Minutes as presented.

### **REPORTS**

#### **Co-Chair's Report - Cindy Pasky & Dave Meador**

Co-Chair Cindy Pasky opened the meeting, saying she is grateful that Nicole Sherard-Freeman will now be leading both economic and workforce development in Detroit. Co-Chair Dave Meador then explained that employment levels dropped sharply due to the pandemic. It is welcome to see a sharp rebound, but there are 22,000 jobs that must be filled to reach pre-pandemic levels. Both major initiatives like the FCA project, and regular work with individuals and business, have contributed to Detroit's recovery.

Dave Meador then summarized the efforts of Detroit Means Business to support Detroit businesses during the pandemic. Ultimately, 60 local organizations came together to develop support resources for businesses in Detroit. The first priority was to help businesses access financial support, and to help former workers access unemployment insurance. Then, the focus shifted to helping businesses reopen safely. Detroit Means Business developed a playbook outlining successful strategies for reopening, and facilitated the donation of protective equipment to employers in need. To sustain Detroit Means Business, the Detroit Economic Growth Corporation is hiring a VP and staff to continue expanding on this work. The main priorities of Detroit Means Business will be to create 25,000 new jobs, with a focus on businesses owned by people of color, and to increase revenue for existing businesses.

Cindy Pasky then thanked Nicole Stallings-Bates for her work, especially around expanding CTE, and wished her well in her new job. Nicole Stallings-Bates said she was thankful for the opportunity to contribute to this work and is excited to see continued progress.

Alice Thompson asked how we define small businesses. Dave Meador said small businesses typically have 50 or fewer employees, but we will not turn away businesses with slightly higher employment. Carla Walker-Miller said the number of employees is less important than whether the business needs help.

### **Executive Director's Report - Nicole Sherard-Freeman**

Nicole Sherard-Freeman began her presentation thanking Nicole Stallings-Bates for her work, and welcomed Dana Davis-Williams as the incoming Chief of Staff and Director of Employer Engagement.

Then, Nicole provided an update on the FCA project. The FCA partnership has been anchored by the prioritized employment opportunities for Detroiters. Over 1,100 events were hosted with over 18,000 attendees, and ultimately 4,100 Detroiters accepted offers. Of those who accepted job offers, 3,400 chose to start working early at other FCA locations until the Detroit site opens. This work helped make Detroit at Work known as a source for talent, not just for FCA but also for many other employers who came to recruit at events. This partnership also worked for FCA, as they estimated saving \$2.2 million because of Detroit at Work's efforts to recruit and prepare applicants. We are continuing to work with FCA to identify how Detroit at Work can provide additional support in the future.

Looking forward, the new Amazon distribution site at the state fairgrounds is the next major project. Amazon will hire at least 1,200 new employees, and could hire up to 2,000 employees during peak seasons. The jobs do not require prior experience, and pay above minimum-wage. Furthermore, no tax subsidies or other public incentives are attached to this deal, and Amazon has additionally agreed to fund a new transit center at the state fairground. To deliver packages, Amazon typically partners with independent contractors rather than hiring employees, and Detroit at Work is piloting an Entrepreneurship Training Academy in late 2020 to help prepare Detroit residents to become Amazon Delivery Service Partners. Nicole Sherard-Freeman noted that she does not believe that guaranteed jobs were not necessary in this agreement because Detroit at Work has a proven track record of connecting employers with job-ready Detroit residents.

Tonya Allen thanked Nicole and her team for their successful work, and said she is excited for Nicole to enter into a stronger leadership role. Cindy Pasky added that Detroit is currently unique in coordinating economic and workforce development, and said we only have a few years to capitalize on this advantage.

### **PRESENTATIONS**

**Grow Detroit's Young Talent (GDYT):** Marie Hocker, Executive Director of Grow Detroit's Young Talent, Detroit Employment Solutions Corporation

Marie Hocker thanked everyone who has supported GDYT, and said they never considered cancelling the program due to the pandemic. As many in-person employment opportunities were no longer available, GDYT identified virtual solutions to allow youth to explore different careers or focus on a particular career pathway. Many young people in Detroit do not have adequate

technology to access virtual services, so GDYT delivered over 2,000 packages including devices, internet, and technical support. Even during the pandemic, GDYT exceeded their goal for placement, and 87% of those placed did ultimately work. Marie noted that transportation was a common barrier to participation, and that many young people in Detroit lost loved ones and were forced to take on caretaking responsibilities.

In addition, GDYT launched a virtual mentorship program, matching participants with mentors for virtual meetings. The goal was to have 50 matches, but 71 pairs of mentors and mentees were matched this summer. Nicole Sherard-Freeman thanked Marie for her work on the mentorship program, saying it changed the lives of 71 young people. GDYT also began a year-round pilot program in September, where 115 youth will work with four employer partners.

**Community Health Corps:** Conrad Mallet Jr., Deputy Mayor, City of Detroit.

Conrad Mallet Jr. began by saying 36.4% of Detroiters live below the official poverty rate, but even this statistic does not accurately encompass the challenges faced by many Detroit residents. Community and governmental organizations provide a range of services to support people living in poverty, but too many struggle to connect with these organizations and do not receive services. The pandemic has only exacerbated these barriers. The Community Health Corps was created to coordinate organizations that offer social services, so that there is a more connected and streamlined system of wrap-around support for Detroit residents. The idea is, rather than simply giving people money, the Community Health Corps can also help residents navigate and access systems that would otherwise be complex and disconnected. We need to meet people where they are and help them with the needs they are immediately facing.

The Community Health Corps was approved by Mayor Duggan and City Council, will be housed in the Mayor's Office of Workforce Development, and will be staffed by a new deputy director and a trained team of case managers. Beyond helping people access available services, the Community Health Corps aims to support data exchange and evaluation between partners to enable a more evidence-based approach to service delivery. Already, the Community Health Corps has gathered partner input and feedback through partner meetings and surveys, and regular feedback loops will be implemented to ensure communication between partners. Initial funding has been secured, but developing a proven track record will be crucial to ensure sustainable, long-term funding. Detroit is in the business of creating opportunity for residents, and that is a cause worth supporting.

**Equity Council:** Charity Dean, Director of the Department of Civil Rights, Inclusion, and Opportunity, City of Detroit

Charity Dean began by saying the Equity Council, a group of city leaders focused on making city work more equitable, began work with January. Diversity asks who is represented, while inclusion asks who the decision makers with power are, and equity looks to outcomes and asks who shares in the outcomes. The mission of the Equity Council is to facilitate data-driven shifts towards demographic parity in the City of Detroit. The core areas of focus are housing, entrepreneurship, workforce development, access to land, criminal justice, procurement, and the internal operations of city government. Most of our work does not make for good headlines, but we are doing the important yet dirty working of repairing bureaucracy and making services more equitable and accessible.

Nicole Sherard-Freeman said she is hoping the Equity Council can help further our conversation about the economic opportunity agenda. We already set the vision in June, but now need to set the landscape and develop a clearer sense for how we can do our work more equitably.

Alice Thompson: There is tremendous inequity in access to healthcare in Detroit, and we must encourage healthcare providers to focus on this. The Equity Council should convene and facilitate other organizations who do this work.

Cindy Pasky: What you are doing with the Equity Council needs to become part of the fiber of the City of Detroit. Thank you for taking on this challenge.

### **Public Comment**

Co-Chair Cindy Pasky asked for public comment.

### **Adjournment**

Co-Chair Cindy Pasky asked for a motion to adjourn.

### **Attendees**

Cindy Pasky, Co-Chair

Dave Meador, Co-Chair

Nicole Sherard-Freeman, Executive Director of Workforce Development & Detroit At Work

Jeff Donofrio, Dr. Colleen Allen, Dr. Darienne Driver Hudson, Faye Nelson, Heaster Wheeler,

Marita Grobbel, Mark Gaffney, Mike Aaron, Mike Haller, Mike McLauchlan, Nia Winston, Rick

Blocker, Sandro DiNello, Tonya Allen, John James, Alice Thompson, Andra Rush, Bill

Robinson, Bruce Dall, Calvin Sharp, Carla Walker-Miller, John Carter, Bishop Edgar Vann