



CITY OF DETROIT MAYOR'S WORKFORCE DEVELOPMENT BOARD

Thursday, April 20, 2022

11 a.m.-1 p.m.

Location: In-person at the Student Center Ballroom, Wayne State University

Proposed Meeting Minutes

Co-Chair: Dave Meador

Call to Order

Co-Chair Dave Meador called the Mayor's Workforce Development Board Meeting to order.

REPORTS

Co-Chair's Report – Dave Meador

Co-Chair Dave Meador began with the Resident Employment Update.

Resident Employment Update: Mr. Meador began his co-chairs report with a review of the resident employment status, looking at the numbers before covid, the huge dip during covid and the recovery that's playing out now. He noted that reports show we've recovered 80% of the jobs lost, and that unemployment went from 22% down to 10%, with projections showing it may dip below 10%. He continued noting that blue collar jobs are growing the fastest, while the professional and service sectors are still struggling. Strong growth is projected in 2022 with 12,000 new jobs being added. Projections show another 9,000 jobs will be added in 2023 and 3,500 in 2024. Mr. Meador continued, noting the job count forecast shows we would return to pre-pandemic levels in 2023. Detroit achieved its fifth straight credit rating upgrade in March which reflects the strengthening financial position of the city. In summary, Mr. Meador concluded that we've got good news on the recovery, good news on the projections, and work ahead of us to keep the economic development side growing, including job expansion, and bringing new jobs to the city.

Executive Director's Report - Nicole Sherard-Freeman

Ms. Sherard-Freeman began her presentation with a brief acknowledgement of co-chair Dave Meador's retirement from DTE, noting that he would remain in his seat on this board and keep his role in workforce. Ms. Sherard-Freeman recalled setting a North Star goal nearly seven years ago with support from co-chairs, Cindy Pasky and Dave Meador, and board members Jeff Donofrio, Cal Sharp and Alice Thompson, to get 100,000 folks reconnected to the workforce

over the long term and 20,000 connected in the short term. She continued noting that at the end of 2021, we've successfully surpassed the goal, having placed 28,000 Detroiters into jobs.

Ms. Sherard-Freeman continued with an update on the public funding application noting that federal funding, state funding, city allocations and philanthropic support, together, would be insufficient to attack the workforce challenges we see in Detroit to address our systemic concerns. She continued noting that we are aggressively pursuing two opportunities: Build Back Better and Good Jobs Challenge. If awarded, Build Back Better would allow us to pursue Detroit as the global epicenter for mobility solutions and the Good Jobs Challenge would open opportunities for Detroiters in the home repair services area.

Ms. Sherard-Freeman closed with a brief update on the Mayor's State of the City address, noting the mayor's effort to tackle blight in the city, highlighting 12 major industrial and large residential eyesores that the city has acted on. She noted that roughly half a billion dollars' worth of this work is being performed by black contractors in the city of Detroit. She continued by noting that there are now 10 large organizations that have agreed to give Detroiters hiring priority through Detroit at Work, and to help residents acquire the skills they'll need for these jobs, Detroit at Work has introduced 5 different scholarships, funding by the American Rescue Plan Act, totaling over \$100 million. These scholarships are an opportunity for adults to reskill, upskill and connect to the workforce.

Ms. Sherard-Freeman closed her presentation with a highlight on economic development in the city. She lifted 3 wins on the economic development front: **Majorel**, a global call center, bringing a 500-seat call center to Detroit; **Motor City Contractor Fund** launched by the Rocket Community Fund which will remove barriers and provide 20 Detroit-based contractors with a suite of services to grow and succeed in an increasingly competitive marketplace; **Fisher Body 21**, two local African American developers are going to take that old structure and turn it into 435 residential units with more than 20,000 sq ft of retail and commercial space. This \$134 million investment is among the largest investments led by African Americans in the city of Detroit.

Questions and comments from board members ensued

PRESENTATIONS

The Shifting Narrative on Detroit – Kevin Johnson, President & CEO, Detroit Economic Growth Corporation (DEGC)

Mr. Johnson opened his report explaining the SST Model: Survive, Stabilize & Thrive, which was born out of the work collectively done in support of trying to help businesses, particularly small businesses, survive the pandemic. He continued noting that these efforts are already helping to build a stronger Detroit.

Mr. Johnson explained that over the past two years, his department spent an extraordinary amount of time courting site consultants to bring them to the city. Those efforts have led to an unprecedented five visits, noting that they've chosen Detroit because there is a higher level of interest in Detroit, and they've suggested that Michigan is in a lead position for opportunities associated with electronic vehicle manufacturing. Mr. Johnson expressed the importance of the work underway to properly position the Detroit workforce and the industrial sites for those

opportunities, connecting the mayor's priority to turn blight to beauty with the efforts of Detroit at Work and the Detroit Economic Growth Corporation.

Mr. Johnson concluded his report by noting a previous four-year strategic goal, set in 2018, to create 10,000 jobs, to develop or help facilitate the development of 5 million square feet of redeveloped new space, 100 new small businesses, and to create \$2 billion in capital investment. Through city leadership and the efforts of the board, Mr. Johnson noted, we were able to generate 23,300 new jobs, \$7.5 billion in new capital investment, we helped start 163 new small businesses and created over \$7-8 billion in new investment, outperforming the strategic goals set four years ago.

Questions and comments from board members ensued

Detroit at Work Key Metrics & Program Highlights – Terri Weems, President, Detroit Employment Solutions Corporation (DESC) & Dana Williams, Chief Strategy Officer, Detroit at Work (DAW)

DESC President Terri Weems provided an update on metrics for Detroit at Work participants, highlighting a new data management system. She provided details on signature programs within the People Plan umbrella, noting we've exceeded our goal at launch which was to enroll 2000 participants. Ms. Weems continued with highlighting metrics from a series of justice-involved programs where participants are offered resources for employment, housing, transportation, and clothing as well as expungement services through Project Clean Slate.

Detroit at Work Chief Strategy Officer Dana Williams provided an update on Career & Technical Education noting that we're hopeful, if the pandemic is truly behind us, that we'll be able to return to adult programming in the fall. Ms. Williams highlighted several programs including skilled trades training, advanced manufacturing career academy, and welding, culinary & automotive technology training.

Ms. Weems provided an overview of the metrics we routinely track including enrollments, completion, job placement and the services we provide. Ms. Williams addressed an earlier question raised regarding tracking of hires that fall under the priority hiring umbrella, noting that we've placed about 4700 hires from roughly a dozen companies.

Questions and comments from board members ensued

Public Comment

Co-Chair Dave Meador asked for public comment. No hands were raised.

Adjournment

Co-Chair Dave Meador called for a motion to adjourn. Moved by Alice Thompson. Supported by Darienne Driver-Hudson. Meeting adjourned at 3 p.m.

Attendees

Alice Thompson, Andra Rush, Bill Robinson, Byron Osbern, Calvin Sharp, Carla Walker-Miller, Colleen Allen, Conrad Mallett, Darienne Driver-Hudson, Dave Meador, Jeff Donofrio, Mark Gaffney, Scott Thiele, Nicole Sherard-Freeman, Curtis Ivery, Alycia Meriweather, Jan Harrington-Davis, Lori Wingerter, John Matton, Dave Robson, Dana Williams, Terri Weems, Stephanie Nixon, Spencer Lucker, Kevin Naud, Rachel May, Susan Reinke, Erika Rivers, Renard Richmond, Hachem Ossieran, Dave Dauch