



# NORTH CENTRAL WISCONSIN WORKFORCE DEVELOPMENT BOARD

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*NCWWDB leads, innovates, and supports the development and retention of a skilled workforce.*

## Executive Committee Thursday, July 10, 2025 – 9:00 a.m.

### Minutes (Approved)

**Members Present:** Al Chaney, Paul Herold, Jodi Gruhn, and Michael Tautges.

**Members Absent:** Angela Close and Paula Erickson.

**WDB Staff Present:** Libby Heidmann, Brian Kalish, and Ginger Keymer.

1. **Call the Meeting to Order** - Chaney called the meeting to order at 9:04 a.m.
2. **Executive Minutes from May 8, 2025** – Gruhn made a motion to approve the May 8<sup>th</sup> Minutes; it was seconded by Herold. Motion carried.
3. **Approve Meeting Schedule for Program Year 2025 (July 1, 2025 – June 30, 2026)** - Herold made a motion to approve the change of dates for the June Board and CEO meetings; it was seconded by Gruhn. Motion carried.
4. **Treasurer's Report** – Herold made a motion to approve the Treasurer's Report; it was seconded by Gruhn. Motion carried.
5. **Review and Adopt DWD Policies** <https://dwd.wisconsin.gov/wioa/policy/> - Heidmann reviewed the update to Chapter 8.7.1, Exit Policy Overview, and the new chapters 4.5 – 4.11, 8.8.1-8.8.6. Gruhn made a motion to adopt the new and updated DWD policies; it was seconded by Herold. Motion carried.
6. **Review and Approve Local Follow Up Services Policy** – Heidmann and Kalish reviewed the new Follow Up Services Policy and answered questions from the Committee. Herold made a motion to approve the local policy for Follow Up Services; it was seconded by Gruhn. Motion carried.
7. **NCWWDB Updates** –
  - **Board Recertification:** Kalish provided updates on the Board Certification process. NCWWDB is in the process of recruiting a labor representative from the Carpenter's Local 310 in Rothschild and a business representative from Brickner Motors in Wausau. The labor rep would fill our need for Workforce representatives since DWD staff no

longer count towards that requirement. The Brickners manager would replace the position vacated by Andres Thompson whose term ended June 30, 2025. We will also need someone to fill Paula Erickson's position when she leaves the board at the end of this year. Paul Herold suggested Ashley Held, a former Human Resources Manager at Great Lakes Cheese who now works with Paula at Delta Dental.

- **Rebranding Feedback** – Gruhn and Tautges liked the Workforce Connections option and felt it more strongly suggested workers and employers. Chaney suggested the power and impact of a tagline to further explain what you do and how you do it. He also emphasized the impact a symbolic logo can have to illustrate the scope of an organization or to indicate how an organization wishes to be perceived. Ideally, the logo provides meaning and conveys a message. Kalish emphasized the need for a shorter, simpler name, a compact description which outlines what we do as an organization. Something action orientated that is easy to say and remember and simply explains our purpose.
- **September Board Meeting & New Jobs on the Block** – Both will be held Thursday, September 11<sup>th</sup> in Wausau. Gelhar is looking into holding the Board meeting at the Wausau Area Chamber so that Board members can walk to the New Jobs on the Block event on the 400 Block downtown and see an event in action. We are looking into issuing food vouchers to Board members to use at the Food Trucks servicing the event. Executive members were receptive to this idea.
- **Board Member Survey** – Chaney suggested the Executive members take the survey first and review their own results.
- **Awards of Excellence** – Kalish shared an idea raised by Career Planners at FSC to host the participant awards event separately from a Board meeting as its own stand-alone event. A late afternoon, early evening gathering would be more convenient for the participants and their families, who often must work during the day. Kalish suggested holding the event in the Commons Atrium in October with catered appetizers. Board members, CEOs, and community partners would be invited to attend.
- **Additional Sources of Revenue** – Exec members were appreciative of the foresight and initiative of seeking additional revenue streams and applauded the forward look. Chaney asked if staff could provide an estimated number of hours this funding would provide and stressed the importance of staying true to the organization's mission. All agreed that training programs more closely align with the core purpose. Overall, there was less support and enthusiasm for transitional housing option, with many concerns over the complexity, cost, and complications which could ensue. Gruhn made a motion to approve up to \$10,000 in unrestricted funds to pursue alternative revenue projects within the next six months, with the goal of implementation in Program Year 2026; it was seconded by Herold. Motion carried. Kalish and Cokl will report at each Executive Meeting the amount encumbered toward this project to date.

8. **Adjourn** –The meeting was adjourned at 10:39 a.m.