

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
City Tower Large Conference Room 10.W1003
100 W Houston St., San Antonio, TX 78205
Thursday, August 9, 2022
8:30a.m. - 10:00a.m.**

SUBCOMMITTEE MEMBERS PRESENT:

Juan Antonio Flores
Frances Gonzalez
Jerry Graeber
Chair, Doug McMurry
Jason Smith
Margaret Smith
Amanda Wright

SUBCOMMITTEE MEMBERS ABSENT:

Yadira Gonzales
Councilmember Rocha Garcia

STAFF PRESENT:

Christina Ramirez, City Attorney's Office
Amy Contreras, Assistant to the Director, Workforce Development Office
Mary Mills, Advisory Board Staff Liaison
Michael Ramsey, Executive Director, Workforce Development Office
Jill Byrd, Senior Public Relations Account Supervisor, Creative Noggin
Krista Medlock, Account Lead, Creative Noggin

A. CALL TO ORDER

Co-Chair Doug McMurry called the meeting to order at 8:38 a.m. after quorum was established.

B. PUBLIC COMMENT

No Comment

C. APPROVAL OF MINUTES

Mr. McMurry asked members to review the Community Outreach Subcommittee meeting Minutes of July 12, 2022. Mr. Graeber moved to approve the minutes, and Mr. Flores seconded. The Board voted unanimously to approve the minutes.

D. INDIVIDUAL ITEMS

1. Ready to Work Program Update

Mr. Ramsey displayed and explained preliminary data that has been collected on the Ready to Work participants to date. This data included how many participants were in each stage of the program and which Ready to Work partner agency is responsible for the participants.

Mr. Ramsey went on to show a breakdown of the reasons applicants are being deemed ineligible for the program. Mr. McMurry asked about the applicants who were unable to commit, and whether Mr. Ramsey was concerned about them. Mr. Ramsey responded that WDO staff are surveying individuals in that category to see if they can be reengaged.

Ms. Gonzalez asked Mr. Ramsey to consider whether the income limit may need to be amended in the future, as some applicants were deemed ineligible for that reason.

Mr. Graeber recommended removing the “Outside of Bexar County” category for ineligibility, as it may be duplicative to the “Outside of City Limits” reason.

Mr. Ramsey gave updates on how many case managers the Ready to Work partner agencies have hired and how much longer they predict until they are able to work at full capacity.

2. Subcommittee Chair Election

Mr. McMurry nominated Ms. Wright to be the next Subcommittee chair. Mr. Graeber made a motion to approve, and Mr. McMurry seconded. The board unanimously voted to recommend Ms. Wright as the next subcommittee chair.

3. Creative Noggin Community Outreach and Marketing Update

The Creative Noggin team presented recent Ready to Work news coverage, bus wraps, door hangers, radio and steaming ads, poster designs, and online ads to the Subcommittee members.

Ms. Medlock discussed the statistics of the different types of ads, geo-targeting campaigns and the traffic to the website due to the digital ads.

Ms. Medlock discussed various ways that Creative Noggin plans on engaging participants and employers going forward, including mentions in Council District newsletters, partnership with COPS/Metro, and engaging social media influencers.

Ms. Gonzalez recommended a greater push to engage local nonprofits to strategize how to reach the program’s target populations more effectively, especially those who were deemed ineligible. Ms. Medlock responded that she and Ms. Salazar are developing a strategy to engage community-based organizations as program ambassadors.

Ms. Contreras highlighted both recent events Ready to Work hosted or attended, as well as upcoming events in which Subcommittee members can engage.

Mr. Graeber asked if WDO staff and Creative Noggin have discussed having a presence at Fiesta in 2023. The team responded that they are looking into how best to engage with Fiesta events, including a Fiesta medal.

E. STAFF MEMBER COMMENTS

No comments.

F. Future Agenda Items

No items suggested.

G. Adjourn

Meeting adjourned at 9:53 a.m.