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Executive Director



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Chair

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Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 W Main Street, Boise, Idaho 83735-0510

Grant Review Committee Meeting Minutes

Date: Tuesday, May 24, 2022
Time: 3:00 PM - 4:30 PM
Location: Zoom/In-Person*
317 W Main Street
Boise, ID 83735
2 West Conference Room, 2nd Floor
<https://zoom.us/j/97039391898?pwd=VHJVT3M2TmtGdzJvRWxRaXQ0R2x4QT09>
Meeting ID: 970 3939 1898
Passcode: 704544

Committee Members: Brian Cox, Jake Reynolds, ~~Jay Larsen~~, Jeff Greene, Jenni ~~Bradford~~, Joe Maloney, Kelly Kolb, Rico ~~Barrera~~

Staff: Matthew Thomsen, Paige Nielebeck, Jeffrey Bacon, Amanda Ames

Guests:

Called to order at 3:02 p.m.

Welcome

Roll Call – Quorum Met

Review Agenda – No changes to the agenda.

Review April 26, 2022 Meeting Minutes

Motion by Mr. Greene to approve the April 26, 2022 meeting minutes as written. Second by Mr. Reynolds. Motion carried.

WDTF Financial Summary

WDTF Financial Summary - April 2022	
WDTF Cash Balance 4/1/2022	\$ 14,324,988
Revenue	242,610
Interest	5,000
Payments	599,180
WDTF Cash Balance 4/30/2022	\$ 13,973,418
Obligated Employer Grants	\$ 1,803,508
Obligated Industry Sector Grants	5,161,189
Obligated Innovation Grants	1,054,796
*Obligated Outreach Projects & Allocated Budget	561,298
**Short Term Financial Assistance Program	2,827,569
FY22 WDTF Admin Costs	350,337
Obligated Balance	\$ 11,758,698
Unobligated Balance	\$ 2,214,720
Proposals Under Review	35,000
Unobligated Balance if all funded	\$ 2,179,720

*Includes all Outreach funding made available for the Committee to allocate for FY22

**Includes all Launch funding made available for FY22.

WDTF Revenue	Transfer In	Interest	Collection Cost
July	\$ 232,883	\$ 3,453	\$ -
August	779,173	3,331	-
September	5,115	3,430	-
October	-	4,040	-
November	865,303	4,170	57,072
December	15,741	3,660	-
January	187,079	3,632	-
February	532,462	3,582	13,178
March	12,533	3,798	-
April	242,610	5,000	-
May			
June			
FY22 Totals	\$ 2,872,899	\$ 38,095	\$ 70,249

Southeast Idaho Council of Governments – Get Found First Employer Grant

Get Found First provides digital marketing services, website design, search engine optimization, content marketing, social media marketing, and pay per click advertising. The business is experiencing growth as a result of new project they have recently taken hiring new employees and retraining existing employee.

During the two years of the grant, Get Found First will train 21 existing employees and 14 new employees. The training that new employees will receive through this program will provide with a number of opportunities including the opportunity for promotion to management and director positions, increased wages or bonuses, and access to new positions created with program expansion.

Get Found First operates its own "90 Day Digital Marketing Boot Camp" where new hires train under their Senior Account Management team and participate in 1-on-1 mentorship. Several existing staff will be trained as trainers due to the increase in hiring that is anticipated over the next two years.

WDTF Request: \$35,000

Discussion:

Looking at the application, it feels like Get Found First is asking for money to hire new hires and new jobs that are coming into the company. It is important make sure they are training for employee enhancement vs. cost of doing business.

- Get Found First says it is going to be about \$10,000 per employee to train. After the training plan, it is about \$13,684 per employee. The WDC is only paying \$1,000 of that. The business will be putting quite a bit of money into this program.
- It is up to the Committee to determine if this would be a normal cost of business or part of the expansion of the company.
- Get Found First is implementing a train the trainer training which tends to be outside of the normal course of business.

Mr. Thomsen walked the Committee through the employer grant rubric. Please see attached document.

Are these commission based, call center jobs?

- According to SEACOG, they are not commission-based positions. The individuals will be receiving normal wages.
- Typically, during the 90 days of training an employer will pay a lower wage. This employer is starting employees off at \$12 an hour and then after training will bump them up to \$20 an hour.
 - That is a big jump in pay.

Are the skills transferable?

- This training is strictly for Get Found First.
- If an employee goes to another call center, then the call center will still have to train them again for the new policies and processes.

On the adjusted budget, Get Found First is asking for \$2,000 for training materials per individual for a total of \$4,000. What are the training materials?

- This is paying for software, supplies, etc. The funds would not go towards any equipment used for the normal course of business.

Get Found First is planning on doubling their workforce. Their total workforce is not large, but it is substantial growth for this specific company.

It is interesting that entities are awarded extra points who previously received grants. The goal is to encourage employers not to double dip in employer grants. This seems like a revision to the rubric the Committee might want to look at in the future.

The Committee would like to use the rubric as a talking point and a guiding document for discussion rather than as a formal documentation process. Since it is a brand-new tool, maybe the Committee needs to go through it a few times to gather confidence in it.

Motion by Mr. Maloney to recommend approval of the Get Found First Employer Grant in the full amount of \$35,000 to the Executive Committee. Second by Mr. Cox. Motion carried.

**Motion by Mr. Maloney to adjourn. Motion carried.
Meeting adjourned at 3:58 p.m.**