

# **Waccamaw Workforce Development Board Meeting**

**July 16, 2024**

# Waccamaw Workforce Development Board Meeting



Tuesday, July 16, 2024  
9:30 a.m.

VIA Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/82103192411?pwd=8aFccnHh3dQjL0hpBFXVRILxnstMcb.1>

Meeting ID: 821 0319 2411  
Passcode: 104570

## A G E N D A

- Call to Order Henry Poston
- Welcome and Introduction of Guests Henry Poston
  - ◊ Determination of Quorum
  - ◊ Introduction of New Board Members
  - ◊\*\*Approval of May 21, 2024 Minutes
- Finance Report Cathy Archer
  - ◊\*\*Approval of Adult and DW Transfer of Funds
- Performance Report Amy Ross
- Contractor Program Update Sherell Sherman
- One Stop Operator Update Todd Gurley
- CEDS Update Rusty Gaskins
- Outstanding SC Works Professional of the Year Ayla Dyer
- WIOA Update Ayla Dyer
- Other Business Henry Poston
- Adjournment Henry Poston

**\*\*Denotes Action Items**

# WACCAMAW WDB

## *Board Minutes*



**Minutes**  
**Waccamaw Workforce Development Board**  
Waccamaw Regional Council of Governments  
May 21, 2024  
9:30 AM

This Board meeting was conducted in person and via Zoom.

Members Present	Members Absent
Abernathy, Allen	Evans, Wallace
Cooper, Tolonzo	Geathers, Rochelle
Denz, Jared	Green, Etta
Dozier, Cameron	Pressley, Wilhemina
Engleman, Bonita	Skalican, Peg
Espinal, Frank	Smith, Sherrill
Kimball, Busy	
Mitchell, Greg	
Poston, Henry	
Roberts, Andy	

Waccamaw Regional COG Staff Present:

Cathy Archer, Temeca Belcher, Ayla Dyer, Rusty Gaskins, Stacy Martell, Amy Ross

Other Guests Present:

Eric Yount, SCDEW

Todd Gurley, Ross

Sherrell Sherman, Ross

- **Call to Order:**

Mr. Henry Poston, Chairman, called the meeting to order at 9:31 a.m.

- **Welcome and Introduction of Guests:**

Chairman Poston welcomed the board members, staff, and guests. Ms. Ayla Dyer did roll call for the Board members.

- **Determination of Quorum:** A quorum was not met at the start of the meeting.

- **Financial Report**

Ms. Archer presented the financial report to the board. She began with the current funding status and stated that all funding from PY 2022 has now been expended, with \$292,119 unobligated from PY 2023 funds. Ms. Archer stated that there are currently three special revenue grants for this

program year which are being administered. They include the Sector Partnership Grant for the region, which includes Florence, PeeDee and Santee Lynches areas. The other two are an Individual Training grant which is currently providing additional training dollars for the Adult and Dislocated Worker programs, and a small signage grant that was applied toward upgrading and refreshing the signage at all three SC Works centers. Ms. Archer stated that all the DEW required financial requirements are currently being met. However, the Participant Cost Rate is barely over the minimum requirement due to the state not allowing the use of special grant funds to be factored into the participant cost calculation; normally it would be much higher. Ms. Archer then reviewed performance trends for the year. The DW expenditure rate is currently at 58%, however DW funds are currently being transferred over to the Adult program, as enrollments in the DW program remains low. Ms. Archer concluded her report by reviewing the workforce centers' budget. She stated that 60% of the budget has been spent, 11% has been collected from partners' cost-sharing, which leaves approximately 44% of the budget being expended.

- **Quorum Revisited**

A quorum was reached while Ms. Archer presented her Finance Report. Ms. Ayla Dyer took roll again to confirm. Mr. Poston called a motion for the approval of March 19, 2024, meeting minutes. Mr. Roberts made a motion to approve, and Mr. Abernathy seconded. The motion passed unanimously with no changes or additions to the minutes.

- **Performance Report**

Ms. Amy Ross presented the performance report. Ms. Ross stated that a total of 235 Adult, 10 Dislocated Workers, and 74 youth were served between July 1, 2023, and April 30, 2024. She presented program enrollment numbers for each month through the end of April resulting in 179 Adult, 6 Dislocated Worker, and 33 Youth enrollments. Ms. Ross presented the traffic totals for each center, Conway had a total of 11,543 visitors, Georgetown had a total of 1,529 visitors and Kingstree had a total of 3371 visitors. She concluded her report showing current performance measures required by the state. Performance measures are being met except for the youth Credential Rate measure. Staff are currently working to improve this measure.

- **Contractor Program Update**

Ms. Sherman shared two success stories. The first story was about William. William had worked in several low paying entry level jobs when he sought the help of the WIOA program, William was able to graduate from Horry-Georgetown Technical College with a certificate in Residential Heating, Ventilation and Air Conditioning. He was successful in finding employment with Carolina Custom Air, thus ending his need for entry level jobs. The second story was about a young man named Tyler. Tyler began the program as an Out of School Youth. Through the program, Tyler was able to obtain his CDL Class A license. Tyler accepted employment with Halprens Seafood and Steak in Charlotte, NC where he is now earning \$50,000 a year as a delivery driver.

- **One Stop Operator Update**

Mr. Gurley began his update by stating that all three centers are open for business as normal with no restrictions. He stated that all three centers received new signage and door decals the first week

of May as part of the state grant. Mr. Gurley informed the board that during the second week of May, an Active Shooter Response training was held in the Conway center. The training was conducted by Horry County PD and Victoria Parker. Over 30 staff and partner staff attended. Mr. Gurley shared that the Waccamaw Region is scheduled for its Equal Opportunity Monitoring the last week of May. This year's monitoring will take place at the SC Works in Kingstree. He concluded his report by informing the board that SCDEW will be hosting three different training courses in June. These trainings will be open to SC Works / Ross Staff.

- **CEDS Update**

Mr. Rusty Gaskins provided the CEDS update for the board. He reminded the board that CEDS stands for Comprehensive Economic Development Strategy. This is a regional plan and helps bring in a lot of funding to our region. It is important to review this plan each year. This is currently year two of a five-year plan. Mr. Gaskins also reminded the board that they serve as the CEDS committee and will be seeking the board's input.

- **ETP Policy Approval**

This addition to code of conduct standards. Mr. Poston called for a motion to approve the addition to the policy. Mr. Abernathy made a motion to approve, Ms. Kimball seconded the motion. The motion passed unanimously. Ms. Dyer stated that the new policy will go into effect July 1, 2024.

- **Contractual Renewal with Ross**

Ms. Dyer presented the approval to renew Ross' contract for another 12-month period.

Mr. Poston called for a motion to approve the contract renewal. Mr. Denz made a motion to approve, Mr. Dozier seconded the motion. The motion passed unanimously.

- **WIOA Update**

Ms. Ayla Dyer provided the WIOA update for the board. She started by informing the board that the State Workforce Development Board will be sending out a survey to local board members. Ms. Dyer is not sure what the survey will contain, but she asked the board if it were appropriate, to please mention some items of concern. One item of concern is to suggest bringing the program back in house. The second is to suggest that extra funding sources be distributed at the beginning of the year with direct funding.

Being no further business, the meeting was adjourned at 10:06 a.m.

Respectfully submitted,

Henry Poston  
WWDB Chair



# WACCAMAW WDB

## *Board Reports*







**WACCAMAW**  
R E G I O N A L  
COUNCIL OF GOVERNMENTS

**ONE REGION MOVING FORWARD TOGETHER**

# Workforce Development Board WIOA Performance Report

July 16, 2024

Amy Ross  
Performance & Compliance Manager

[aross@wrcog.org](mailto:aross@wrcog.org)

Served July 1, 2023 –June 30, 2024

Customer Group	Carry Overs	New Enrollments	Total Served
Adult	56	204	260
DW	4	8	12
Youth	41	42	83

## PY 23 Enrollments by Month

ADULT													
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD Actual
Enrollments for PY23	15	37	15	19	9	11	18	23	17	15	9	16	204

DISLOCATED WORKERS													
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD Actual
Enrollments for PY23	1	1	0	0	0	0	2	0	2	0	2	0	8

YOUTH													
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD Actual
Enrollments for PY23	5	5	4	0	1	1	5	3	5	4	4	5	42

# Center Traffic Totals for PY 23

## Conway

	WP (ES)	VETS	TAA	UI	WIOA	Total Visitors
July	254	82	0	500	197	954
August	240	86	0	438	259	1023
September	268	71	0	441	177	886
October	370	113	0	581	189	1141
November	518	189	0	714	158	1390
December	437	139	0	685	153	1275
January	560	149	0	743	232	1535
February	500	148	0	556	210	1266
March	386	92	0	474	183	1043
April	384	72	0	471	175	1030
May	270	81	0	592	175	1037
June	273	69	0	473	160	906
<b>TOTAL</b>	<b>4,460</b>	<b>1,291</b>	<b>0</b>	<b>6,568</b>	<b>2,268</b>	<b>13,486</b>

## Georgetown

	WP (ES)	VETS	TAA	UI	WIOA	Total Visitors
July	106	8	0	25	69	200
August	72	10	0	35	90	207
September	88	2	0	21	53	164
October	76	3	0	35	53	164
November	59	1	0	23	27	109
December	52	1	0	19	27	98
January	70	1	0	25	48	143
February	54	0	0	32	43	129
March	55	2	0	43	47	145
April	90	6	0	31	49	170
May	80	2	0	38	63	181
June	47	2	0	80	57	184
<b>TOTAL</b>	<b>849</b>	<b>38</b>	<b>0</b>	<b>407</b>	<b>626</b>	<b>1,894</b>

## Kingstree

	WP (ES)	VETS	TAA	UI	WIOA	Total Visitors
July	122	9	0	25	101	345
August	128	13	0	79	142	362
September	140	14	0	70	76	300
October	104	15	0	103	78	288
November	134	18	0	121	50	305
December	151	6	0	107	33	291
January	178	14	0	125	95	398
February	145	9	0	134	93	372
March	156	19	0	105	103	364
April	110	11	0	133	103	346
May	118	9	0	115	80	313
June	95	11	0	119	106	320
<b>TOTAL</b>	<b>1,581</b>	<b>148</b>	<b>0</b>	<b>1,236</b>	<b>1,060</b>	<b>4,004</b>





# Comprehensive Economic Development Strategy

2023-2027

- Guides economic growth, prosperity & resiliency for the region
- Strategies focus on:
  - Job creation
  - Diversified economies
  - Quality of life
  - Economic stakeholders (private/public sectors)
- Guided by CEDS committee
- Updated annually & rewritten every 5 years
- Required to qualify for any EDA assistance in public works, economic adjustments, & other planning programs

## Why is CEDS important to the Waccamaw Region?

CEDS planning has enabled our region to receive millions of dollars from EDA over the years!

### Recent EDA awards to our region:

- City of Conway awarded over **\$6 million** in 2021 (wastewater project)
- Murrells Inlet area awarded over **\$1.4 million** in 2021 (wastewater project)
- Georgetown County awarded over **\$3.4 million** in 2021 (stormwater improvement)
- City of Georgetown awarded over **\$3.3 million** in 2021 (stormwater improvement)
- City of Georgetown awarded over **\$3.4 million** in 2022 (water treatment plant improvement)





**Let's talk about CEDS!**

- Regional Summary
- County Economic Profiles
- SWOT Summary
- Action Plan
- Economic Resilience





## Goals

### **Goal 1**

#### **Talent & Education:**

Develop, grow, and support a diverse population of skilled workers for current and future industry needs.

### **Goal 2**

#### **Innovation & Economic Development:**

Improve coordination of community/economic stakeholders, while creating recruitment and retention strategies for new, existing, and diverse industry sectors.

### **Goal 3**

#### **Infrastructure, Growth, & Resilience:**

Establish infrastructure plans which will enhance economic development while planning for future growth and development throughout the region.

## Why is CEDS important to the Waccamaw Region?

### Goal 4

#### Business Climate & Competitiveness:

Provide a diverse and competitive business climate with equitable financial and educational resources for new and expanding business owners/entrepreneurs.

### Goal 5

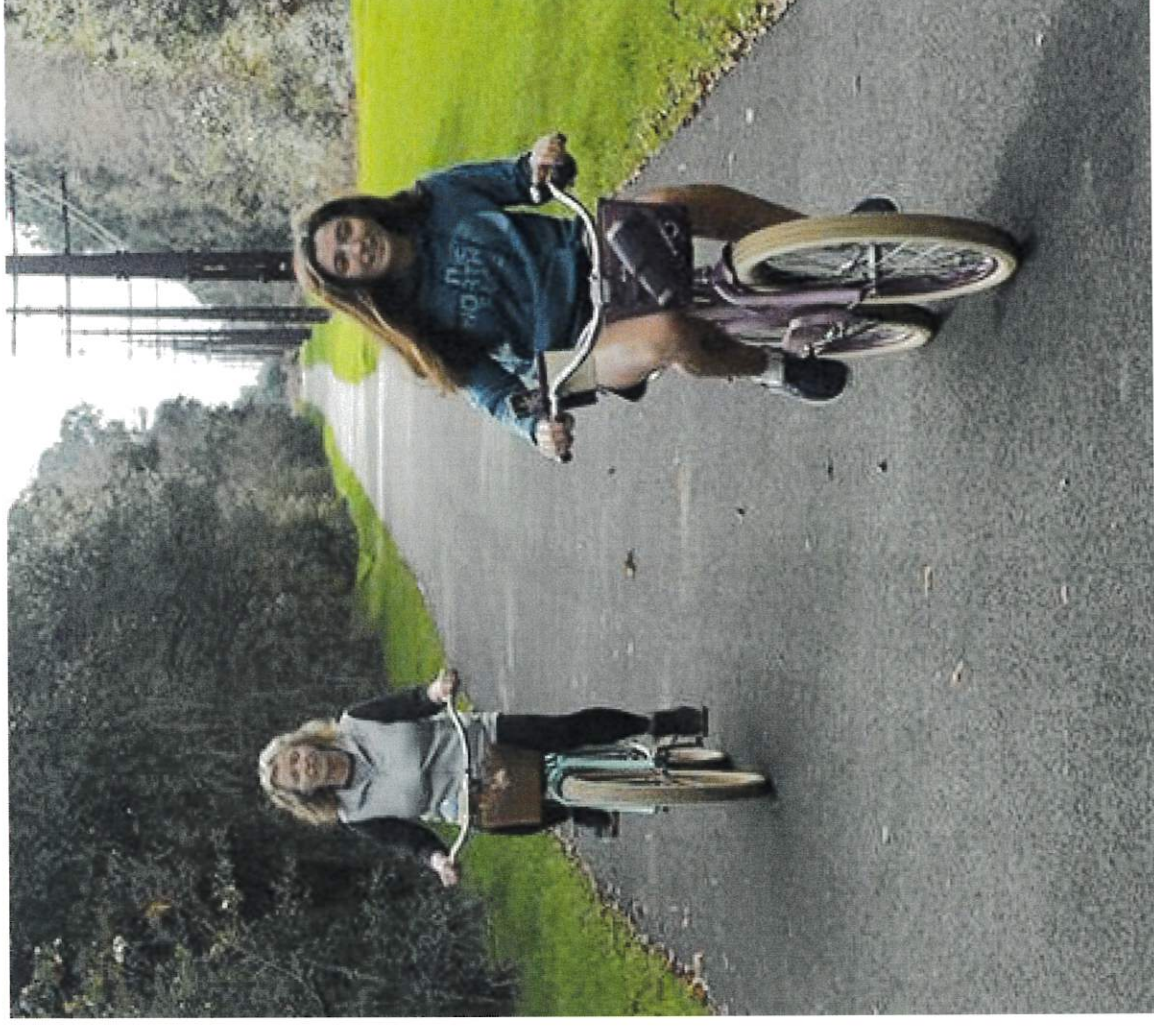
#### Civic & Governmental Infrastructure:

Encourage civic participation and inclusion on local decision-making and planning, creating transparency and trust between government and citizens.

### Goal 6

#### Environment & Quality of Life:

Maintain a region which is attractive to residents and visitors, offering a mix of housing options, healthcare, and additional services which enhance the local environment.



# Questions?

**Rusty Gaskins**  
**Business & Economic Services Manager**  
**Waccamaw Regional Council of Governments**  
**[Rgaskins@wrcog.org](mailto:Rgaskins@wrcog.org)**

