

## St. Charles County Workforce Development Board

### Manufacturing Task Force Mission Statement:

*Mission Statement: The St. Charles County Manufacturing Task Force, a sub-committee of the St. Charles County Workforce Development Board, is focused on promoting the manufacturing sector and manufacturing careers in our area, fostering alignment between technical training providers and the real-world needs of local businesses, and bringing together leaders from manufacturing, education and the community for open communication and strong partnership.*

**Committee:** Manufacturing Task Force (August 23, 2023)

#### Attending Manufacturing Taskforce

**WDB Members:** Michael Hurlbert, Amanda Sizemore and Scott Tate

#### Attending

##### Manufacturing Task Force Members:

Pat Brown, Fort Zumwalt School District  
Patty Brown, City of O'Fallon  
Scott Drachnik – EDC of St. Charles County  
Debbie Gavin – National Cart  
John Polihan – Component Bar  
Julie Powers, City of St. Peters  
Lindsay Reavey, O'Fallon Chamber of Commerce  
Jeremy Sutton – BCI Skills Center  
Ben Motil - City of Wentzville  
Dan Sutton - SAK Construction

**Staff:** Jenny Warren

#### 1. Welcome/Comments

Michael Hurlbert welcomed everyone and thanked them for attending. Introductions were made and a Happy Birthday cookie was shared in honor of Scott Drachnik. Special thanks to Scott Drachnik with the EDC of St. Charles County for providing lunch.

#### 2. Approve Task Force Meeting Minutes from May 24, 2023

The minutes from the May 24, 2023, meeting were reviewed. Scott Drachnik made a motion to accept the minutes. Julie Powers seconded the motion, and all were in favor. Minutes approved.

#### 3. Update on Draft Marketing Plan - Lindsay Reavey - O'Fallon Chamber of Commerce

Rebranding Plan is underway and is still in draft form. Social media plan is scheduled to be implemented for the upcoming Manufacturing Day. More information will be forthcoming at the next Manufacturing Task Force meeting.

- Rebranding Initiatives include:
  - Working on combining old website with the new one
  - Short Video with the City is in the works
  - Exploring more communication ideas with parents to encourage technical school choices; focus will still be on the youth, but trying to persuade parents about the benefits of this career path

#### **4. Manufacturing Day Update - Lindsay Reavey**

- This year's Manufacturing Day will focus on tours and a panel; no expo this year
- Scott Drachnik will be the moderator; 2 panel members have been confirmed so far
- Discussion on expanding Manufacturing Day to several days during the week, throughout the month of October or possibly year-round

#### **5. Update on CAPS Project**

Jenny shared Lori Myer's notes: Contact with Dan Tripp has been made. The challenge with marketing manufacturing careers to youth will be pitched to 2 classes in early October. Associates will then work in groups and will present their ideas later in October. Lori will be seeking volunteers to help with this project.

#### **6. New Intern and Apprentice Recruitment Act update**

Scott and Jenny provided updates:

- The program will begin 01/01/2024 for the 2024 tax year.
- Credit will be \$1,500 for each intern/apprentice being paid at more than the State wage; maximum amount is \$9,000 per year.

#### **7. Local Workforce & Economic Development Update**

Jenny gave an update on the latest local unemployment numbers for June 2023. Michael provided an update on St. Charles County permits for 2023 through July YTD.

Scott gave a handout for St. Charles County Talent Pipelines and Resources

#### **8. State of St. Louis Workforce Report -**

Scott and Jenny gave a re-cap of the State of St. Louis Workforce Report and the Report to the Region. Both documents can be found at: [stlcc.edu/STLworkforce](http://stlcc.edu/STLworkforce)

**9. Next Meeting Date:** The next meeting is tentatively scheduled for November 16, 2023, at 12:00 p.m.

**10. Adjournment:** A motion was made to adjourn, it was seconded. All were in favor.