



TUMMA Board Meeting MINUTES

Thursday, September 10, 2020 | 3:15pm—4:30pm | ZOOM meeting due to COVID-19

Attendees: Jeff Kroes (PTM), John Belmonte (Mitotec), Pat Rezin (USEMCO),
Matt Simpson (Trane), Monica Redmond (City Brewing),
Mark Glendenning (INLAND), Ed Johnson (NECAL), Chris Wehrle (Duratech),
Dave Banifas (Mississippi River Planning Commission), Erik Sjolander (WKBT),
Sam Bachmeier (LADCO), Kevin Ruetten (WDB/Western Tech College)

AGENDA ITEMS

Call meeting to order Matt Simpson

Matt called meeting to order at 3:18pm

Review and Approval of past meetings: No meeting in August 2020 Matt Simpson

No August minutes to approve as the meeting was cancelled

Treasurer's Report Jeff Kroes

Jeff reported the financial report; as well as the 2020 budget report

5-\$500 scholarships will be paid soon to Western Technical College for the five recipients

1st: Ed Johnson; 2nd Mark Glendenning; unanimous approved.

K-12 Task Force Update John Belmonte

John reported that three members of NEWMA attended the K12 Taskforce meeting to share their success stories and some of the same COVID 19 challenges. Discussed the YA programs great growth and how they overcame some of the barriers of 16 and 17 year olds in the manufacturing settings. 28 people attended the K12 Taskforce meeting virtually. John will continue new ideas to engage students, educators, and parents; Including the NEWMA "earn and learn" model.

Executive Director Report Kevin Ruetten

Kevin reported some frustration with trying to get the TUMMA web site redesigned. Mark Glendenning said he would reach out to a web site/marketing company for assistance. Erik from WKBT also suggested their marketing entity as an option. Kevin will follow up with both. Workforce Development Board conducted Drive Thru Job Fairs in La Crosse and Tomah with many manufacturers promoting job openings. Kevin continues to be involved with local steering committees for YA and other K12 programs. Kevin as of July 1, 2020 is also leading the Rapid Response efforts for dislocated workers. Kevin will also follow up on developing a marketing taskforce.

Old Business

Matt Simpson

TUMMA proposed Mission Statement finalized

Matt “Thanked” all board members for their input on the mission and vision statements. Encouraged all to begin using them in conversations when talking about TUMMA during recruitment efforts.

TUMMA Vision Statement: “Connecting the Employees of Tomorrow with the Manufacturers of Today”

TUMMA Mission Statement: “TUMMA’s mission is to build a strong manufacturing workforce of the future by uniting manufacturers, educators, and students.”

New Business

Matt Simpson

CESA 4 Regional Manufacturing Career Pathway grant update

Kevin reported that this pathway will unify regional schools in the coursework when planning students career planning to go into a manufacturing career. CESA 4 will be asking manufacturers to come to the table as this grant moves forward. Kevin will communicate when these meetings will take place in the near future.

Youth Apprenticeship locations needed this school year “Hands on”

Kevin reported that there is a big push for YA programs as maybe the only way for high school students to get hands-on work due to the COVID-19 restrictions. Manufacturers are becoming more open to the 16 and 17 year old students in all manufacturing careers: technology, accounting, marketing, welding, sales, inventory, etc...

TUMMA recruitment and board members discussion

Zoom meetings may be a great tool to grow membership even after COVID restrictions are lifted. SE Minnesota is an area of opportunity with Chad Dull from SE Tech and Kevin’s WDB work in that area. Matt discussed now working on the “Brand” of TUMMA; why TUMMA? Ed Johnson discussed coming up with a Value Statement and offered “Synergy and Connections” Matt asked what is unique to TUMMA? Need to come up with value proposition at next meeting. Recruitment has to start at grass roots level with each board member working with Kevin to call five new potential or old members that have left and ask “Why they aren’t with TUMMA any more or why haven’t they joined?”

Marketing Taskforce discussion

Web site value proposition and marketing of manufacturing careers needs to be addressed Ed Johnson, Mark Glendenning, Sam Bachmeier, Erik Sjolander volunteered to assist Kevin in developing this taskforce with first priority of the web site. Kevin will meet with web site companies and report back next month.

IT Taskforce discussion

Kevin and Mark discussed the incubation of an IT group similar to TUMMA that we could somehow tie into TUMMA to start the process. Maybe a taskforce under TUMMA?

Mark stated the Workforce Development Board would like to get an IT group off the group and TUMMA may be a good mentor. Monica stated that an IT professional group is needed in the region. IT and manufacturing are becoming more and more closely related.

Members of the board stated concern how an IT works into a TUMMA mission statement?

Agreed TUMMA will assist in bringing the IT group together by sharing the meeting information with their IT staff; but TUMMA would stay at a distance for now.

Meeting Adjourned: 4:37pm 1st Mark Glendenning; 2nd Pat Rezin

Open Discussion/Networking

Closed Session if required – Closed session – In accordance with Section 1, Subchapter IV of Chapter 19.85(1) (b) of the State Statute on open meetings, the Committee will enter into closed session to discuss:

Next Meeting will be Thursday 8, 2020 -- Meeting location to be determined

2020 meeting months: Meetings are on the second Thursday of February, [April](#), June, August, September, [October](#), [December](#). All meetings are open to general membership to observe and participate, most will have a board member only portion at the conclusion. Highlighted months are specific to general membership at this point.