

Arlington Economic Development Commission
1100 N Glebe Rd, #1500,
Arlington, VA 22201

Business Meeting Minutes
Tuesday, December 10, 2019

<u>Member Name</u>	<u>Present</u>	<u>Absent</u>
Bates, Kate	X	
Blenkle, Andy	X	
Caiazzo, Jill	X	
Denning, Tim	X	
DePalma, Lindsey	X	
Drzewiecki, Brian		X
Dunn, Bill	X	
Jensen, Tom	X	
Kumar, Neal	X	
Merlene, Nicole	X	
Ninassi, Carlo	X	
Pedowitz, Scott	X	
Poli, Frank	X	
Saint Juste, Guy	X	
Sampaio, Flavia		X
Schoenfeld, Mary Margaret		X
Singh, JJ	X	
Sisk, Avril Ussery	X	
Walsh, William	X	

1. WELCOME AND CALL TO ORDER

The regular meeting of the Arlington Economic Development Commission was called to order by Chair Poli at 8:03 AM.

2. APPROVAL OF MINUTES

Motion made by Commissioner Caiazzo and seconded by Commissioner Blenkle to approve the minutes of the November 12, 2019 meeting. Motion carried unanimously.

3. CHAIR'S REPORT

- Chair Poli announced that the primary focus of the EDC in 2020 will be small business and reported that Lyndsey DePalma will lead the effort. Avril Sisk will serve as EDC Vice Chair.

4. DIRECTOR'S REPORT

- Interim Director, Alex Iams reported that he accepted a position as Executive Vice President of Fairfax County Economic Development Authority.
- He also reported the County Board is holding a worksession on the Columbia Pike Market Study and suggested that because of the many small businesses along the Pike, the EDC may want to become familiar with that work.

5. INFORMATION AND DISCUSSION ITEMS

- **Conversation with County Board Member and EDC Liaison Libby Garvey** -- Ms. Garvey discussed regionalism, small businesses, workforce issues among other topics.
- **Moving the Needle: 5 Strategies that Address Workforce Needs in Arlington** – Workforce Task Force Chair Sisk presented the work of the Task Force (see Attachment 1) and led a discussion about critical workforce issues. Chair Poli asked that the Task Force come back to the Commission later this winter with its top 3 proposed action steps.

4. WORKING GROUP UPDATES:

- 4MRV Arts & Industry District Study – No Report.

5. OLD BUSINESS

- None.

6. NEW BUSINESS

- None.

7. ADJOURNMENT

The meeting was adjourned at 9:39 AM.

The next meeting of the Economic Development Commission will be held 7:45 AM, January 14, 2020. A recording of the meeting may be heard by contacting the AED offices.

Moving the Needle:

5 strategies that address workforce needs in Arlington

WORKFORCE TASK FORCE REPORT
TO THE
ECONOMIC DEVELOPMENT COMMISSION
DECEMBER 10, 2019

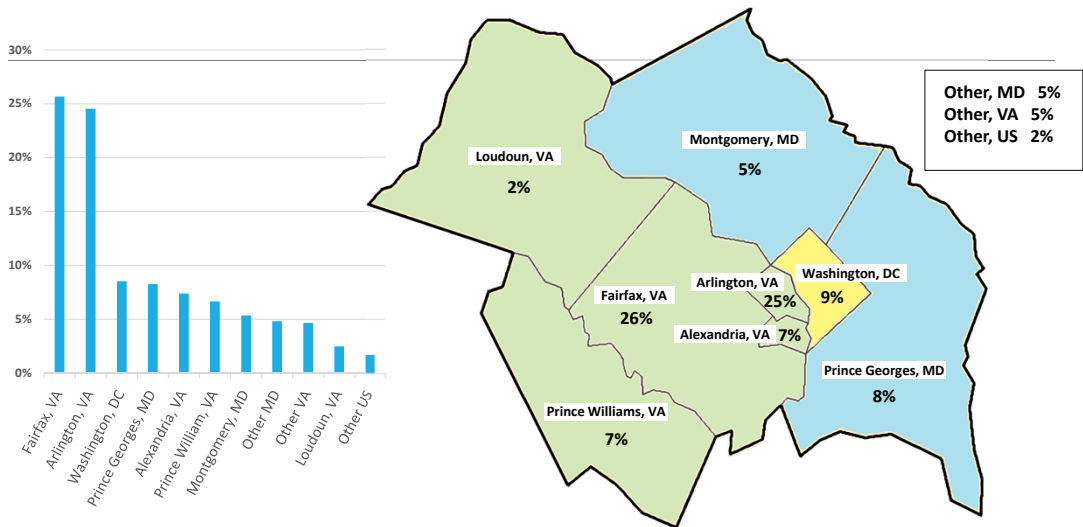
Focus on Initiatives that:

1. Meet existing and future workforce demand
2. Support Arlington's businesses and workers
3. Enhance Arlington's reputation as an attractive place to work
4. Broaden and increase Arlington's tax base
5. Can be facilitated by the County Board

Key Concepts

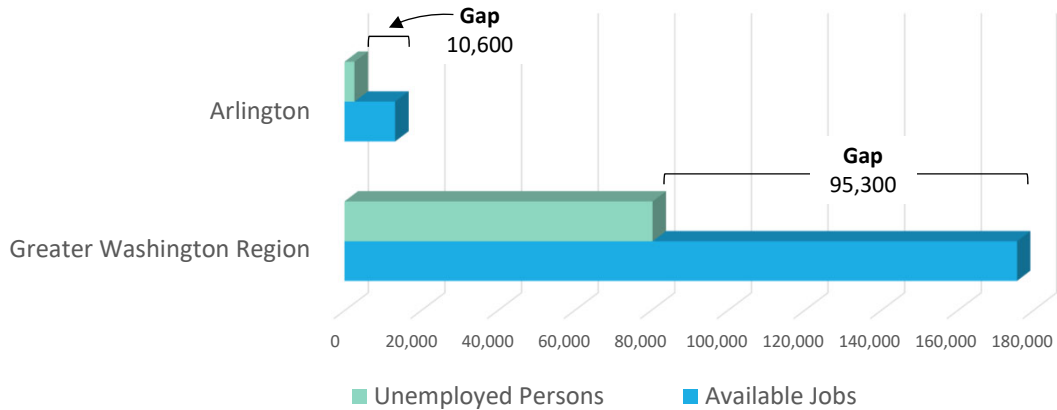
- ✓ Workforce vs Labor Force
- ✓ Real-Time vs Pipeline
- ✓ Job Openings vs Available Workers
- ✓ Middle-skilled Jobs vs Degree Inflation
- ✓ Hard Skills vs Soft Skills
- ✓ Collaboration vs Competition

Residence of Current Arlington Workforce



Source: ACS, 2015

Job Openings



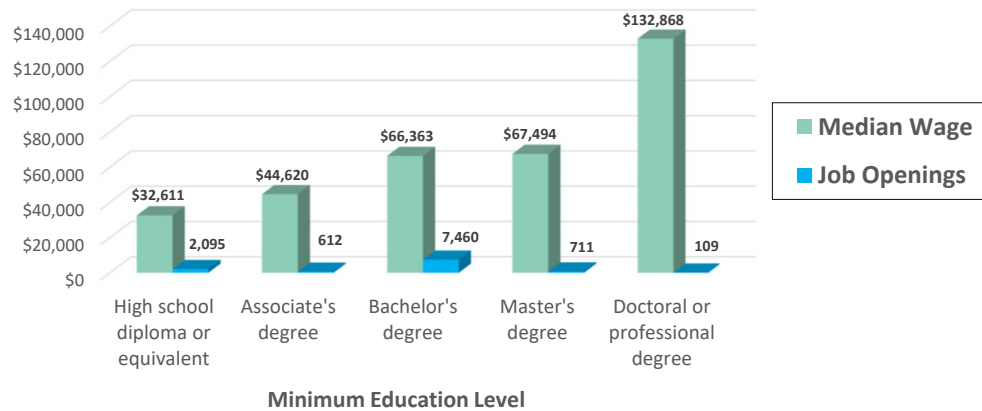
Source: Jobs EQ, July 2019

Arlington Employers with > 100 Job Openings



Source: Jobs EQ, July 2019

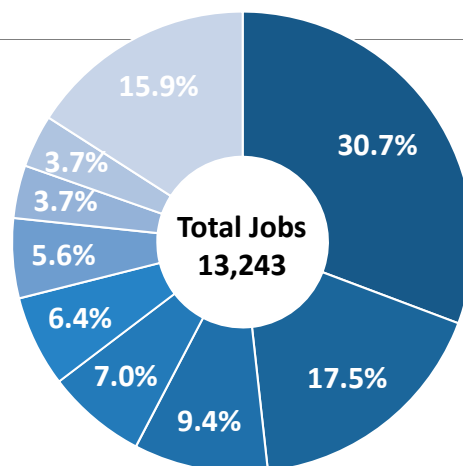
Job Openings by Education Levels



Source: Jobs EQ, July 2019

Job Openings by Occupation

- Computer and Mathematical (4,069)
- Business and Financial (2,314)
- Management (1,250)
- Sales and Related (931)
- Office and Administrative Support (854)
- Food Preparation and Serving Related (743)



Source: Jobs EQ, July 2019

I. Source and Recruit Workforce

- 1. Provide resources to AED for a formal talent recruitment program**
 - Recruit from high cost of living locales
 - Look to HQ2 runner-up cities as initial prospects
 - Promote the dynamic life-style options of this region
- 2. Implement a targeted college/university recruitment strategy**
 - Highlight equity and inclusion as a hallmark of businesses and community in this area
- 3. Assist small businesses with their specific talent recruitment and retention needs**

II. Tune Up Arlington's Labor Force

- 1. Invest in Arlington's existing residents by providing access to workforce initiatives, educational opportunities, certification programs and badging**
 - Establish and promote labor force initiatives that improve soft skills
- 2. Foster specific pathways including "on- and off-ramps" that result in industry credentials**
 - For individuals entering or returning to the workforce, including working parents, veterans, formerly incarcerated
- 3. Emphasize "new collar" curricula in Arlington Public Schools and promote to the community**

III. Promote Regional Solutions

- 1. Encourage the idea “live where you want, but you’ll want to work in Arlington”**
 - Continue to support regional transportation solutions for commuters and housing affordability initiatives
- 2. Support mutual recognition of course credits between Virginia high schools and colleges**
 - Align curricula of relevant high school courses with college requirements
 - Enable dual enrollment certifications of high school teachers
- 3. Work with Northern Virginia Economic Development Alliance on marketing and branding opportunities**

IV. Influence Stakeholders

- 1. Galvanize Arlington businesses to increase opportunities for work experiences**
 - Connect businesses with education institutions and workforce development organizations for internships, apprenticeships, etc.
- 2. Encourage businesses to rethink the requirement of a 4-year degree for middle-skilled positions**
- 3. Inspire businesses to adopt corporate social responsibility practices to attract workers and improve the community**
- 4. Challenge the perception that new businesses and greater density in selective areas will diminish quality of life in Arlington**

V. Get Ready For The Future

- 1. Recognize that Arlington's future prosperity relies on available and qualified workforce to meet the demands of its businesses**
 - Understand that more and more careers will be serial
- 2. Stay abreast of AI and other innovations that will impact workforce trends**
 - Adopt a broader perspective of the spectrum of work life
- 3. Charge Arlington Public Schools to continually evolve their curriculum to meet emerging workforce needs**
 - Build collaboration with the business community to identify relevant credentials and make them quickly available