



Task Force January 18, 2012

Topic: Access to Workers and Training Providers

- Most of workforce doesn't live in BP. Skilled labor lives outside BP and unskilled live in BP.
- No staff live in BP – 3 grew up here but moved elsewhere
- Inconsistent work flow – more today – requires more adjustment to workforce so using temporary labor
- 50% of employees come from BP – many retired people working part time. Good for employee stability.
- Active involvement with local colleges and BP businesses (internships) – we have internships but NO local applicants from BP colleges
- Would like to engage students to be in industry – need better connection to the colleges in BP
- Connect to high school to get interns
- Fill gap – internships are not linked to local colleges
- Businesses not investing in workforce development, investing in quality of service
- Recruiting quality of individuals
- Quality of staff is a challenge; businesses trying to capture a (socioeconomically) diverse customer base.
- Quality workforce/hard workers – students need to acquire more soft skills before graduation
- Study on where population of BP works – campaign “work where you live”
- Difficult to get skilled employees – working with colleges/help students realize local opportunities
- Coordinating workforce development
- North of 85th avenue the transit possibilities/options are much more limited than south of 85th. Bus line is the key to workforce.
- Trained employees – working with colleges to get more skilled workers (example: plastic molders)
- Quality high school – people do business in BP should live in BP

Topic: Embracing Diversity in Brooklyn Park

- For a retail outlet the socio-economic divide creates marketing business challenge.
- Diversity is great, but reduce crime and get more workforce housing (rather than low-income).
- Make diversity more positive for BP
- Diversity is a challenge but also opportunity – example Vietnamese decision-makers are non-English speakers. Requires ads in Vietnamese and someone who can speak on staff to answer phones
- Theme is to embrace diversity (ethnic, socio-economic and racial) and make it our strength
- Diversity in housing, business – how to best represent all of the balance of the population so all can participate in a healing way to the community
- Minority business – knowledge of this process (Business Forward) – how do you get them involved and present?
- Methods to incorporate diversity into a positive part of the city
- Diversity – “a blessing and a mystery”
- We celebrate diversity – but there is a disconnect of neighbors and community