



Louisville Metro Government

Action Summary - Tentative

Equity, Community Affairs, Housing, Health and Education Committee

Chair Barbara Shanklin (D-2)

Vice Chair Stuart Benson (R-20)

Committee Member Tammy Hawkins (D-1)

Committee Member Jecorey Arthur (D-4)

Committee Member Andrew Owen (D-9)

Committee Member Dan Seum, Jr. (R-13)

Committee Member Marilyn Parker (R-18)

Committee Member Betsy Ruhe (D-21)

May 24, 2023

1:30 PM

Council Chambers/Virtual

THIS MEETING IS BEING HELD VIA VIDEO TELECONFERENCE

Call to Order

Vice Chair Benson called the meeting to order at 1:32 p.m.

Roll Call

Vice Chair Benson introduced the committee members present. A quorum was established.

*NOTE: All committee members present attended in Chambers, except for Chair Shanklin and Committee Member Parker, who attended virtually.

Present: 7 – Committee Member Tammy Hawkins (D-1), Chair Barbara Shanklin (D-2), Committee Member Jecorey Arthur (D-4), Committee Member Dan Seum, Jr. (R-13), Committee Member Marilyn Parker (R-18), Vice Chair Stuart Benson (R-20) and Committee Member Betsy Ruhe (D-21).

Excused 1 – Committee Member Andrew Owen (D-9).

Support Staff

Jason Fowler, Jefferson County Attorney's Office

Clerk(s)

Marissa Brown, Assistant Clerk
Sonya Harward, Clerk

Special Discussion

[See the “Unedited Captioning Transcript of the Equity, Community Affairs, Housing, Health and Education Committee Meeting – May 24, 2023” attached hereto for additional information regarding discussion of each item.]

1. **DISC ID 23-0013** GOODWILL INDUSTRIES OF KENTUCKY:
DeVone Holt, Goodwill

DeVone Holt, Goodwill Industries, gave a presentation (see attached).

The following also spoke to this item:

- Committee Member Arthur
- Vice Chair Benson
- Committee Member Hawkins
- Committee Member Seum
- Committee Member Ruhe

Adjournment

Without objection, Vice Chair Benson adjourned the meeting at 2:35 p.m.

**Unedited Captioning Transcript of Equity, Community
Affairs, Housing, Health and Education Committee Meeting -
May 24, 2023**

This is is the meaning of, uh, equity community affairs, housing,
health and education committee.

I am Mr Benson chairwoman Barbra Shanklin has got to excuse absent.

We got, uh, uh, and science junior, and we got, uh.

But you rule, um, that's us, right? And.

What we're on the up here.

Oh, I'm looking for the screen. We are there is also with us. Uh.

Oh, wow. Did she she wrote in.

Okay, all right today we're having a, uh, special discussion with
the goodwill industry is Kentucky.

Uh, Ivonne Holt is is that right? Yes, sir. Um.

I think you got a nice presentation for us and.

Well, I guess we're excited I hope you are. I know you all do a
good job, so I'm Thank you looking forward here. I appreciate that.
Thank you very much. You're welcome. All right, sir. Okay.

Well, uh, again, my name is on hold I am the chief external affairs
officer at Google industries of Kentucky and today I'm.

Here to talk about a significant investment that will is making in
this community to advance our mission,

but also we anticipate will be a tremendous asset and contributing
to the improvement of a community. That's been long.

Underserved in this community, but before I get too far is this is
this on do I need to do anything different to.

Oh, okay. I'm looking at this screen, but it's, it's it's there.
I'm sorry very good. My apologies. So, um.

There we go, so before I shared, um, specifically what we're doing here in lieu, I think it's always important to help people understand.

Good will and how we operate what we do, and how we show up here in the state of Kentucky. Um, in the state of Kentucky, our goodwill is 100. hundred

Years old in 2023. in October. We'll celebrate 100 years in this state. Um, and we are 1 of 156 independently autonomously operated good wheels in North America and Canada.

So, um, we operate in 100. america and canada so um we operate in one hundred

And 3 of kentucky's 120 counties, which means, we're 1 of the, we have 1 of the larger footprints of those 155 other good wheels in North America and Canada, and means that we cover a lot of territory in the state of Kentucky.

We are headquarters here in our headquarters is. are headquarters here in our headquarters is

Uh, for now, on 4th Street, it will be moving to West local soon. So I want to make sure that I explain that.

But right now we're in an old level across the street from Central Park on 4th Street, and, um, our goodwill here in Kentucky, we operate 68 retail stores. 67 of them are bricks and mortars. and mortars

And we have 1 online retail store that serves, uh, most of the commonwealth. And with that, we employ about 2000 people.

Who, in most cases function in our retail, um, functioning goodwill, which is how most people have come to know goodwill. Um, but.

I want to make sure that I explain how good will operate. Because again, most people have become familiar with goodwill based on our retail stores.

My hope is that all of you, at least in 1 way, or another is has made a donation to goodwill and if you've done that, you've supported our mission. And I'd like to tell people that we operate with a social.

Surprise that is unrivalled in America suggesting that many of you who donate your use blue jeans or other goods to goodwill. We take those use goods.

Put them in our retail store, will people thrift shop and when they buy those use goods, we take those proceeds to invest in our mission,

which is different than a lot of other nonprofits that have to invest in heavy fund raising activity to support their mission goodwill. Primarily, it's funded its mission is funded.

Through the, uh, donations and sales and our 6,768 retail stores.

Now, what is our mission? So if we're raising that money, you're donating your goods to goodwill.

It has to be for purpose and we are mission driven nonprofit organization with a mission that I like to simplify, by simply saying that we are committed in Kentucky, which is different in some cases than other good wills around the nation.

Not all of us have the same mission. Not all of us have the same priorities as an organization.

But in Kentucky, our mission is to serve the hardest to serve job seekers in the market, and help them get good quality,

reliable employment opportunities that allow them to live self sufficient lifestyles to stand on their own 2 feet. And these are not people I want to be really clear who lost the job.

Need to polish up their resume to get back to work. These are people who have disabilities, addiction, histories, justice, justice, involved backgrounds. They don't have much work experience. Transportation challenges are reality for them.

Childcare challenges, housing insecure. These are the hardest to serve job seekers and.

Our job is to move them from that hard to serve place to a quality stable employment opportunity where they don't need government subsidies. They don't need nonprofit subsidies.

They stand on their own 2 feet and support themselves and their families and become positive contributors to their community. And we do that over and over again.

Uh, in positive ways every year. Um, and.

There we go, so how do we serve those men and women? Well, in order to get that population.

From that place, I mentioned to you where the hardest to serve to a place where they're independent employed individuals, making positive contributions to the community and goodwill.

We have to remove a lot of barriers to get to them to that point. I tell people quite frankly. We are in, but what I call the barrier.

Approval business at goodwill for these for these individuals that we serve.

And if we want to get them into good quality employment opportunities, we have to look at the things that are preventing them from getting there like, for instance, good quality, reliable transportation and goodwill.

We have a program called cars to work where we make good quality, reliable transportation available.

Thank you make good quality, reliable transportation available to men and women who are trying to get to jobs that they can't sustain without a car. We have a program called rise, reintegrated, individual successfully every day.

It's a re, entry program, because we're learning that most of the people who are showing up to utilize.

Programs and services are coming to us after having spent years of incarcerated, and they're coming home, wanting to get reintegrated re, assimilated into society.

And we have a program that is committed to help them do that through a number of different workforce development programs. A number of different, uh, digital.

Computer literacy, financial literacy programs, we teach them how to shop and eat healthy food. We do a whole host of things to help prepare those men and women to function in society. But we also have job placement skills.

1 of the programs that we operate. That is off to an incredible start.

Is another way program that was a brainchild of metro council that goodwill was fortunate enough to operate and that is a program

where we help panhandlers in our community who are out in the street

asking for money. We literally have several vans that goodwill uses to pick those men and women up.

And we connect them to employment opportunities, and we have done that to the tune of well, over 100 individuals. Now, who are plugged into the employment opportunities, who were on the street pan handling, who were living hopelessly.

And we have a team that goes into those homeless camps and connects those men and women to employment opportunity. opportunity

Entities, but not just that we've now dabbled into the housing Pro and the housing programs, because again, 1 of the things that prevents men and women from getting,

and keeping good quality employment opportunities is not having a secure reliable place to lay their head every night. So, now we provide housing for men and women we provide.

An expungement service and program, or goodwill is committed 3Million dollars to provide expungement services for men and women who have records that is that are preventing them from again,

getting good quality employment opportunities. 1 of the other things. Lastly, I'll mention that we do to provide. provide

To remove barriers for men and women who are looking for employment is we recently were given a green light and funding from the state to operate. kentucky's very 1st, high school for adults.

We call it an Excel center set 6,203, Preston highway, and we operate that school in a way that allows. a way that allows

And women, 18 years and older to not get a GED, but a high school diploma. So we operate that as another means to remove barriers to help men and women get.

Good quality reliable, um, employment opportunities. Now, where do we do it? Here's Here's where this this starts to hone in on this conversation we'll have today.

Good was created what we call opportunity centers and these opportunity centers are conveniently located centers that provide many of those programs and services that I just mentioned to you,

but also provide room and space for community partners.

Who also provide social services to operate in tandem with us in those spaces to serve people in the communities that fit this profile in holistic ways.

So, we've just concluded that we do certain things very well, but there's some other community partners who do things very well themselves, and we make room and space for them to operate with us.

And we have 12 of those centers queued up to be in full, fully operational or completed by the end of this year. You'll see here in Bowling, green.

Elizabeth town Lexington Morehead, Paducah pikeville in Somerset and in Louisville we have 4 locations. 1 is what we call the spot. It's a young adult.

A space that operates right now at downtown. We have 1 that recently opened on Preston highway.

Have 1, that's operated for a while on East Broadway and the mothership of those opportunity centers is under construction in West Louisville right now that is 1 that we'll talk more about,

but it is a 125,000 square foot facility. That is. square foot facility that is

Much larger and much more comprehensive than all of the other ones that we make mention. This is just a simple map that shows you where we are and where we operate both our stores and our opportunity centers throughout the commonwealth of Kentucky.

But now, let's move into West Louisville and really what I want to present to you guys today. I felt like what I, what I shared up until now was important for you to get context of why we are making such a big, bold move into West Lubell.

Which you'll see on the screen is a rendering of the campus, the building that we're building on the campus.

In West, global, that's the corner of 28th and Broadway, which you see there 1 of the busiest West, local core doors and, uh, we are well under out on our way into building and constructing this project. So. project so

In March 2023, we erected still to begin this project, but let me tell you a little bit about how it started.

And how we got to this point. So, what you'll see here is that we committed.

With Norton, health care to build out a campus that will include not only good wills 125,000 square foot opportunity center,

but it will also include a 90,000 square foot comprehensive hospital that will be operated by non healthcare and we got to this place because goodwill was. to this place because goodwill was

Well, on its way into building out a plan to build this campus, when Norton reached out as a partner and a collaborator asking, uh, if they could Co locate with us on this campus,

because they had a desire to build a hospital in West couldn't find an ideal location, and saw where we were building our.

And said, let's do something positive together and so on February of 2021, we made a collaborative announcement that we would build. We would make an investment of more than 100Million dollars on the corner of 2018. Broadway. We're goodwill, had already acquired the 20 acre property.

That was once owned by cyber solutions. acre property that was once owned by cyber solutions

2 turns there on that corner and turn that into an opportunity campus and so that's where it is, let me kind of help, you understand,

how we came to the conclusion and determine what we would do on that site in the packets. I gave you is a report on the left hand side.

And in that report, it is, um, the conclusion of a 6 month study that goodwill conducted after we determined that we were going to go and take our services to West Louisville. We, we spent time surveying residents.

Business owners advocates people who work in West.

Asking them several things, what they liked about the area, what they found most challenging, what they believe to be the greatest needs in the area.

What they saw is goodwill as greatest challenge, moving into West Louisville and what what they felt like goodwill needed to do to be a good neighbor. When we moved into Westover, we spent 6 months conducting that survey.

We got thousands of response responses and we took those responses to craft a plan for the services that we would make available on the campus.

So, what you'll see is a clear reflection of what the community said, where the needs and West Louisville, and what goodwill wanted to bring.

Into that space, so part a lot of what you see here is what we've committed to do, I won't read all of these, but you'll see a few things more specifically that I think will address needs in the community.

We've got a business center that's going to be attached to a computer lab that will be made available and accessible to people in the community. We've got community cafeteria.

We're going to make available more people can get good hot meals where they can sit down and eat in West Louisville and ways that they can't right now, in a lot of different ways.

Uh, we know West was a food desert, uh, 1 of the issues that raised up very high as a concern among people who live work and on property in West global was addressing behavior, health issues.

West level, and they ask a good we'll do something about that and we said we are going to commit room and space on this campus for that purpose.

And I'll explain to you how we're going to be doing that 1 of the other things that we're going to be making available on this campus is free dropping childcare services for the people who come to this campus to utilize our programs and services. They don't have to worry about what.

To take their children or what to do with their children if they're utilizing our programs and services and we'll have a number of other things on this campus to serve the community.

For instance, we'll have, um, several spaces available for the community to reserve for events activities. Retreats.

Meetings, so that they can make good use of this space, even if they're not in need of the programs and services that will makes available.

So so this is a comprehensive opportunity center that I will tell you, uh, has no rival in the state of Kentucky quite frankly there's not.

Anything that that, that is comparable to this in this region. We are creating a model that other communities are already reaching out to us asking for the blueprint because they feel like we're on to something in West.

So those are a number of programs and services that we're going to be making available.

But 1 of the things that we realize, when the community said that there were things that needed to be made available and accessible on this campus, was that goodwill provided a number of those things like the job services that the community said they wanted.

But there were a number of things that goodwill didn't do and.

And in order to fill those gaps, we reached out to some partners and ask them if they would Co locate with us on this campus,

meaning hard fixed Co located office space where they will be on site with us operating day in and day out like, goodwill will be in that space, you.

Already know, knowing health care is going to have their full scale hospital operating behind our campus on that same space in a separate facility. But inside of our facility, we've got these partners who are Co locating with this big brothers, big sisters.

They're going to be doing youth mentoring on site and have a satellite office in our campus because most.

The 300, um, young men and women on their waiting list are in Westwood.

They have a wait list of young people who are who are in need of being connected with big brothers, big sisters, and most of them come from West global. So, big brothers, big sisters going to be there to be to do youth mentoring with us. Kentucky.

How it works is going to move their 1 stop career center onto our campus to serve the community.

Many of their workforce needs part community credit union is going to be on site to provide 2nd chance, banking and financial literacy training for people. The University of law is going to be on site to do dental services for people in the community.

Volunteers of America will be there to provide a host of other services, including restored of justice.

Programs on site, legal aid society will be there to provide free legal services to the men and women on our campus. The is going to provide free dropping childcare services on our campus.

And the Kentucky College of Barbara is going to be there to provide, not only free barbering services grooming.

Services to men and women on the campus, but there also be there to provide training for people who want to become barbers and are looking to build a pathway into that as a career.

And so, in addition to these, we're going to have space for other community partners who, like, what we're doing in West global want to be a part of what we're doing in West global, but say.

We don't want to have to relocate. We like, where we are, we don't want to have to move out so we're going to make room and space for them to come in on a schedule basis to operate on our campus.

So, what does this mean? What does this look like?

So so, this campus that is going to be incredibly comprehensive and serve the community in a tremendous amount of ways, is anticipated to serve in a concert in a conservative way.

50,000 people every year. year

We anticipate having 50,000 career service transactions, annually on this campus alone.

So I want to put that in perspective if we do that and then place people like, we're expecting to conservatively right now 600 job seekers every year we expect to put into full time. full time

With either, uh, our partners on site here, other employment partners throughout the community,

in the jobs that pay a minimum of 15 dollars and 50 cents an hour that is a 21.7Million dollar annual economic impact that will be generated. that will be generated

In and through and 4 West removal, that doesn't exist right now. And so that to me alone is a tremendous contribution that this project is going to be making to the community.

And I want to talk about 1 of the reasons why, uh, we, we are asking for some more support from the city to help us make this, uh.

A reality and sustainable over time, but in addition to that, we're leveraging 200 construction jobs to help build the facility, which is underway. Now we're bringing 300 full time jobs to the campus that pay an average of 60,000 dollars a year.

So, 60, so, 300 jobs that are gonna be coming to West level that pay an average of 6. an average of six

50,000 dollars a year, and for the jobs that are not already filled that are coming to West. Our 1st priority is to try to fill those jobs with people who live in West law that is the priority.

So that we can make a difference in that community. community

And so to help us reach this goal 1 of the things that we've done is launched a capital campaign to raise 15Million dollars from corporations and private foundations in the community.

But we've also started a campaign to knock on doors and ask for resources from the city. To help make. make

This reality, and I'll talk a little bit more about that in a 2nd, but this is just a timeline of how we are planning to work our way into the opening of that building in 2021 goodwill, purchased that property on 28 and Broadway that 20 acre property.

We conducted after that a 6 month community. that a six month community

Engagement survey that took us from 2021 to 2022. we used all of that information to build out a plan of programs and services on that campus and built out a model that had us break ground in June of last year on that campus earlier this year.

We had a talking out ceremony where we put the last. talking out ceremony where we put the last

Team in place to start working on constructing, uh, work on the next phase of construction for that project and, uh, plan to be substantially complete with our construction in November of this year.

But, like, you guys know the day you buy a house, and the day you move in are not the same days.

We'll we'll have the building substantially complete in November 2023, but, uh, we'll plan to move in during the 1st, quarter of 2024 is what our expectation is.

So, what does that mean for us well,

so benefits for the community that we see for this project and I want to make sure that I lean into this because I want to make sure and make it clear that this project is going to have a significant contribution on the revitalization of West

Louisville, uh, in a number of different ways.

And so, when we talk about community revitalization and to Corey author will know this, because he's been engaged in a lot of this work over the years. But when we talk about community revitalization, it typically happens in 1 of 2 ways.

1, there's an investment in infrastructure to build up something, a facility of some sort that serves a community to make it more.

Amenable for the people who live there to stay or to attract new people to the area or when we talk about community revitalization if it's not an investment in infrastructure,

it's an investment in the people who live in the community to build them up to strengthen their skill sets so that they have the ability to make better contributions to their community.

This is a project that does both,

because we make a significant contribution to build up a community and a space at 2018 Broadway that was an eyesore and a health hazard because people were breaking in and homeless people were setting up camps and starting fires

to stay warm at night and. at night and

So we take what was a blighted brownfield site and turned it into what I like to call a beautiful beacon of hope on the corner of 2018,

Broadway but not only do we do that what you just saw was that there's a commitment for us to make significant investments in the people who live in West global 50,000 people a year. We plan to. year we plan to

Serve and more than that will come through and make use of the space. So we get to do that and create a benefit for the community in those 2 ways.

But in addition to that, we're going to remove barriers to employment for Westover residents and put them on pathways to employment. That don't seem real to them. Right now.

Going to increase job opportunities for residents and West level by what we make available on this campus. We're going to create a catalyst for more development in West Louisville.

I can already tell you that based on the investment that we've made at the corner of 28 and Broadway there already other businesses and developers looking at the community to determine what. what

Of investments they can make when you announce a 100 dollars 100Million dollar investment in a community, it gets people's attention and they recognize that dollars will flow there. So I anticipate we'll see more retail. We'll see. More housing.

We'll see more food options and West global as a result of this investment. of this investment

And I want to pause for a 2nd,

here on this next 1 when it says undermine justification and what's local because that is a significant issue that has continued to arise in conversations throughout this community when we talk about how to improve West global and it's a it's an issue that's

become relevant for me.

As well, because I want to be really clear and transparent as I'm making this presentation today that I'm a Western resident. I've lived in West level for quite a long time.

I've made a decision that West level is my home, and I want it to be part of the solution in helping to improve the community and this project does this. And when I say it helps undermine gentrification. I simply mean that gentrification.

Happens when the cost of living exceeds the ability of the people who live there to stay.

And this project is 1 that is going to put the people in West and opportunities to increase their ability to earn a good quality employment um, salary.

That allow them to make the decision to stay in West, would that be their choice? The idea is to simply work to make. Sure. We put more money in the pockets of the people who live in West global.

So that they can make decisions for themselves about where they want to live and not be forced to live somewhere because of their lack of resources. And so we.

To pay that we'll, we'll support people on their path to secure good quality employment opportunities that allow them to make West Louisville their choice when gentrification may,

or may not become a reality in their community. Lastly, I want to say, I can already tell you that this project is.

Building prod among West, local residents and anecdotally I can just tell you I live in West law. There's not a, it's not a time. I don't go to the grocery store.

There's not a time that I don't go to the gas station, the dry cleaners where someone's is stopping to talk to me about how proud they are to see this investment coming into their community and the.

That it's making in West Louisville and the problems that it is helping to solve in our community.

And lastly, before I get to your questions and comments and concerns about anything that I presented today, I just, I want to share this group of community advisors. We've created at West a community advisory council.

Of people who live in West and work in some cases,

in West global to be our eyes and ears and an invite and an advisory council to make sure that goodwill is operating consistently in the best interests of West lubo and goodwill identified several people

who.

We wanted to serve on this council and then we reached out to every council member who has territory metro council member, who has territory in West level, and ask them to make a recommendation to serve on this council.

And I'm proud to say that this group has already been meeting and they've already been offering great advice to us at.

Will about how to be good neighbors in West global, but to also take the message of the programs and services that goodwill is make it available in the community back out into their respective networks.

So I know that was a lot, and I felt like it was important to share a lot of that to make sure that you guys got Y, goodwill is coming to West and again goodwill is moving its headquarters.

We're moving our programs and our services, and we're creating a 125,000 square foot, comprehensive resource center that will make. resource center that will make

Room and space for other community partners to Co,

locate with us in a way to serve people and comprehensive ways that don't require them to go from 1 end to the city to the next in order to get the services that they need to improve their lives.

So, with that, I'll pause now and yield back to see.

If there are questions comments or concerns that I can address.

Thank you and I appreciate it. We've been joined by Tammy, uh, Hawkins also.

Uh, do we have some anybody, uh.

This query.

All yours Thank you. So I'll just start by saying this project is awesome. Amazing and we need to give it more support in the city budget.

I grew up in parkland, spent over 20 years of my life going up and down 28th street, every single day.

So, at the press conference, when you 1st announced this, I went home and well, wet felt like our neighborhood was finally getting some of what it deserved, but I got some questions 200 construction jobs. Yes. 300 jobs. three hundred jobs

At the campus, and then 600 job seekers, placed that 600 number. Is that based on how many people you place now? Or is that a higher number?

Because the campus will help you reach more people both and both we, we look at quite frankly the placement history. placement history

In our East Broadway campus, which is what much smaller and serves a different population and a community that is not as densely populated and in need of the services that we offer that we're going to be offering in West global.

And so we scale that up to match what was happening there quite frankly if I'm honest with you, I think the 600 numbers a little. little

But we, we didn't want to we didn't want to overshoot and under deliver.

And then for the 300 jobs yes. How many of them will be new jobs available in the Western versus a job that just relocated to the Western and that's so. So, I don't know the exact number. But what I can't tell you what?

I can't tell you is that there's a good number of those jobs that. that

Um, our being field, um, uh, no, let me take that back. There's a good number of those jobs that exists now. So, for instance, uh, google's headquarters is moving to West global.

So, those jobs are added to this 300 number and, um, you know, so we'll have approximately 70, 80 people from our headquarters who will move there. there

Then we'll have some programs and services positions that will be made available. Some of them will come. Some will be created most of those jobs.

I'd say, probably, probably around a 3rd of them still need to be field. Let me say that from goodwill. But then there's a portion of these.

So, to be really clear that also include jobs from our Co locating partners, who are going to be on site with us, to some of them have jobs that have positions that will operate on that campus that are already field. Meaning they have somebody in an office.

Now, who is going to move their work to West but then.

Have positions that will be created as well and so because I don't know what all of those numbers look like. I will work to get those for you. That's that's my commitment to you. I think I would love to see that just.

Looking at big brothers, big sisters, Kentucky, and they have a couple of positions open right now, but once those fill, when they move over to this campus, does that mean they won't have any job opportunities or will new ones it created some real curious. I can get that I'll get that from from them.

Our partners I don't know all of their numbers hours will be easy to get. I can get that to you relatively just a couple other questions.

Vice chair, so we're retail being 1 of your main revenue streams. I'm curious. Is that I can't remember. Is that going to be something that well, I'm, I'm so glad you asked that question and we get that a lot from people in the community who ask us was a retail store company.

You're building a goodwill store and our answer was. No. And because quite frankly.

We think we're bringing to West level is a lot more meaningful and impactful than a retail store. And to be clear, I want to talk about again reference our model because our model is 1 that uses our retail stores. Our means to an end.

There it means to an end, and so for us, we use those retail stores to generate resources to support the programs and services that will operate in this campus. If we can get those resources from somewhere else.

You know, maybe we would, or wouldn't run the retail stores, but the retail stores, our means to an end and so we've baked into our business model at Goodwill, a commitment through our retail stores,

other places to support the operation of this campus primarily over the for the foreseeable future, but we didn't feel like there was a need to.

Have a retail store in West level for that reason. Now in the future that might change and we might decide that. There's a good that's a good location for retail store.

Beautiful thing is we bought 20 acres, and we still have approximately 12 acres left to decide what to do with. So all of it is not developed on.

Some of the Western folks going to be mad if we could shop, we've heard that we've heard that. And then my last question is is really an offer.

The partners and the services that you listed are incredible. Mm. Hmm. Is there space or interest for more partners?

Because I'm thinking about metro government and how awful we can be at providing some services to folks, satellite office, permanent office, whatever the arrangement could be, but.

Could we work with you on making sure that those government services are offered at the site as well?

So, if we could do it so, our concern right now to be frank, is we are just about out of space with, with room on this campus.

We reserved a little bit of additional space for goodwill because our programs and services are.

Constantly expanding, so we wanted to give ourselves a little wiggle room to grow, but outside of that, quite frankly, the space has been with the exception of the space. That is not.

Permanent space, so we're making room and space available for partners to come not be hard fixed Co located with us,

but you can reserve space to operate and function as a partner on the campus on a rotating basis through scheduling on our campus that we would make room and space for for the city all day long I think that.

Makes a lot of sense and to have the city as a partner is a no brainer for us. So I love to have that conversation and figure out how we flush that out. Thank you. And I can't wait until it opens and start serving folks over there.

Thank you for sharing. Welcome. Thank Havana. Uh.

I really appreciate your enthusiasm and and your attitude, you know, if everybody has good, will exactly like you and that's what, you know, sometimes the people who are involved if, if they're, they believe in what's going on.

You can't stop it goodwill I've donated and I, thank you when it goes into stores, thank you. And so I really appreciate, uh, uh, you know, the care you have for people. Sometimes people have.

A person can have a negative view, and then all of a sudden they try to spoil other people and we can't let people's negatives. You stop something that's going. I appreciate that.

Do we have, uh, um.

Hear me. Okay. It's all yours.

Thank you, sir. Um, I feel like this development um.

What impact? Not just my district.

The entire Westin.

Anybody that knows me, they know that I am diehard parkland. I always have been and I will continue to be.

Um, definitely alma underserved areas. I feel like with goodwill.

Industries being on 28th, street and norton's um.

People tend to act according to the environment. Mm. Hmm.

The turnaround, um, I feel like this will help bridge the gap.

A bowl of of the West Indian being underserved. Hello?

It gives opportunities for 2nd, chances.

I speak to that because I'm a 2nd chancer.

It's just going to impact the entire city, and I feel like that it will be effective.

I think we should keep the momentum going. I would definitely be supporting this. Uh, what I would like to know is what.

Did you ask for in the budget? Yeah, we ask for 7Million dollars from the city to support this project and I want to be clear and explaining why we did that because initially, when goodwill made the announcement to. to

That we were building this project with Northern health care, you might recall it was a 100Million dollar commitment that we made 30Million dollars for this project goodwill announced at the time and 70Million dollars for our partners at Northern health care for their hospital.

And I'm sure you guys have been paying attention, but since then. attention but since then

And construction costs and supply chain challenges have become a real issue and our project went from a 30 dollars 1Million

proposition to a 50Million dollar proposition. And so goodwill was in a really good position to cover that 30Million dollar obligation.

But when it moved to 50, uh, we realized that we were in need to have the. have the

Community support this project and so we launched a capital campaign to raise 15Million dollars from the business community, and the foundation community and I will share with you.

Right now we're a little bit beyond 10Million dollars having 10Million dollars raised for that campaign but we also. but we also

That we needed to raise some money and get support for this project from our government partners, city, state and federal if we could.

And that meant, um, we were asking them to help identify resources that will really kind of.

Recognize quite frankly that this project is helping to solve a lot of the issues that you as council members confront every day workforce issues, rebuilding of a community. That's been undeserved for a long, long time.

And we just feel like if we can work our way through this path, in partnership with the city, we can.

Together accomplish a lot. So we asked the city to contribute 7Million dollars to support this project. I think many of you all know that in the mayor's proposed budget that he recommended a 2Million dollar commitment for goodwill in this project.

And I want to be really clear. Let me. let me

Say that, you know, we're thankful that any resources we're considered for this project. We, we are grateful that that the city is looking at this as a as a worthy project.

But we are hopeful that this committee might consider finding ways to continue to support this project beyond the 2Million dollar commitment, considering that the ask. ask

Was originally 7, so I hope today's explanation of this project and what we're proposing to do on the corner of 2018. Broadway, uh, is 1 that you feel warrants some more support from the city. from the city

Thanks for that, um, your, um.

You have the statistic numbers, because I've kind of looked into that. You guys have a 2nd chance program? Yes, that has been very impactful for a lot of people giving people. 2nd, chances.

You know, helping people would allow disabilities. Um.

A multitude of programs. Mm. Hmm. 1 building. Yep.

I think when a lot of times when people look at good, we'll even myself before now or you just can't look at it.

You know, I didn't that was a 2nd hand store. Mm. Hmm. Mm. Hmm. Understood the programs. Um.

And everything under the umbrella that it has to offer a.

Such an underserved area, right?

Oh, I'm thankful for that. And I will be in support of more dollars. Thank you. So, would you say, 2nd, chance canceling cancel moment?

You hit it right on the head yeah, that's what this is and good for a long time. Hundreds hat on that phrase, because we do provide.

Second third, 9th,

chances for people quite frankly to rebuild their lives and give them an opportunity to contribute as independent men and women in this community without having again to rely on subsidies to make them

successful. And I share that to say that we do that. that

To the tune of placing, uh, more than 2000 people in jobs every year. So I will just quickly tell you before I started a good will we were placing about 5,000 people a year into jobs, um, through our employer partners.

In some cases those jobs were at goodwill. at goodwill

We have 67 retail stores and so when we can't play some of those hard to serve job seekers into jobs, with our employer partners, around the state, we give them jobs at Goodwill where they work in our stores on our logistics operations.

And they get a chance to build up their work history. They get to build references. references

All with the expectation from us that they will not stay at Goodwill forever but they will use it as a launch pad to move on to something, something bigger and better somewhere else and make room and space available for someone else to come in to that job.

But before I started at Goodwill 4 years ago, our numbers were about 5,000 people a year that we placed in. in

Jobs today, if you look at our model, and I'm proud to say, and I say this, and you, it might sound conflicting to hear it.

But today we placed about 2000 people into jobs, and you hear that you might say, well, you shrink your number what's to be proud about well, when we were placing people in the positions and, uh. uh

That to the tune of, about 5,000 people a year, what we started to see was that they get a job and 3 or 4 months later, they be right back at Goodwill saying I need help being placed into another job.

They were getting jobs, but they weren't retaining those jobs and they weren't finding success on those jobs. So, what we decided was that instead of going broader. broader

And that way, we serve people, we would go deeper, we would serve them in deeper, more holistic ways to make sure that when they did leave goodwill and move on to better jobs, or move on,

in the jobs that they were better prepared to keep those jobs. Now, that meant we had to serve fewer people and we would place a few people, but the results.

Now are much much better and to be clear, we serve, you know.

Tens of thousands 2000+people a year in other locations around the state.

Um, and holistic ways, but the placement numbers are a little bit different and we anticipate, um, they, they will be numbers to be proud of in West global. Once we get that ball rolling as well.

Let's not just like to say, you said a key factor that you live in the Western been living in the Western, right? For a long time it's home. All right. Thank you. It is.

And this is my, this is this is a good work project, but quite frankly, for me, it's also it's a project that I've, I've owned.

For goodwill,

because it represents something so significant to me to be part of a significant community revitalization project that I'm convinced will be the beginning of what we will begin to see as a transformation in West

incredibly visible ways.

That's a that's tremendous. I want to apologize to you. Uh.

Sometimes I don't see the screen. Well, you know, Barbara Shanklin meant was happy birthday happy birthday councilman Franklin yeah. And Marilyn and Parker. Um.

Oh, you know, she's up upper too. She's listening in and, um, you know, uh, you know, Tammy mentioned something about 2nd chances, you know, uh, in my world. Um.

Yeah, I've talked vocational education for 28 years, and I put a 500 kids and jobs everybody in detail.

They sometimes leans a lot more than 2nd or 3rd or 4th, right how many times you forgive somebody? Right? You know, 7,870 but we're always looking for better ways to improve.

And everybody wants to have self respect and and you don't never want to. you don't never want to

To diminish, you know, a person's but when they're trying to.

That's all accounts and you're going back and double into 1 of the things when I was on vacation education. I never put a kid on a job. Let's say, I just told him is this for 2 weeks?

And I don't tell them until the boss says you got 2 weeks to look at it and I don't want you if you don't want him I don't want you to say you're fired. You just say well, we got caught up. We appreciate it. I tell the student, I said, hey, you're going to this place my sweet the floor.

You might do whatever you just try to help them out and and sometimes they might hire some some, you guys.

Invariably, the guy would call me up in 2 days and say, hey, you got anymore. And I was very fortunate. I, I never had a bad student.

I just had trouble with adults and a kid if you show them the right way and show them that you care and what you already doing and with your attitude.

930

People can tell you here, you're enthusiastic about doing what you're doing.

It's contagious and if we in government can be.

More contagious to other people that they know we care.

We have an asset, we got them working with us as tammy's talking about, you know, thinking that, uh, uh.

2nd hand store or whatever. Uh, and maybe years ago, I used to think that.

But as you understand what people do to help other people.

You're more into wanting to help, you know, the healing place when I first got on the council. I found that. I said, man, we ought to support these guys a lot. I mean, their enthusiasm and helping other people who have a problem.

And I was trying to figure out a way to help it be helped. Mm. Hmm.

Prediction in life is tough. All right and you gotta have some assets and people got to know the people around you care.

And so I really appreciate it. Well, I will tell you this to that end.

You talked about the adults and I will say not everyone who comes into our programs, ultimately finds the success we hope for them at least not immediately but I will tell you,

among most of the people that we serve who come into our programs and utilize our services.

They are highly motivated. They want to prove the word wrong. They wanna get their lives back on track and they just need someone to believe in them and someone to support them and provide some resources for them. And we do that in many cases.

We do that for them and we get out of their way and they find success. And so ultimately, when that happens.

What happens is, they will tell someone else who they know who are in a predicament that they used to be in and so there's this word of mouth that continues to build.

And I tell people is that word of mouth builds and folks start to ask us what is what is our what is our product? What do we produce at Goodwill? You know, if you go to Toyota, you go to Ford.

They produce automobiles, you go to they produce, um, appliances. Well, you know, we started asking ourselves that question that good will.

And I think ultimately, we've concluded that our product that goodwill is dignity, we provide dignity for many women who are looking to rebuild their lives by giving them resources and access to pathway.

That allowed them to to be the men and women they, they always hoped to be. So, I think you guys for the opportunity for us to build on that and support in tandem with the city.

Do we have any other questions women.

Dan, thank you. Thank you. Mr. hope for being here. I had a couple of questions that come up.

How many our service through rise? Do you keep track of recidivism?

And are there attorneys that are helping these folks navigate the expungement process?

I'll start with the last question 1st, the expungement program, because that is 1 of our most popular programs, anytime we hang out a flyer that says, expungement clinic coming next week.

We literally have had some in the middle of the winter that had people wrapped around the building outside to show up because the expungement.

Process is so convoluted and so even if you can afford to have your record expunge knowing the process, how to do it, become so tricky. So we not only pay for the service.

But we hire attorneys who manage that process for these men and women. So, they just show up if their records are able to be expunge, we.

Them in the queue, and we start that process with attorneys for them for free. So we do that at our expense again from resources from our retail stores.

So that's how we do that recidivism rate and our rise program that I would need to dig into. I don't know.

What that number looks like quite frankly the answer is yes some people do. I mean, I think you would expect that to some degree. Um, but but I, I can, I can get that number for you as best.

We have it as best we have, because some, some folks come through the program, they get jobs and they're off doing their thing and.

They report back some good jobs, and they don't report back and then others move on and we never hear from them to really know what they're doing. So, it's hard to say if they are working or incarcerated again. In some cases.

Follow up on that, um, how long does it take for the experiment process? On an average.

If you could tell me that, please, I don't know, the average I apologize for not having all of that knowledge. Here. We've got some folks who operate those and can get that data for us. Um, you know, um.

I'm suspecting that that is probably a few months long process from what I understand, but I can get that information for you to be certain.

And do you take when they're 1st released.

And are there, or do you help them with housing and when they're when they're 1st.

Role yes, actually, in some cases,

we have some judges who are doing Pre released experiences that allow men and women before they're officially released to come do a work release kind of an experience where they go through our programs, you know,

several months before they're scheduled to be released.

They're already kind of in queue, but then once they're released, if they are fresh home, we embrace them. We've got staff who, in many cases have lived that experience and are helping to be their God through that process.

Not just with goodwill, but we help them get things like their birth certificates and.

These all of those things that you just that are not easily acquired when you come home. And so we've got all of that in place. And the expectation is that is in place for people who are coming home from incarceration.

Our hope is to catch them as quickly as we can, because if we can get them as quickly as they can upon.

The the less likely they are to cycle back in.

Thank you, sir, I will work to get you those answers.

I think we got to, uh, uh, let's you, then, uh, we'll let you go off. 1st, thank you Yvonne. Um, number 1 I am fascinated by the idea that your opportunity center is bigger than the hospital.

It's a monster yeah, it's a, it's a, it's a mall. It's it's a mall concept. Yeah. Mm. Hmm. Yeah. So that gives you a lot of room and a lot of space to handle a lot of people. Yes, it does. It does.

And and to build it in a way, you know, quite frankly and.

You guys have the package you'll see in some of those slides and we, the intent was to build this in a way that when people walk in, they feel a sense of pride. We wanted people to see something that was fresh.

Something that was inspiring when they walked through those doors that felt like someone had made some.

Investments to make sure that this was a beacon of hope.

Okay, so in a perfect world.

What do you see the, uh, additional land being used for?

Really good question and quite frankly, right now, we, we haven't determined that, but I will tell you, we've got a number of other programs that are expanding and growing very fast at goodwill.

1, right now that you have the chance to experience is our Excel center or adult high school at Preston hallway.

We borrowed that model from the Goodwill industries of Indianapolis that started at about 13 years ago.

They started high school for adults, and it became so successful that in the state of Indiana there about 15 high school for adults, spread out throughout the state. That are operated by goodwill we could easily see adding another 1 of those schools.

On our West local campus, sometime in the future, you know, not necessarily next year but but sometime down the road, it just would make sense for us to do that. Especially considering that the school that we operate now on Preston highway.

Most of our most of the zip codes for the students who are represented in that school, come from West local communities.

So it would make sense to have a school in Western market over there then already. Yeah, exactly. So so so that could potentially be something that we add to that to that space.

But so, so that question allows me to answer to help you understand how Google operates. So I told you, we've got this statewide.

Footprint, well, we operate in 103 counties around the state. We've got these other opportunity centers that operate in a smaller footprint, not the 125,000 square foot. Like, we do have in West, global, but smaller footprints, but they serve the community in similar ways.

But, but the way that we function is by going into a community. we function is by going into a community

And identifying what programs and services are already operating well, through through existing, um, agencies that are operating in those communities.

And our job is to figure out what we can do a good way to use our resources to operate in the gaps. That might exist in that community. So maybe you have a great.

Housing program, and maybe you have somebody doing expungement services, but there's a job placement gap that exists in that community. Our role is to figure out how we can use the resources from our retail program to be nimble.

Because most of the times what we're starting to see is those non profit organizations are being funded through government programs.

And other entities that restrict how they can operate, they can only do this thing and goodwill has resources that allow us to be flexible in how we serve. So we go in intentionally looking for what the gaps are, how we feel those gaps.

So that we can work with those partners to create a holistic approach to serving people, which.

Things how we look in different communities is different, because of what those expertise and functions already are in the community,

and so on West level that could look different in in a year or 2 based on what those needs and services might look like. So, we got that land and I will tell you, we're not in a huge rush to fill it.

With anything, unless there's a huge need for us to do that, but we definitely want to hold on to it because we anticipate that growth is going to be reality for us.

Very good. Do you get any state funding for the Excel center? For the high school?

Uh, for the Excel center, it is, uh, it's exclusively state funded. Okay the state is committed 2Million dollars a year to operate that school. Is it a public school? So it's open and accessible and available to anyone to come who doesn't have a high school diploma?

Is over the age of 18. eighteen

And a Kentucky resident, you check those 3 boxes, and you can't have a sex offense on your record. Because we have a drop in childcare center on site.

But if you clear those 4 hurdles, then you, then you can come because of the state funds that, as a public school available and accessible to anyone.

That was the current Excel set or is that at capacity? Now? It's not a capacity. Yet. The capacity for that school is 300 about 300+students. We've had about 200 students in roles so far a little bit more than 200. so we're working our way there.

We open in October, I suspect by next October we'll be working our way towards. we'll be working our way towards

Capacity it's my hope. Okay. Thank you very much. Thank you. It's great. Marilyn.

Yes, I didn't have a question. I had more of a comment.

I was just going to say, I know you guys have asked for 7Million dollars in, uh, put 2Million in there. I don't know how much you'll end up with but I will say that just working with.

I've always been a fan of goodwill and when we did the another way or better. or better

Way to give program I kept plugging for you guys to be we needed a fiscal agent and I kept plugging for you guys.

To be it, because I knew that you would come through and we went through about 5 or 6 different agencies that all, um.

Ended up, not wanting to do it and you guys came through and helped it be a success, or at least it's on the track to be success.

So I know that whatever you do, you're, you're gonna do a good job with it. And, um.

I don't know if you'll get your 7Million right away, but, um, uh.

I know that whatever we give you, you will do a good job with it. So, that was the point I wanted to. Thank you. Thank you very much.

I do appreciate that and just a quick, um, comment about the another way program, you know, that was as, you know, uh, that was a program that we started with.

That we, you started that we began operating and, you know, I think we all were uncertain about what it would look like, but, um, we put together a team that is committed to doing that work.

They don't mind getting their hands dirty, getting out into those homeless camps and connecting with those men and women, and connecting them. The job opportunity.

And I will tell you, it has been a tremendous opportunity for us to connect with people in new ways to connect them to resources and activities.

And so to be really clear, you guys provided resources for us to connect them to opportunities and we leverage that. But.

The reality is, we have since started to bring to bear all of the other goodwill resources that we also have.

And so the dollars that the city has invested in that program have been multiplied, because goodwill is determined that all the men

and women who we connect with through that another way program also.

Get full access to all the other resources that we've made available.

So, it's growing it's growing by the day. Yeah, I wish, uh, most of the agencies that we give.

Money to that, you know, sometimes we feel like it just goes down the drain and we can't really tell what the outcomes.

You know, it's hard to get them to give us outcomes, but I know that you, you guys actually provide outcomes. I mean, real outcomes that can be measured.

So, and that's really what we look for when.

We're looking to give, uh, different agencies money in the budget, you know, I mean, naturally, is it worth it? Right? So, um, anyway, thank you. Thank you. Thank you.

Tammy tammy's yours? Councilman Parker. I cannot agree with you more.

Outcomes, you know,

I think there's a lot of money that's always allocated and we never get to see the outcomes and I think we need to start giving more to programs and things in development where we see outcomes very powerful work.

I definitely agree. Thank you. Thank you very much. Um.

Uh, we've had a really good committee turn out. This is an excellent Andrew, and he got excused absence, so I really appreciate the involvement that everybody had today. Um, and I really appreciate you taking time coming out. Yeah, thank you.

For making the more people can hear. Um, it's positive and we.

People don't mind given when they see that what they're doing is turned out good and you all do very well, so really appreciate it. And thank you all again. So if there's no other questions.

We're now adjourned, thank you.