

ADOPTED
Minutes of the Monterey County Workforce Investment Board
Wednesday, October 1, 2008, 7:30 A.M.
Hyatt Regency Monterey, Grove Room, 1 Old Golf Course Road, Monterey, CA

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Robert Brower, Sr.	Business
Robert Weakley	Business
Wendy Brickman	Business
Erik Cushman	Business
Elliott Robinson	Department of Social and Employment Services
Linda Coyne	K-12 Education
Judith Profeta	Business
Teresa Sullivan	Older American Programs
Mark Bastis	Business
Michael Oprish	Business
Theresa Ream	Business
Carol Blair	Labor Organizations
Ralph Rubio	Labor Organizations
Doug Garrison	Post-Secondary Education
Mark Verbonich	Business
Rich Gillis	Business
Al Davis	Community Based Organization (CBO)
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Salvador Munoz	Business
Lupe Palacio	Community Based Organization (CBO)
Jose Mendez	Labor Organizations
Tony Aniello	Business
Scott Grover	Business
Joseph Werner	WIB Executive Director, Ex-Officio Member
MEMBERS ABSENT	REPRESENTING
Bob Bittner	Employment Development Department (EDD)
Jim Nakashima	Housing Authority
Chris Chidlaw	Business
Cesar Lara	Labor Organizations
Chris Hasegawa	Post-Secondary Education
Steve Hatch	Department of Rehabilitation
Harry Gamotan	Labor Organizations
Mary Ann Leffel	Economic Development
Joanne Webster	Business
Aaron Johnson	Business
Elza Minor	Economic Development
James Culcasi	Business
Barbara Jennings	Labor Organizations
Rosalinda Batsford	Business
Mike Hutchinson	Business
OTHERS PRESENT	REPRESENTING
Marleen Esquerria	WIB staff
Manley Bush	WIB staff
Delfia Knighton	WIB staff
John Collins	Shoreline
Wil Moore	Shoreline
Lynda Dunn	Office for Employment Training (OET)
Chris Berthiaume	OET
Allen Ogletree	OET
Ruben Garcia	Employment Development Department (EDD)
Janice Shriver	State of CA EDD Labor Market Information Division
Rosie Chavez	Turning Point

CALL TO ORDER:

Mr. Bernahl called the meeting to order at 7:45am. He called for introductions and welcomed those in attendance. A quorum was not initially established. Therefore, the chair requested to continue the meeting with information items only. *A quorum was established at 8:00am.*

CHANGES TO THE AGENDA: In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted three handouts to support agenda items #4 for an EDD labor market information presentation, #10 regarding a One Stop Career Center and services presentation and #13 regarding the annual Meeting of the Minds conference held on September 2 – 4, 2008.

PUBLIC COMMENT: None.

BUSINESS MEETING:

1. Action: Approve the minutes of the August 6, 2008 Workforce Investment Board meeting.

Motion: Ms. Carrillo moved to approve the minutes as stated.

Second: Mr. Weakley

Motion passed unanimously

PUBLIC COMMENT: For items on the consent calendar: None.

CONSENT CALENDAR:

Mr. Bernahl requested a motion to approve the consent calendar referencing items C-1 through C-8.

Motion: Mr. Brower moved to approve the consent calendar as listed.

Second: Mr. Munoz

Motion passed unanimously

C-1: Action: Concur with the August 18, 2008 Executive Committee action to accept \$72,000 in grant funds from the State of CA Employment Development Department to support the Disability Program Navigator for the 6th consecutive year for Program Year 2008-09.

C-2: Action: Concur with the August 18, 2008 Executive Committee action to approve modification of the WIB income eligibility policy for Monterey County WIA Title I adult subcontractors utilizing 150% of the Lower Living Standard Income Level (LLSIL) guidelines to determine income eligibility for WIA Title I programs.

C-3: Action: Concur with the September 15, 2008 Executive Committee action to approve the Monterey County WIB's Employer and Employee Recognition Event scheduled on October 23, 2008 in partnership with the Monterey County Committee for the Employment of People with Disabilities (MCCEPD).

C-4: Action: Concur with the September 15, 2008 Executive Committee action to approve the modification of the Certified Nursing Assistant Pipeline grant.

C-5: Action: Concur with the September 23, 2008 Planning Committee action to accept \$26,925 in WIA Title I incentive funds for fiscal year 2006-07 and approve the expenditure of \$16,925 to implement a Work Readiness Certification assessment and training site at the Salinas One Stop Career Center and \$10,000 to provide training to One Stop Career Center staff.

C-6: Action: Concur with the September 23, 2008 Planning Committee action to approve the payment to the Monterey Adult School in non-WIA funds in the amount of \$16,108.58 to be deducted from the \$88,236.16 Seaside Resort Development Fund.

C-7: Action: Concur with the September 23, 2008 Planning Committee action to approve the payment to the Monterey/Santa Cruz Counties Building and Construction Trades Council in non-WIA funds in the amount of \$5,000 to be deducted from the \$88,236.16 Seaside Resort Development Fund.

C-8: Action: Concur with the September 23, 2008 Planning Committee action to approve the 2008-09 WIB Budget line item transfer of \$15,000 for temporary staff.

APPOINTMENTS & RESIGNATIONS

2. Action: Concur with the September 15, 2008 Executive Committee action to approve the reappointment of Youth Council member, Ms. Vivian Brennard, representing the Monterey County Housing Authority for a two-year term to commence October 21, 2008

Motion: Ms. Carrillo moved to approve the item as stated.

Second: Mr. Munoz

Motion passed unanimously

3. Action: Accept the resignation of WIB member Ms. Laura Pruneda, representing Business

Motion: Ms. Coyne moved to approve the item as stated.

Second: Mr. Rubio

Motion passed unanimously

OTHER BOARD MATTERS: Board Member Comments and Referrals: None.

WIB Executive Director's report: Mr. Werner stated the One Stop Career Center system is being affected by the delay in the approval of the State budget. He deferred to Mr. Robinson who provided insight on the state budget and how it will impact our

local social services programs and operations. He stated the Governor vetoed \$88 million dollars that will affect the CalWorks program. Mr. Werner stated that losses in the CalWORKS program will affect the OET budget since CalWORKS funding supports many of the One Stop Career Center and OET activities. Mr. Werner reported on the status of the integrated learning labs that integrates EDD's Job Services into the WIA system to create a seamless structure. At present, 12 learning labs throughout the state are piloting the integrated learning strategy. Some of which have reported challenges. He congratulated the Governance Committee, Mr. Ruben Garcia with EDD; Ms. Lynda Dunn with OET; and Ms. Barbara Verba with DSES for integrating their services without intervention from the State. Mr. Werner stated there are several grant opportunities from the State to include a Veterans grant and another CalGRIP grant to provide services to gang involved, at-risk youth.

4. Information: Presentation regarding the State of CA EDD Labor Market Information of Monterey County's unemployment rate and historical trends.

Ms. Janice Shriver of the State of CA EDD Labor Market Information Division presented information on Monterey County's labor market, unemployment rates, industry trends and job gains. The Salinas Metropolitan area is synonymous to all geographic areas of Monterey County. According to the EDD labor market data, Monterey County has an estimated 181,900 jobs. The five largest industry sectors account for 80% of the jobs in Monterey County. They include farming (28%); government (18%); trade, transportation and utilities (15%); leisure and hospitality (12%) and private educational & health services (7%). The figures are taken from unofficial data that comes from unemployment insurance tax rolls for the largest industries. The turn over rate for all industries was 13.7%. Mr. Bernahl inquired if the data on page 7 of the handout reflect the top industries. Ms. Shriver stated the data is just a snap shot of things to think about in terms of planning and helping industries grow. Ms. Shriver recommended visiting the EDD Labor Market website for more information located at: www.labormarketinfo.edd.ca.gov. Mr. Werner inquired if the agriculture industry included wine and Ms. Shriver stated yes. Mr. Werner asked what labor information should we be looking at to stay on top of trends to readjust services to apply for grants. Ms. Shriver recommended that local WIB's be proactive with Rapid Response activities. She suggested working with companies who are on the verge of closing down and to help avert layoffs. To maximize the few dollars we have for WIA services, Mr. Rubio inquired as to how the WIB could strategize on where and how to cross-train individuals to prepare them for new careers and job opportunities. Mr. Werner stated that the One Stop would have to work out strategies to analyze who is using the system to help them transition into new jobs. Mr. Robinson stated the one challenge with Rapid Response is that the WARN notices often arrive too late to identify the businesses struggling. Ms. Shriver recommended taking advantage of the local media and to develop 30-second radio spots to promote the services. Mr. Bernahl thanked Ms. Shriver for her labor market presentation.

5. Information: Discussion regarding the utilization of Shoreline Workforce Development Services facilities located in Salinas and Marina as Satellite One Stop Career Centers.

Mr. John Collins highlighted Shoreline's proposal request to become certified as a Satellite One Stop for both their Salinas and Marina facilities, based on recommendations taken from workgroup 3 at the WIB Retreat. The proposal described the immediate results, program offerings and information on their Santa Cruz facility being recognized as a Satellite One Stop from the Santa Cruz County WIB. Mr. Collins sees this proposal as a dramatic increase in expanding services to jobseekers looking for employment. Their Main Street location in Salinas is easily accessible for customers to access resources. There is no cost to the WIB for Shoreline to become a Satellite. The request is consistent with current WIA rules and regulations. Currently, Shoreline meets the requirements for becoming a Satellite One Stop and they are already doing this with the Santa Cruz WIB. In their first month as a Satellite One Stop, Mr. Collins reported that they increased referrals by 25% for the Santa Cruz WIB. Mr. Collins stated that he believes this proposal will give the Monterey County WIB a distinct advantage to apply for additional resources. Shoreline has already established procedures to deliver services in Monterey County. Mr. Collins stated the certification could ultimately give credit to the local workforce investment area and the goal is to add and augment the enrollment numbers to give full credit. The CalWORKS work experience contract that Shoreline has in place could be counted as a One Stop partner. Mr. Collins stated that he hopes that the WIB will approve and recognize Shoreline as a Satellite One Stop. Mr. Bernahl asked about the One Stop branding and whether or not Shoreline is willing to work with us to brand Shoreline as a One Stop. Mr. Collins stated they would show signage and partnership with the WIB. At the WIB Retreat, Mr. Bernahl stated the members identified the benefits of increasing community services and outreach where job seekers are more prevalent. Ms. Sullivan stated that she thinks Shoreline's location is a good idea to become a Satellite with the presence of other partners. Mr. Collins reiterated the purpose, which is to count the number of individuals served and to perhaps work with partners to use Shoreline's facilities. Mr. Werner thanked Mr. Collins for his presentation. He stated that Shoreline has been a subcontractor for 6 years and they have performed exemplary and have been good partners. Should the WIB be interested in designating Shoreline as a Satellite One Stop, he welcomes the opportunity to work with Shoreline to start discussions to be a Satellite One Stop. Mr. Werner stated the designation of Shoreline as a Satellite One Stop Career Center is powerful. Mr. Robinson inquired in terms of the process with other partners, would designating Shoreline as a Satellite One Stop allow for potential conflict for competitive bidding. Mr. Werner stated that he would look into the competitive process. Mr. Cushman inquired about the proposal and where to proceed. Mr. Werner stated that Satellite One Stops are also included in the WIB's annual plan, which is currently in draft form. Mr. Werner inquired if the board is interested in developing a long-term strategy without the One Stop designation. Mr. Bernahl recommended that the proposal be brought to the Planning Committee to be discussed further. Mr. Weakley agreed and stated that one of the top three items highlighted in his WIB Retreat workgroup included the expansion of services and Satellite One Stops.

6. Action: Concur with the September 15, 2008 Executive Committee action to approve the Final Monitoring Report for the Office for Employment Training's WIA Title I Youth Program for PY 2007-08.

Mr. Werner stated the report findings for the Office for Employment Training's WIA Title I Youth Program for PY 2007-08 have been resolved and the monitoring report has been considered closed.

Motion: Mr. Cushman moved to approve the action as stated.

Second: Mr. Oprish

Motion passed unanimously

7. Action: Concur with the September 15, 2008 Executive Committee action to approve the action work plans developed by the Executive Committee members based on the ideas and suggestions proposed by the WIB members at the annual WIB Retreat held on August 6, 2008.

Mr. Bernahl stated that the leaders of each workgroup reviewed the work plans for discussion through the WIB and its subcommittees. Mr. Weakley was responsible for workgroup #3. The ideas were narrowed down to four goals. The addition of a Satellite One Stop was just discussed. For the One Stop Operators, Mr. Robinson requested that WIB staff add CalWORKs to the Department of Social and Employment Services. Mr. Cushman stated that he had workgroup #1, which involved the development of an agreement between the Chief Local Elected Official and WIB. The details include active communication, twice a year with presentations to the Board of Supervisors to increase the value of the WIB. Items 2 and 3 are goals that may fall under other workgroups. Item 3 addresses the need to bring information to the WIB that demonstrates the benefits of our services. Mr. Werner stated the Executive Committee asked that WIB staff research Memorandums of Understanding of existing CLEO/WIB agreements for the members to review. WIB staff identified four MOUs that are consistent with the current operations of the WIB and forwarded them to the Executive Committee members for consideration. Mr. Bernahl reported on workgroup #4, the Evolution of the One Stop. One of the goals is the decentralization of the One Stop and changing the identity. Most of the goals are long-term. Mr. Bernahl stated out of all the ideas shared at the WIB Retreat, the work plans were condensed to simple points to monitor the progress for achieving the goals. Mr. Bernahl commended everyone for all their input. There was a lot of information that came out of the WIB Retreat that encompassed financial and social impacts. One of the main points was to include our virtual presence to streamline them from a technology standpoint to create a robust online presence. Other goals including providing job seekers information that is accessible online, how to help individuals use the job search tools and to work on re-branding efforts. Mr. Bernahl stated that it is important to take a step and follow through on a promotional campaign. The power of the WIB of Monterey County includes each member sitting on the WIB. Mr. Bernahl recommended saving the workgroup #2 for a later date for Ms. Leffel to discuss as the workgroup leader. Mr. Rubio stated that he thinks the satellite program seems essential for the One Stop. However, if the Satellite One Stop location precludes clients from visiting the original One Stop Career Centers then it becomes less efficient and less cost effective. Mr. Bernahl stated that Mr. Rubio brings up a valid point. At the WIB Retreat, one thing that Mr. Bernahl heard from the members was that we were not doing an effective job of communicating our services because of the location. If we had locations in areas that job seekers could access and is less intimidating, that would ultimately help the community. Many people could use our services, but are not because of the location. We need to find a way to be a community organization tied to an online component. Statistics show that 70% of low-income individuals do not have access to the Internet. With the Satellite location, we could provide services to those most in need. The goal is not to detract from what we are doing at the One Stop Career Center, but to support it. Mr. Rubio stated the concept of the Satellite One Stop could be productive. He is interested in expanding One Stop services in King City, Soledad, and Greenfield.

Motion: Mr. Rubio moved to approve the action work plans developed by the Executive Committee members based on the ideas and suggestions proposed by the WIB members at the annual WIB Retreat held on August 6, 2008 and strike workgroup #2 on the Economic Development & Educational Partnership notes which need to be formatted into a proposed work plan to be approved at the next WIB meeting.

Second: Mr. Robinson

Under discussion, Mr. Rubio stated that economic development and job creation is essential for robust programs in labor unions. There needs to be some mirroring, to encourage private industries to engage people they need into training in partnership with industries. Mr. Werner stated the Monterey County Business Council is leading the Work Readiness Certification project that will be used at our One Stop to assess individuals to find out their skill levels to refer to businesses with specific job opportunities. For a nominal fee, there will be a strong training component in an effort to support WIA. Mr. Robinson stated as we move forward, he wanted the board to be aware of staffing challenges. There will be resource challenges moving forward. While there is a lot of potential, it is difficult. Mr. Bernahl stated that it is our board and staff's job to do it right. Mr. Cushman stated the alternative is not available to us either and it puts greater strain on staff. Mr. Werner stated that he and his WIB staff are honored to support the board and One Stop. He believes that all the things identified in the work plans are achievable.

Motion passed unanimously

8. Action: Approve entering into discussions to develop a Central California Workforce Consortium of WIB's representing Monterey, San Luis Obispo, Santa Barbara and Ventura Counties.

Mr. Werner stated that Executive Directors from Ventura, San Luis Obispo, Santa Barbara and Monterey County discussed the possibility of developing a Memorandum of Understanding between these partners for creating a regional workforce collaborative because of the similarities these workforce systems and local economies share. The consortium would allow each area to be positioned to be more competitive to compete for grants as a group, while retaining total independence outside of the consortium. Monterey County initially would be considered as the administrative lead for grant applications. Each County would be responsible for any programmatic or administrative liability that could potentially occur during the term of a grant project. Mr.

Werner added that the directors have known each other for over 10 years. Ms. Brickman stated that this sounds exciting. Mr. Werner stated in the future, it is possible to expand the consortium to include Santa Cruz and San Benito Counties.

Motion: Ms. Brickman moved to approve the action as stated.

Second: Mr. Cushman

Motion passed unanimously

9. Information: Review the Office for Employment Training's budget for Program Year 2008-09.

Ms. Dunn stated the overall estimated revenue available to the WIA system includes money for the WIB staff and One Stop. The budget includes non-WIA funds from Cal Learn, Silver Star, CalWorks, TAP and ILP. The budget columns are separated by funding source and the available funds for Rapid Response, Youth Services and the Disability Program Navigator. Remaining funds for the Veterans grant expired as of September 30, 2008. The budget shows a break down of allocations to WIB costs and how they are applied across each program with expenditure totals against the amounts through August 31, 2008. The recap spreadsheet shows the dollars spent, which is reported to the County. Mr. Bernahl inquired if Ms. Dunn was concerned about any potential funding reductions. Ms. Dunn referenced the recap spreadsheet and stated the Silver Star and CalWORKs funding could be cut because of the State budget deficit. She is concerned that she will not have \$740,000 to cover her budget. Mr. Bernahl asked about a back up plan. Ms. Dunn stated she expects to hear informal presentations from CalWorks on their plan. The County is convening a Budget Committee meeting to review the Silver Star funds. The budget is so tight, that staff could be in jeopardy. The worst-case scenario is that areas will face layoffs and further cut backs that will affect services. Mr. Bernahl inquired about the timing and Ms. Dunn stated that she would know by December. Mr. Bernahl asked about the ramifications for dollars spent. Ms. Dunn stated that this year, they cut back in their planned revenue and did not include grants in the budget. Any grants coming in would be a plus. Mr. Bernahl asked Mr. Werner and Ms. Dunn to work together to provide an update on the budget at the next WIB meeting to include bullet points of potential actions that might affect the budget so the WIB can plan accordingly. Mr. Bernahl stated that he understands that these things happen. He stated that the WIB needs to be in the loop unlike what happened concerning the restructure of staffing and services at the Seaside One Stop. Mr. Werner stated the lease for the Salinas One Stop is up for renegotiation for another 10-years.

10. Information: Presentation on the Monterey County One-Stop Career Center system and flowchart of services.

Motion: Mr. Cushman moved to push this item to a subsequent WIB meeting so that other members may benefit from hearing the presentation.

Second: Ms. Carrillo

Motion passed unanimously

11. Information: Review and discuss the Seaside One Stop space and cost allocation.

Ms. Dunn presented information on two scenarios concerning the Seaside One Stop Career Center space and cost allocation. The decision was made to go with scenario 1 which reflects the best-cost savings for OET by using ratio of staff. Ms. Dunn stated that OET now pays 8% from 38% for costs at the Seaside One Stop. OET's staff has moved back to the Salinas office. They still maintain a reasonable presence at the Seaside location and staff 1 to 2 people; 3 days per week to meet with customers. Mr. Bernahl asked for clarification on the current costs. He stated at one point the costs were 45%. Mr. Werner stated that they were paying 45% up until Dec 2007. As of January 2008, the rent is now approximately \$37,000 (8%), a cost of \$9,500 for OET. Mr. Bernahl stated it was a good idea for them to scale back because they saved \$131,396. Mr. Bernahl inquired if there were any plans to bring EDD into the Seaside One Stop. Ms. Dunn stated there are specific plans to staff EDD with workshops, should the EDD office in Monterey close. Mr. Bernahl stated the reduction in rent is great. Mr. Bernahl requested information on the total costs for the Seaside One Stop to figure out the average dollars spent. Mr. Mendez inquired about EDD's office being underutilized and wanted to know if there are any figures that support the usage. Mr. Ruben Garcia of EDD stated should the EDD office in Monterey close, he would like to see EDD services offered at the Seaside One Stop and he truly believes it is a resource the community needs.

12. Information: Update on the 2007-08 WIB Budget Plan vs. Actual Final Report.

Mr. Werner reported on the WIB's final budget for Program Year 2007-08. Out of \$885,082 at total of \$818,956 (93%) was expended leaving a surplus of \$66,000 to return to WIA programs. WIB expended 88% on staff salaries with a remainder of \$71,429 due to the conscious decision to not fill vacancies to put money into the operations unit of the One Stop. Mr. Werner stated that he does not anticipate any staff savings this year. Mr. Werner thanked the staff for picking up the ball. Mr. Cushman stated good report.

13. Information: Update on the CWA Annual Meeting of the Minds conference held in Monterey on September 2 - 4, 2008.

The members who attended the CWA Meeting of the Minds reported on the workshops they attended. Ms. Brickman stated that the Meeting of the Minds conference is always stimulating. She provided a summary report on the workshops she attended on pages 1 and 2 of the conference highlights handout. She recommended that the members visit the websites to preview the sessions to learn about the great ideas that impact our community. Ms. Esquerra thanked WIB members Ms. Wendy Brickman and Ms. Linda Coyne and Youth Council member Mr. Randy Bangs for providing information on the workshops they attended to include in the conference highlights handout. Ms. Esquerra reported on several workshops that she attended which focused on potential funding solutions for our area. She attended a grant-writing workshop on state solicitations that provided tips and examples for writing successful proposals. She also reported on a workshop that focused on building effective Employment Training Panel and

WIB partnerships to leverage training funds. The ETP tracking and billing mechanism is now user-friendly and offered online. She stated since July 2004, WIB's have received a total of \$12 million in funds from ETP for training. In 2007-08, ETP approved over \$100 million in total awards to various organizations. She stated that WIB staff plans to work with ETP to leverage training funds. Mr. Werner stated that WIB staff, Mr. Bernahl and Mr. Weakley attended a workshop presented by the State WIB that offered information on the Work Readiness Certification. Efforts are underway to implement it locally here at our One Stop.

14. Action: Review and approve the Monterey County Workforce Investment Board (WIB) Legislative Platform 2009.

Mr. Werner reported on the proposed priorities of the WIB that will be forwarded to the Legislation Committee of the Board of Supervisors. He stated the areas brought forward support legislation to fund sustainable pre-apprenticeship training programs with special emphasis placed on "Green Industry" and to support increased funding for Summer Youth Employment and Training Programs as part of a economic stimulus package.

Motion: Ms. Carrillo moved to approve the action as stated.

Second: Mr. Munoz

Motion passed unanimously

ANNOUNCEMENTS OF EVENTS OR SERVICES:

Mr. Bernahl announced the Annual Employers Awards Luncheon, hosted by the WIB's Disability Advisory Committee in partnership with the Monterey County Committee for the Employment of People with Disabilities (MCCEPD). The event will be held on October 23, 2008, from Noon-2pm, held at the Embassy Suites in Seaside. Please RSVP with Leslie Rostron, WIB Staff at (831) 796-3311. Mr. Werner stated that a returning veteran and OET youth participant would be recognized.

Mr. Bernahl announced on October 8, he is sitting on a panel forum for the future, organized by the Salinas Jaycees, the Youth Professionals Group and other young professionals. This is a great event for young professionals to learn how to get involved with community services and how to start their own business.

ADJOURNMENT:

Motion: Ms. Carrillo moved to adjourn the meeting.

Second: Mr. Munoz

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 9:44am