

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
 Wednesday, December 1, 2010, 7:30 A.M.  
 Marina Branch Library, 190 Seaside Circle, Marina, CA 93933

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
Erik Cushman, <i>Chair</i>	Business
Joanne Webster, <i>Vice Chair</i>	Business
Anthony Aniello, <i>2nd Vice Chair</i>	Business
Wendy Brickman	Business
Mary Ann Leffel	Economic Development
Scott Grover	Business
Phoebe Helm	Economic Development
Supervisor Dave Potter	Monterey County Board of Supervisors, 5th District
Doug Garrison	Post-Secondary Education
Rick Deraiche	EDD
Ralph Rubio	Labor Organizations
Rich Gillis	Business
Linda Coyne	K-12 Education
Judith Profeta	Business
Mike Hutchinson	Business
Jim Nakashima	Housing Authority
Maria Castillo	Labor Organizations
Al Davis	Community Based Organization (CBO)
Elliott Robinson	Department of Social and Employment Services
Cesar Lara	Labor Organizations
Salvador Munoz	Business
Brian Turlington	Business
Steve MacArthur	Labor Organizations
Lupe Palacio	Community Based Organization (CBO)
Hunter Harvath	Economic Development Agencies
Maggie Melone-Echiburu	Business
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
David Bernahl, II, <i>Past WIB Chair</i>	Business
Mark Bastis	Business
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Maria Castillo	Labor Organizations
David Dwyer	Department of Rehabilitation
Ken Scherpinski	Labor Organizations
Robert Weakley	Business
Larry Silva	Business
Teresa Sullivan	Older American Programs
Mark Verbonich	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Allen Barnes	Shoreline
Wil Moore	Shoreline
Nick Schultz	SLO WIB
Bill O'Brian	Shoreline
Lynda Dunn	OET
David Lundberg	Santa Cruz WIB
Susan Barich	Project 17
Joe Fleming	Green Careers Partnership
John Carlos Ortega	Shoreline
Ron Chessire	Monterey/ Santa Cruz Building and Trades Council
Manley Bush	WIB Staff
Marleen Esquerra	WIB Staff
Yuri Anderson	WIB Staff
Stephanie Shonley	WIB Staff
Gloria Torrez	WIB Staff

**CALL TO ORDER/INTRODUCTIONS:** Mr. Cushman called the meeting to order at 7:43am. He welcomed those in attendance and called for introductions. A quorum was established.

**CHANGES TO THE AGENDA:** None.

**PUBLIC COMMENT:** Mr. Cheshire of the Monterey/ Santa Cruz Counties Building Trades Council provided the Board with an update of the Pre-Apprenticeship Program. He noted that the next cohort will be graduating on December 15, 2010. Mr. Cushman asked Mr. Cheshire to invite the board members to the graduation ceremony.

**BUSINESS MEETING:**

**1. Action: Approve the minutes of the October 6, 2010 Workforce Investment Board meeting.**

**Motion:** Ms. Carillo moved to approve the minutes as stated.

**Second:** Mr. Lara

**Motion passed unanimously**

**DIRECTOR'S REPORT**

Ms. Flinn stated that the Monterey and Santa Cruz WIBs along with other partners hosted the Extreme Entrepreneurship Tour. The event she added was geared toward young adults who are interested in becoming entrepreneurs. She continued to say that the event was attended by both Santa Cruz and Monterey youth. She also stated that WIB staff has been working with various partners to host youth health care career fairs. Ms. Webster added that the fairs include presentations by various medical professionals. She stated that attendees are given a survey to fill out.

**CONSENT CALENDAR**

**Motion:** Mr. Potter moved to approve the consent calendar as stated.

**Second:** Mr. Rubio

**Motion passed unanimously**

**C-1.** Action: Concur with the November 17, 2010 Executive Committee action to approve the WIB and WIB subcommittee January-June 2011 meeting calendar.

**C-2.** Action: Concur with the November 17, 2010 Executive Committee to approve the development of new Request for Proposals (RFP) for WIA Title I adult and youth program subcontracts beginning in Program Year (PY) 2011-12.

**C-3.** Action: Concur with the November 17, 2010 Executive Committee action to approve the updated monitoring schedule for PY2010-11 WIA Title I Adult, Dislocated Worker and Youth programs.

**C-4.** Action: Concur with the November 17, 2010 Executive Committee action to expend up to \$14,000 in WIA funds for full WIB member and WIB staff attendance at the NAWB Forum 2011.

**C-5.** Action: Concur with the November 17, 2010 Executive Committee action to expend up to \$7,850 in WIA funds for Youth Council member and WIB staff attendance at 2011 CWA Youth Conference.

**C-6.** Action: Concur with the November 17, 2010 Executive Committee action to obligate \$240,000 in WIA funds for a YouthBuild project with Rancho Cielo.

**1. Information: Discussion on the Board of Supervisors' Economic Development Committee recommendation.**

Mr. Cushman stated that the Board of Supervisors' will be reviewing a recommendation by their Economic Development Committee to create a new Economic Development Department. He continued to say that the Department will be directed by a new Economic Development Director/ WIB Executive Director. Mr. Potter stated that the recruitment will take months and that they are still updating the job qualifications. He continued to say that the recommendation has received the support of the County and he does not anticipate opposition to the recommendation. Mr. Cushman stated that the recommendation is on the BOS agenda for December 7, 2010. He stated that the creation of a new department will be a result in the realignment of the WIB which will move to the new department. He stated that a decision on whether or not OET will stay with DSES is still to be determined.

**2. Information: Update on recent monitoring activities.**

The Board reviewed the report as provided in the packet.

**3. Information: Update on WIB focus group meetings convened to discuss PY 2011-12 Request for Proposals.**

Ms. Esquerra stated that WIB staff has convened a series of focus group meetings. She noted that the meetings have involved different community organizations. She continued to say that the meetings were held to address the needs of the community. She stated that WIB staff will analyze the data to draft the PY2011-12 RFP. She continued to say that the meetings have been informative and encouraging. Ms. Flinn noted that although a One-Stop system is required the WIB's can sub-contract out to other organizations that can better serve the hardest to serve. In response to Ms. Helm's question, Ms. Esquerra stated that about 40 different organizations have participated in the meetings.

#### **4. Information: Update on the Strategic Plan.**

Mr. Cushman stated that the following presentations were a result projects that require regional collaborations. He noted that the goal is to combine resources to promote regional growth. Ms. Flinn stated that each full WIB meeting will focus on a strategic goal of the plan.

#### **Roundtable Discussions:**

- **Project 17**

Susan Barich presented Project 17 to the Committee. Project 17 focuses on Santa Cruz, San Benito and Monterey Counties. The goal of the project is to dovetail the region's agricultural industry with technology to create a cluster of advanced ag tech companies.

- **Regional Industry Clusters of Opportunity Grant (RICOG)**

Nick Schultz presented on the RICOG which is collaborative project by Monterey, San Luis Obispo, and Santa Barbara County. The goal of the grant is to conduct research and create a shared vision for targeted industries that offer opportunities for business and "green growth".

- **Green Career Partnership.**

Jo Fleming presented on the Green Career Partnership which, focuses on fostering job creation through partnerships that provide guidance on training programs, job availability and future economic development opportunities.

- **National Emergency Grant (NEG), Good Prospects Grant and CDF training**

Wil Moore presented on the NEG grant which will serve San Benito, Santa Cruz, Monterey, and San Luis Obispo Counties. The goal is to provide services to the long term unemployed. The Good Prospects Grant and CDF Training will increase the capacity of workforce facilities and staff.

#### **ANNOCEMENTS:**

Ms. Leffel stated that is working on bring in more business to Monterey County which includes a software company that is looking to operate in King City. Mr. Cushman announced the Monterey Gives Campaign noting that the Monterey County Weekly will match funds that are raised form the campaign.

#### **ADJOURNMENT:**

**Motion:** Ms. Webster moved to adjourn the meeting.

**Second:** MS. Brickman

**Motion Passed Unanimously**

**Mr. Cushman adjourned the meeting at 10:10am**