

ADOPTED
Monterey County Workforce Investment Board
Meeting Minutes
730 La Guardia Street, Salinas, CA
Wednesday, August 7, 2013

Members Present: Wendy Brickman, Diana Carrillo, Erik Cushman (Chair), Rick Deraiche, Jay Donato, David Dwyer, Hunter Harvath, Neal Heckman, Cesar Lara, Dr. Willard Lewallen, Steve MacArthur, Andrea Nield, Elliott Robinson, Ralph Rubio, Kimberly Schnader, Larry Silva, Teresa Sullivan,

Members Absent: Anthony Aniello, Mary Ann Leffel, Al Davis, Scott Grover, Salvador Muñoz, Dave Potter, Walter Tribble and Brian Turlington

Others Present: Rosie Chavez, Yuko Duckworth, Andy Hartmann and Aaron Oskolkoff

Staff Present: Joyce Aldrich, Marleen Esquerro, Flor Galvan and Dave Spaur

Call to Order/Introductions: Mr. Cushman called the meeting to order at 8:15am. A quorum was established.

Changes to the Agenda: None

Public Comment/Testimonials: Mr. Adam Carr, Store Manager of Walgreens in Salinas at the North Main location stated he has been working with the One-Stop Career Center for two years. His last eight hires were through the One-Stop which he expressed has been a fantastic experience. Due to this success, he has brought in other surrounding Walgreens to work with the One-Stop for hiring employees. The average starting wage is \$9 per hour with full benefits with the potential for promotion. He looks for candidates with communication and interpersonal skills including interacting with people. The Walgreens district manager is looking to work with local One-Stops in the Los Gatos area.

Subcommittee Chair Reports: None.

Consent Calendar:

1. **Action:** Approve the June 5, 2013 minutes.

Motion: Ms. Nield motioned to approve the action as stated.

Second: Mr. Rubio

Motion Passed Unanimously

Discussion or Review of Business Calendar Action Items:

Motion: Mr. Rubio motioned to approve Business Action Items #1 through 9 for approval.

Second: Mr. Lara

Motion Passed Unanimously

1. **Action:** Consider and approve the reappointment of Hunter Harvath, Assistant GM, Monterey-Salinas Transit, representing Economic Development and Business to the WIB for a three year term.
2. **Action:** Consider and approve the appointment of Stephen Lenard, Partner, Passion Fire Media, representing Business to the WIB for a three year term.
3. **Action:** Consider and approve the appointment of Aaron Oskolkoff, Store Manager, CVS Pharmacy, representing Business to the WIB for a three year term.
4. **Action:** Consider and approve the appointment of Paul Farmer, CEO of the Salinas Valley Chamber, representing Business to the WIB for a three year term.
5. **Action:** Consider and approve the appointment of Andy Hartman, Business Manager, Int'l Brotherhood of Electrical Workers Local 234, representing Labor to the WIB for a three year term.
6. **Action:** Consider and approve the resignation of Wendy Crawford, representing Business from the WIB.
7. **Action:** Consider and approve the resignation of Mark Verbonich, representing Business from the WIB.
8. **Action:** Consider and approve the resignation of Ken Scherpinski representing Labor from the WIB.
9. **Action:** Consider and approve the resignation of Samantha Harrison, representing an Individual with Experience in Youth Activities from the Youth Council.
10. **Presentation on Economic Modeling Specialists Intl (EMSI).** Mr. Rench gave a presentation on EMSI's software program that turns labor market data into useful information that helps to understand the connection between economies, people and work by using sound economic principles and data.

The EMSI reports provide occupations, industry levels, annual income and detailed information in the region. Ms. Aldrich reported the cost is between \$6,000 and \$8,000 annually with a certain amount of licenses. Mr. Rubio recommended that WIB members evaluate both the EMSI and EconoVue labor market programs before a purchase decision is made. WIB members Mr. Heckman and Mr. Silva volunteered to test drive and evaluate both web based tools.

11. **Discussion on America's Job Center of California Network Branding.** Ms. Aldrich reported that staff is waiting for quotes for the sign changes. In the meantime, WIB staff is making the necessary rebranding changes, transitions and progressing forward as required by the State.
12. **Action: Review and approve the Local Plan Key Strategic Goals.** Ms. Aldrich stated the strategic goals were developed based on feedback received from the WIB retreat and community meetings. The entire Local Plan with the strategic goals was forwarded to the State WIB on July 1, 2013. At the request of the Executive Committee members, changes were made to the strategic goals which included condensing it down to a few pages. Ms. Aldrich stated the purpose of the strategic goals is to help guide the work of the WIB. Mr. Rubio recommended increasing the level of accountability of all stakeholders by adding specific dates of when each action will be completed, who will be responsible, and the status of when actions are done, on target or need to be revised.
Motion: Ms. Brickman motioned to approve the action with Mr. Rubio's recommended changes.
Second: Mr. Lara
Motion Passed Unanimously

Director's Report: Ms. Aldrich stated the State WIB Chair Mr. Mike Rossi and State WIB Executive Director Mr. Tim Rainey hosted its first "member-to-member" campaign meeting with Monterey, Santa Cruz and San Benito County's WIB Chairs and Vice Chairs. Ms. Leffel and Ms. Carrillo attended on behalf of Monterey. Ms. Aldrich reported that it was a lively conversation that included a discussion on each of the WIB's Local Plans and priority industry sectors. She also reported that the Meeting of the Minds Conference will take place in Monterey in September. Ms. Aldrich reported that WIA reauthorization is currently on the table and Assemblyman Luis Alejo requested that we send letters of support to encourage Congress to approve the reauthorization.

Announcement of Events: Ms. Brickman reported that a Community Safety event will take place on Saturday, September 7, 2013 from 10am to 2pm at 2300 Garden Road in Monterey. She will forward the flyer to WIB staff to distribute.

Mr. Cushman invited the WIB members and guests to take part in a tour of the America's Job Center of California immediately following the meeting.

Adjournment: Mr. Cushman adjourned the meeting at 9:35 a.m.

Motion: Mr. Rubio motioned to approve the adjournment.

Second: Mr. Harvath