

**ADOPTED**  
**Monterey County Workforce Investment Board**  
**Business Services Committee**  
Meeting Minutes  
Marina Library, 190 Seaside Avenue, Marina, CA  
**February 12, 2013, 4:00-5:00pm**

**Members Present:** Anthony Aniello (Chair), Wendy Brickman, Kimberly Schnader, Mark Verbonich and Andrea Zeller-Nield

**Members Absent:** Ralph Rubio

**Staff Present:** Joyce Aldrich, Marleen Esquerra and Flor Galvan

**Others Present:** Samantha Harrison

**Call to Order/Introductions:** Mr. Aniello called the meeting to order at 4:05pm and asked for introductions. A quorum was established.

**Changes to Agenda:** None

**Public Comment:** None

**Discussion or Review of Business Calendar Action Items:**

- 1. Welcome and discussion on the Business Services Committee's purpose, composition and objectives.** Ms. Aldrich welcomed all the members and thanked them for their attendance. She stated that the WIB Bylaws were updated, amended and approved by the Board of Supervisors to create a Business Services Committee as a standing committee of the Workforce Investment Board. She stated the responsibility of the members is to develop and recommend a business services plan which will accompany the WIB's Strategic Local Plan for submission to the State. She also stated that the Committee should conduct a Labor Market Intelligence analysis on an on-going basis and provide oversight of the Rapid Response Program. She stated another responsibility is championing the Career Readiness Certificate, WorkKeys and Worldwide Interactive Network. She stated that moving forward the committee will see more integration with the Economic Development Committee.
- 2. Presentation on the Career Readiness Certificate.** Ms. Harrison stated that the Central Coast Career Readiness Consortium was created by the Monterey County Business Council. The Career Readiness program is being accomplished as a statewide effort and benefits businesses and One-Stop Career Centers. She stated that there are two components of the program that include the assessment component known as WorkKeys and the training component known as Worldwide Interactive Network (WIN). WorkKeys is a web based program that evaluates a participant's skill level by using different assessments to include applied mathematics, locating information and reading for information. After completion of the test, the participant will either receive a bronze, silver, gold or platinum certificate showing their skill level. She stated the test was created to increase employment retention, and to reduce employers' time with assessment and training new hires. The total cost is \$75.00 for all three tests with an additional \$25.00 for the training component.
- 3. Discussion on the California's Strategic Workforce Development Plan for 2012 – 2017 and the development of a Business Services Plan which integrates local business involvement with workforce initiatives.** Ms. Aldrich reported that the plan is currently in draft form however it has been submitted to the Department of Labor for final approval. The State of CA Workforce Investment Board's (CWIB) staff have been visiting regions of the State to inform local WIB's of the Local Plan guidance and expectations. WIB staff had the opportunity to attend one of these technical assistance meetings on February 9<sup>th</sup>, hosted by the CWIB, to learn more about the Local Plan guidance, its requirements and submission timeline..
- 4. Report on local labor market statistics for Monterey County.** Ms. Esquerra reported that the information is received from the State's Labor Market Information Division. She stated the information

is a snapshot of Monterey County and how it differed monthly, yearly and from different regions. The job listings are retrieved from the Virtual One-Stop System (VOS) that spiders all open job opportunities that are listed online throughout Monterey County and is updated nightly into the VOS system.

- 5. Report on required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Ms. Aldrich stated the list shows employers impacted by layoffs to date. She also stated that the list shows how many employees were laid off and how many attended presentations and signed up for services. She reported that 97 Capital One Associates have signed up for services; 14 workers who were laid off from Fresh Express attended an orientation and 2 signed up; and information about our One-Stop services was sent to General Vineyard's employees.
- 6. Report on Employment Training Panel funding award.** Ms. Aldrich reported that the Employment Training Panel (ETP) provides reimbursement to employer to offset the cost of jobs skills training. She reported that it applies to incumbent workers for training opportunities. She stated that the WIB applied for ETP funding in partnership with SBDC as part of a multiple employer contract application and were awarded funding to provide manufacturing training to Nature's Energy Group. She also stated that as the WIB moves forward and shows success with this ETP project, the WIB can reapply for additional funding opportunities.
- 7. Establish schedule of future meeting dates and times.** Ms. Aldrich asked the Business Services Committee when and how often they would like to hold their regular meetings. It was agreed that the meetings will be held every other month on the second Tuesday, (opposite of the Youth Council's meetings), scheduled at 4:00pm and held at the Marina Library,. The next meeting will be held on April 9, 2013.

**Announcements of Events:** Mr. Aniello announced that he and Joyce will be attending the National Association of Workforce Board's conference in DC in March. He also asked the committee members to refer business members to the WIB as the WIB has five business member vacancies.

**Adjournment:** Mr. Aniello moved to adjourn the meeting 5:25pm.

**Second:** Ms. Schnader

**Motion Passed Unanimously**