

**ADOPTED**  
**Monterey County Workforce Investment Board**  
**Business Services Committee**  
**Tuesday, June 18, 2013**  
Marina Library, 190 Seaside Avenue, Marina, CA

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

**Members Absent:** Mark Verbonich

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

**Others Present:** Darius Sadeghi

**Call to Order/Introductions:** Mr. Aniello called the meeting to order at 4:13pm and asked for introductions. A quorum was established.

**Changes to Agenda:** None

**Public Comment:** None

**Consent Calendar:**

1. Approve the February 12, 2013 minutes.

**Motion:** Ms. Zeller-Nield motioned to accept the action as stated.

**Second:** Ms. Schnader

**Motion Passed Unanimously**

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

1. **Presentation from Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter.** Mr. Darius Sadeghi, founder of Bio-Chek and inventor of the AgMeter™ gave a presentation on creative technology related to the agricultural industry sector that could potentially lead to job creation opportunities.
2. **Discussion regarding the Career Readiness Certification (WorkKeys and WIN Career Readiness Courseware).** Ms. Esquerra reported on the WIB member's evaluation and review of the WIN Career Readiness Courseware. All of the members were given an opportunity to review the WIN program and complete a WorkKeys Assessment and those that were able to evaluate the programs are prepared to give a briefing on their experience. Ms. Brickman completed the WorkKeys Readiness Indicator test and Reading for Information Assessment. She liked the WorkKeys Readiness Indicator and was able to ace it. In the Reading for Information Assessment, some of the questions were clear and mirrored something found and used in the workplace which is valuable. However, she found that it included many poorly written memos that were difficult to understand. Ms. Nield stated that she reviewed the WIN program and found plenty of useful topics that could benefit employers and employees. She can see how this would benefit some of SBDC's clients as well. The program was easily accessible and is offered in both Spanish and English. She also liked how it connects to O.Net. She would like her SBDC team of advisors to be trained in WIN, O.Net and WorkKeys. Ms. Schnader stated that the WIN program was much more complex than she anticipated. She found the Listening Skills, Business Writing and Team Work modules to be most helpful. Ms. Esquerra stated that the WIB is planning to reevaluate its training policy to incorporate language that encourages all individuals who visit the One-Stop Career Center to complete a WorkKeys assessment. This will help to assess the local labor talent pool of our workforce. The members asked WIB staff for a fact sheet that better explains the benefits of using WorkKeys and WIN and how they function together to better promote the value to employers. Ms. Brickman recommended using client testimonials from business owners that have utilized WorkKeys to help promote the program.
3. **Report on the required Rapid Response activities to private sector employers in Monterey County, including small businesses.** Ms. Aldrich reported that the business that took over the building where Chevy's was located hired about 80% of the workers that were laid off. Ms. Aldrich also reported that staff has been unable to connect with the laid off employees from Sequoia Insurance. However, she stated that it appears that the new company laid off all workers and is rehiring employees at a lower salary range. Ms. Aldrich reported that a number of the affected employees laid off from the

Herald are being relocated to Fremont. Ms. Aldrich also reported that Capital One employees are continuing to come into the One-Stop to enroll for services. Ms. Aldrich stated that staff has asked Capital One for more information as to how many more employees will be laid off.

4. **Discussion on the WIB's Business Services Plan which integrates local business involvement with workforce initiatives.** Ms. Aldrich reported that she received input from the Business Services Committee members on the Business Services Plan. Based on feedback from members, she incorporated a business outreach component and social media strategy into the plan. Ms. Schnader recommended adding LinkedIn to the social media strategy. Ms. Aldrich asked that the members review the Business Services Plan one final time and provide comments and feedback.
5. **Update on the schedule of future meeting dates and times.** Ms. Aldrich presented an update on the Business Services calendar of meetings which are to occur bi-monthly, on the 2<sup>nd</sup> Tuesday at 4pm.

**Adjournment:** Mr. Aneillo motioned to adjourn the meeting at 5:40 p.m.

**Motion:** Ms. Schnader motioned to accept the action as stated.

**Second:** Ms. Brickman