

ADOPTED
Monterey County Workforce Investment Board
Business Services Committee
Tuesday, August 27, 2013
Marina Library, 190 Seaside Avenue, Marina, CA

Members Present: Anthony Aniello (Chair), Wendy Brickman, Paul Farmer, Stephen Lenard, Andrea Nield and Kimberly Schnader

Staff Present: Joyce Aldrich, Marleen Esquerra and Flor Galvan

Others Present: Raymond Barnes, Harry Gamotan, Jerry Hernandez, Chuck Jehle and Korey Woo

Call to Order/Introductions: Mr. Aniello called the meeting to order at 4:01 pm and called for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: Approve the June 18, 2013 minutes.

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

Second: Ms. Brickman

Motion Passed Unanimously

Discussion or review of business calendar action items:

1. **Welcome new members to the Business Services Committee.** Mr. Aniello welcomed the new members and asked them to introduce themselves.
2. **Report on the delivery of business outreach opportunities and services provided to the business community.** Ms. Aldrich stated that she invited the Business Services Team to report out on their activities and the collaboration with the Economic Development Department. Mr. Jerry Hernandez reported that the Business Services Team (BST) has been meeting with communities located in South County which involves partnering with the Salinas Valley Enterprise Zone, City Managers and City Economic Development Directors. He stated that small businesses have a major factor in driving the economy. He reported that the team hopes to work with businesses to retain and expand existing businesses. The first phase involves interviewing businesses in industrial areas.

Ms. Woo stated that the BST has been working with many employers. For the month of July, they worked with a total of 45 to 50 businesses; and that number has doubled for the month of August. The team has been hosting a lot of recruitment events that average to 3-5 weekly. The team is working on planning a job fair in preparation for the retail season, developing on-the-job training opportunities with businesses, keying in job orders into the case management system, completing direct placement contracts and collaborating with the Economic Development Department and Salinas Valley Enterprise Zone representatives. She also reported that she is currently working with a new business Encore that is requesting to fill 100 jobs.

Mr. Gamotan reported he is currently working on two special projects; AB 109 and Workforce Solutions. He reported that AB 109 is a grant that provides employment opportunities for ex-offenders to find employment. Workforce Solutions also provides employment opportunities for participants currently receiving welfare, food stamps or have been out of the workforce for a length of time.

3. **Discussion on the WIB's Local Plan Business and Industry Goals.** Ms. Aldrich reported that the Local Plan was approved by the WIB on August 7th and approved by the Board of Supervisors on August 27th and will be forwarded to the State. She reported that the plan is a blueprint to keep track of the WIB goals and progress of each for the upcoming years. She also reported that the State is

requesting a regional collaboration amongst local workforce investment areas. Ms. Aldrich provided a resource handbook to the committee asking for input.

4. **Report out on Monterey County's local labor market.** Ms. Esquerra reported that one of the responsibilities of the Business Services Committee is to understand the local labor market to know what priorities to recommend to our business representatives for outreach and recruitment purposes, to identify what types of jobs to be working on for job placement and what cities to be working in. Ms. Esquerra thanked Mr. Paul Farmer for featuring the labor market snap shot information in the Salinas Valley Business Journal. Mr. Farmer stated that 20,000 copies of the publication were distributed throughout Monterey County. Ms. Esquerra stated the source data comes from the State's Labor Market Information Division and our local Virtual One Stop system that "spiders" the internet nightly to collect information on available job postings. The snapshot highlights the unemployment rate trends and how Monterey County compares to the State and nation. It also features the top 10 employers with the highest number of job openings advertised online and the top 25 occupations with the highest number of job openings. Mr. Farmer stated that he recently met with the Capital One associates to talk about the workforce and what's available.
5. **Discussion regarding the Career Readiness Certification (WorkKeys and WIN career Readiness Courseware).** Ms. Esquerra stated that the WIB purchased WorkKeys in 2009 and the use of the WorkKeys Readiness Indicator for all candidates to complete prior to placement into training has been written into a WIB policy. Ms. Esquerra stated that members of the committee have evaluated both the WIN and WorkKeys and plans are underway to develop guidance on how to implement both through the America's Job Center of California for customers. Ms. Nield stated that she liked the WorkKeys, but was frustrated with a few questions that asked about industries outside of her sector. Ms. Schnader reported that she completed a WorkKeys assessment and she recognizes its value to participants. Ms. Schnader stated that she would strongly consider looking at an applicant's resume that has successfully completed a WorkKeys assessment.
6. **Report on the Monterey Peninsula chamber's Education Committee survey of its business members.** Ms. Esquerra stated the survey continues to be analyzed and preliminary results will be reported at the WIB's Youth Council meeting on September 10, 2013.

Announcement of Events: Ms. Brickman stated the Capital Insurance Group is hosting a community safety event on September 7th from 10-2 pm at 2300 Garden Road in Monterey. Ms. Aldrich reported that the California Workforce Association's Meeting of the Minds annual conference will take place on September 3-5, 2013 at the Monterey Marriott.

Adjournment: Mr. Aniello motioned to adjourn the meeting at 5:11 p.m.

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

Second: Ms. Brickman