

ADOPTED
Monterey County Workforce Investment Board (WIB)
Business Services Committee
Shoreline Workforce Development, 249 10th Street, Marina, CA
Wednesday, February 11, 2015

Members Present: Brian Turlington, Paula Calvetti, Harbhajan Dadwal, Paul Farmer and Kimberly Schnader

Members Absent: Wendy Brickman

Staff Present: Joyce Aldrich, Marleen Bush and Flor Galvan

Others Present: None

Call to Order/Introductions: Mr. Turlington called the meeting to order at 9:12 a.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: Approve the October 14, 2014 minutes.

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

Second: Mr. Farmer

Approved unanimously

Discussion or Review of Business Calendar Action Items:

- 1. Welcome to Brian Turlington to the Business Services Committee.** Mrs. Aldrich welcomed Mr. Turlington to the committee. She stated that Mr. Turlington is involved in many initiatives and programs that benefit business and has been an active business member on the WIB since 2010. Mr. Turlington is the Executive Director of the Monterey County Business Council.
- 2. Presentation on the Monterey Bay Economic Partnership (MBEP) and Regional Economic Forecast Summit.** Ms. Dossett reported that the Regional Economic Summit was a success. She reported on the Economic Partnership's major initiatives to include partnering with Association of Monterey Bay Area Government (AMBAG) to receive data along with hiring a data scientist. She reported that an annual luncheon will be held with focus group conversations to enable MBEP to hone in on specific projects to invest in and where they can make the greatest impact.
- 3. Report on the delivery of business outreach opportunities and services provided to the business community.** Ms. Bush reported that for the period of July 1, 2014 through January 31, 2015 a total of 294 employers were served; 779 applicants were pre-screened; 129 job openings were posted to the Virtual One Stop online system; 22 participants were referred to area employers hiring; 76 job fairs and customer recruiting events have been hosted by the Business Services; and a total of 126 candidates were reported hired from the job fairs and recruitments. Ms. Bush announced the upcoming Community Job Fair scheduled for April 6, 2015 at the Monterey Conference Center.
- 4. Update on Certified Work Ready Communities (CWRC) Initiative and Outreach efforts.** Mrs. Aldrich reported to date only six employers have registered to support the CWRC initiative. She asked for the support of the business committee to increase the percentage.
- 5. Update on Rapid Response and Layoff Aversion activities.** Ms. Bush reported that the WIB has been given funding that must be used to provide lay-off aversion services as part of their existing Rapid Response Program. She reported that Monterey County received \$46,000 intended for layoff aversion activities.

- 6. Report on Monterey County's local labor market.** Ms. Bush reported that the unemployment rate for the month of December was 10.7%; the total labor force was at 214,200; total employed 191,200; and total unemployed 23,000.
- 7. Review and discuss WIB's 5-year Local Plan Strategy update and 2014 WIB Retreat Strategic Initiatives.** Mrs. Aldrich reported that WIB staff continues to attend local chamber meetings and brown bag lunches. Staff will be attending local HR meetings in the near future. She also reported that CSUMB students evaluated the WorkKeys assessment program. Employees have also received training on how to administer WorkKeys; however it's been temporarily placed on hold as the State is looking at other assessment tools for local areas to use. She also reported that the WIB has partnered with Hartnell and Monterey Peninsula Colleges on two separate Career Pathways Trust Fund Grants. She also reported that WIB staff is in the process of developing a tool to inventory business workforce needs countywide.
- 8. Discussion on outreach campaign to promote services to job seekers and businesses.** Mrs. Aldrich reported that Office for Employment Training (OET) staff have been diligently outreaching to job seekers. Ms. Bush reported that OET staff mailed out information and have spoken with several HR representatives. Several committee members encouraged the use of social media as part of the campaign promotion. Mrs. Aldrich stated that social media is currently being used by the Business Services Team to promote services.
- 9. Discussion on the schedule of future meeting dates and times.** Mrs. Aldrich reported that members felt that it was best to change the regular Business Services Committee meeting occurrences to the second Tuesday of every other month, at 4:00 pm. The committee agreed to the meeting change.

Announcement of Events: Mr. Turlington announced that the Monterey County Business Council will be hosting a monthly member luncheon on Friday, March 13, 2015. Mrs. Aldrich announced that the WIB Retreat will be held on April 15, 2015 at Hartnell College.

Adjournment: Mr. Turlington adjourned the meeting at 10:35 a.m.

Motion: Ms. Schnader motioned to adjourn the meeting.

Second: Ms. Calvetti

Approved unanimously by those in attendance