



# PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board (WIB)

## EXECUTIVE COMMITTEE

Marina Branch Public Library, 190 Seaside Circle, Marina, CA 93933

Wednesday, June 16, 2010 – 8:00am

Erik Cushman,  
WIB Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
WIB 2<sup>nd</sup> Vice Chair

David Bernahl, II,  
WIB Past Chair

### Executive Committee Members:

Erik Cushman, *Chair*

Anthony Aniello  
David Bernahl, II  
Diana Carrillo  
Mary Ann Leffel  
Robert Weakley  
Joanne Webster

Monterey County  
Workforce Investment  
Board (WIB)

Loyanne Flinn,  
*Acting Executive Director*

730 La Guardia Street  
Salinas, CA 93905  
(831) 759-6644  
Fax (831) 796-3512  
flinnlg@co.monterey.ca.us  
www.montereycountywib.org

### AGENDA

#### CALL TO ORDER/INTRODUCTIONS

Erik Cushman,  
*Chair*

#### CHANGES TO THE AGENDA

**PUBLIC COMMENT** – For items not listed on the agenda. Limited to 3 min.

- |   |                |
|---|----------------|
| 1. <b>Action:</b> Approve the minutes of the May 26, 2010, WIB Executive Committee meeting. | Erik Cushman   |
| 2. <b>Information:</b> Discuss WIB composition alternatives and member recruitment          | Joanne Webster |

#### APPOINTMENTS & RESIGNATIONS

Erik Cushman

- |  |  |
|--|--|
| 3. <b>Information:</b> WIB Member Chris Chidlaw, representing Business, term expiration                              |  |
| 4. <b>Information:</b> WIB Member Harry Gamotan, representing Labor Organizations, term expiration                   |  |
| 5. <b>Action:</b> Consider the de facto resignation of Blas Barroso, representing Labor Organizations, from the WIB  |  |
| 6. <b>Action:</b> Consider the reappointment of Richard Gillis, representing Business, to the WIB                    |  |
| 7. <b>Action:</b> Consider the reappointment of Cesar Lara, representing Labor Organizations, to the WIB             |  |
| 8. <b>Action:</b> Consider the reappointment Salvador Muñoz, representing Business, to the WIB                       |  |
| 9. <b>Action:</b> Consider the reappointment of Lupe Palacio, representing Community-based Organizations, to the WIB |  |
| 10. <b>Action:</b> Consider the reappointment of Judith Profeta, representing Business, to the WIB                   |  |

#### BUSINESS MEETING

- |   |                   |
|---|-------------------|
| 11. <b>Action:</b> Concur with the April 2, 2010 Community Outreach Committee action to approve an expenditure of \$9,600 to promote the One-Stop Career Center. ( <i>Reference handout</i> ) | Marleen Esquerra  |
| 12. <b>Information:</b> PY2010-11 WIB Retreat preparation   | Loyanne Flinn     |
| 13. <b>Information:</b> Consider approval of the PY2010-11 WIA Title I programs budget and participant plans ( <i>Reference handout</i> )   |                   |
| 14. <b>Information:</b> Support for participants of the Monterey Bay Green Building Pre-Apprenticeship Training Program   |                   |
| 15. <b>Information:</b> Review a draft of the PY2009-10 WIB Annual Report   | Stephanie Shonley |

#### ANNOUNCEMENTS OF EVENTS OR SERVICES

Erik Cushman

#### Upcoming Executive Committee Meetings:

- August 18, 2010, 8:00am, Marina Library Community Room
- September 15, 2010, 8:00am, Monterey County Business Council

#### Upcoming WIB Meetings:

- July 21, 7:30am – 1:00pm, Salinas Golf & Country Club
- August 4, 2010 - TBD

#### ADJOURN

Erik Cushman

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at [www.montereycountywib.org](http://www.montereycountywib.org).



Erik Cushman,  
WIB & Executive Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
WIB 2<sup>nd</sup> Vice Chair

David Bernahl, II,  
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[www.onestopmonterey.org](http://www.onestopmonterey.org)



## Monterey County Workforce Investment Board (WIB)

Contact Information

### Loyanne Flinn, WIB Acting Executive Director

Salinas One-Stop Career Center  
730 La Guardia Street, Salinas, CA 93905  
Phone: (831) 759-6644  
Email: [flinnlg@co.monterey.ca.us](mailto:flinnlg@co.monterey.ca.us)  
Website: [www.montereycountywib.org](http://www.montereycountywib.org)  
General Phone: (831) 796-3313  
Fax: (831) 796-3512

### WIB STAFF:

Miguel Banda, (831) 796-3311, [bandam@co.monterey.ca.us](mailto:bandam@co.monterey.ca.us)  
Manley Bush, (831) 796-3320, [bushm@co.monterey.ca.us](mailto:bushm@co.monterey.ca.us)  
Yuri Anderson, (831) 796-3349, [dewy@co.monterey.ca.us](mailto:dewy@co.monterey.ca.us)  
Marleen Esquerria, (831) 796-3381, [esquerraml@co.monterey.ca.us](mailto:esquerraml@co.monterey.ca.us)  
Stephanie Shonley, (831) 796-3387, [shonleys@co.monterey.ca.us](mailto:shonleys@co.monterey.ca.us)  
Gloria Torrez, (831) 796-3313, [torrezg@co.monterey.ca.us](mailto:torrezg@co.monterey.ca.us)

## Monterey County One-Stop Career Center Operators

Contact Information



### Office for Employment Training (OET)

Lynda Dunn, Deputy Director  
Phone: (831) 796-3330  
Email: [dunni@co.monterey.ca.us](mailto:dunni@co.monterey.ca.us)  
Website:  
[www.onestopmonterey.org](http://www.onestopmonterey.org)

### CalWORKs Employment Services (CWES), Community Action Partnership (CAP), Monterey County Child Care Planning Council (CCPC)

Barbara Verba, Deputy Director  
Phone: (831) 796-1520  
Email: [verbab@co.monterey.ca.us](mailto:verbab@co.monterey.ca.us)  
Website:  
<http://mcdses.co.monterey.ca.us>

### Employment Development Department (EDD)

Ruben Garcia, Manager  
Phone: (831) 796-3632  
Email: [RGarcia@edd.ca.gov](mailto:RGarcia@edd.ca.gov)  
Website:  
[www.edd.ca.gov](http://www.edd.ca.gov)

### Monterey County One-Stop Career Center Locations

#### Salinas One-Stop

Salinas Airport Business Park  
730 La Guardia Street  
Salinas, CA 93905  
(831) 796-3600

#### Seaside One-Stop

University Plaza Shopping Center  
1760 Fremont Blvd, Ste. D-2  
Seaside, CA 93955  
(831) 899-8236

#### King City One-Stop

Towne Square Shopping Center  
200 Broadway Street, Ste. 62  
King City, CA 93930  
(831) 386-6801

**UNADOPTED**

**Minutes of the Monterey County Workforce Investment Board  
Executive Committee Meeting  
Wednesday, May 26, 2010 8:00am  
Marina Branch Library, 190 Seaside Circle, Marina, CA 93933**

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
David Bernahl, <i>Chair</i>	Business
Mary Ann Leffel	Business
Robert Weakley	Business
Joanne Webster	Business
Diana Carrillo	Migrant Seasonal Farm Worker
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Erik Cushman	Business
Bob Brower	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Elliot Robinson	DSES
Deborah Carrillo	Turning Point
Wil Moore	Shoreline
Mary Concepcion	Arbor
Rosie Chavez	Turning Point
Doug Orlando	EDD
Lawrence Silva	Business
Chris Chidlaw	Business
Rod Powell	OET
Lynda Dunn	OET
Yuri Anderson	WIB Staff
Marleen Esquerra	WIB Staff
Stephanie Shonley	WIB Staff
Gloria Torrez	WIB Staff

**CALL TO ORDER/INTRODUCTIONS:** Mr. Bernahl called the meeting to order at 8:12am. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** None

**PUBLIC COMMENT:** None.

**BUISNESS MEETING:**

**1. Action: Approve the minutes of the April 19, 2010, WIB Executive Committee meeting.**

**Motion:** Ms. Carrillo moved to accept the minutes, as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**2. Action: Accept the resignation of WIB member Robert Brower, representing Business, effective May 31, 2010**

**Motion:** Ms. Webster moved to approve the action, as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**3. Action: Accept the resignation of WIB member Michael Oprish, representing Business, effective May 28, 2010**

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**4. Action: Consider the reappointment of Diana Carrillo, representing Community-Based Organizations - Migrant Seasonal Farm Workers, to the WIB**

**Motion:** Ms. Webster moved to approve the action, as stated.

**Second:** Ms. Leffel

**Abstain:** Ms. Carrillo

**Motion Passed Unanimously**

**5.Action: Consider the reappointment of Al Davis, representing Community-Based Organizations, to the WIB**

**Motion:** Ms. Carillo moved to approve the action, as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**6.Action: Consider the reappointment of Aaron Johnson, representing Business, to the WIB**

**Motion:** Ms. Carillo moved not to reappoint Mr. Johnson to the WIB.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**7.Action: Consider the reappointment of Mary Ann Leffel, representing Economic Development agencies, to the WIB**

**Motion:** Ms. Carrillo moved to approve the action, as stated.

**Second:** Ms. Webster

**Abstain:** Ms. Leffel

**Motion Passed Unanimously**

**8.Action: Consider the reappointment of Jim Nakashima, representing Department of Housing and Urban Development, to the WIB**

**Motion:** Ms. Webster moved to approve the action, as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**9.Action: Consider the reappointment of Mark Verbonich, representing Business, to the WIB**

**Motion:** Ms. Webster moved to approve the action, as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**10. Action: Consider the appointment of Hunter Harvath, representing Economic Development agencies, to the WIB.**

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**11. Action: Consider the appointment of Maggie Melone-Echiburu, representing Community-Based Organizations, to the WIB.**

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**12. Action: Consider the appointment of Lawrence Silva, representing Business, to the WIB**

Mr. Silva introduced himself to the committee. On the behalf of the committee Mr. Bernahl thanked him for applying to become a member. He added that the board would benefit from having representation from the agricultural industry.

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**13. Information: Discussion on developing a performance-based funding allocation plan for PY2011-12**

Mr. Bernahl stated that he would like the committee to consider performance based funding. He continued to say that all of the monies should be distributed based on the performance of the sub -contractor. He stated that he would like to create new guidelines for the request for proposals. Ms. Webster suggested that those interested in funding from the WIB should present full business plans. Ms. Flinn commented that WIB staff will work on a guideline for the RFT process.

**14. Action: Concur with the April 2, 2010 Community Outreach Committee action to approve an expenditure of \$9,600 to promote the One-Stop Career Center.**

## **ACTION #01**

Mr. Chidlaw presented the committee a sample conveyer belt. He added that marketing on conveyer belts is a new form of advertising. Ms. Webster asked how effective the advertisements are. Mr. Chidlaw replied that it would potentially reach 500,000 people. Mr. Weakley asked how many checkouts the belts would be on. Mr. Chidlaw replied that on five of the busiest checkouts. Mr. Bernahl stated the he would like the Planning Committee to review the expenditure before the Executive Committee takes action. Ms. Esquerra commented that that there are funds available from the Community Outreach Committee. Mr. Weakley commented that if the Planning Committee is going to review it he would like a quote from the radio and television stations. He stated that he would like to compare the two marketing tools.

**Motion:** Ms. Webster moved to approve the action, as stated pending the decision of the Planning Committee.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

### **15. Action: Concur with the May 6, 2010 Planning Committee action to approve the MOU between the MCWIB and designated One-Stop Operator Consortium**

Ms. Anderson stated that the MOU is required by WIA. She continued to say that the Planning Committee provided her with feedback. She stated that this is the final MOU.

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Carrillo

**Motion Passed Unanimously**

### **16. Action: Concur with the May 6, 2010 Planning Committee action to approve the WIA Title I funding allocation plan for fiscal year 2010-11**

Ms. Esquerra stated that will be a 10% reduction in funding for all the subcontractors. Mr. Weakley commented that at the Planning committee meeting it was suggested that funds be distributed based on performance.

**Motion:** Ms. Leffel moved to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

### **ACTION #17-19**

Ms. Carrillo recommended the approval of all youth sub-contractor monitoring reports. She added that the findings in the monitoring reports were addressed and corrective actions were accepted by WIB staff.

**Motion:** Ms. Leffel moved to approve the actions 17-19 as stated.

**Second:** Mr. Weakley

**Motion passed unanimously**

**17. Action:** Concur with the May 10, 2010 Youth Council action to approve the final monitoring report of Unity Care Group, Inc., PY2009-10 WIA Title I Youth Program subcontract.

**18. Action:** Concur with the May 10, 2010 Youth Council action to approve the final monitoring report of the Unity Care Group, Inc., PY2009-10 WIA Title I Youth Follow-up Services subcontract.

**19. Action:** Concur with the May 10, 2010 Youth Council action to approve the final monitoring report of Turning Point of Central California, Inc., PY2009-10 WIA Title I Youth Program.

### **ACTION #20-22**

Ms. Carrillo stated that the Youth Council approved the funding allocations recommended by WIB staff.

**Motion:** Ms. Leffel moved to approve the actions 20-22, as stated.

**Second:** Ms.

**Motion passed unanimously**

**20. Action:** Concur with the May 10, 2010 Youth Council action to approve a \$132,920 PY2010-11 WIA Title I Youth Program subcontract extension to Unity Care Group, Inc.

**21. Action:** Concur with the May 10, 2010 Youth Council action to approve a \$105K PY2010-11 WIA Title 1 Youth Follow-up Services subcontract extension to Unity Care Group, Inc.

**22. Action:** Concur with the May 10, 2010 Youth Council action to approve a \$230,080 PY2010-11 WIA Title I Youth Program subcontract extension to Turning Point of Central California, Inc.

**ACTION # 23-25**

Ms. Leffel recommended the approval of all adult sub-contractor the monitoring reports. She added that findings were address and corrective actions were submitted.

**Motion:** Ms. Webster moved to approve the actions 23-25, as stated.

**Second:** Mr. Weakley

**Motion passed unanimously**

**23. Action:** Concur with the May 13, 2010 Oversight Committee action to approve the Final Monitoring Report for Shoreline's Adult Program for PY 2009-10

**24. Action:** Concur with the May 13, 2010 Oversight Committee action to approve the Final Monitoring Report for Turning Point's Adult Program for PY2009-10

**25. Action:** Concur with the May 13, 2010 Oversight Committee action to approve the Final Monitoring Report for Arbor Employment and Training Adult Program for PY2009-10

**26. Action: Consider the WIA Title I Adult On-the-Job Training program subcontract extensions for PY 2010-11.**

Ms. Esquerra presented the committee a three year analysis of sub-contractor performance data. She stated that both Turning Point and Shoreline had requested a funding increase. She continued by reporting that neither subcontractor had outstanding audits or program issues. Ms. Esquerra commented that Shoreline had met its contract goal for before the deadline. Turning Point met its goal after an extension was given. She presented the staff recommendation to fund Shoreline for PY 2010-11 at the amount of \$437,200 which would be a 28.9% increase from PY 2009-10. The staff recommendation for Turning is to increase its by 5.56% to \$427,000 in PY2010-11. The final staff recommendation was to fund Arbor's contract for \$37,500 from July 1 to August 31, 2010 to close out operations and transfer services to the other sub-contractors. Mr. Weakley asked why the contract for Arbor was being extended. Ms. Esquerra stated that it would be done as a courtesy allow Arbor to close down business. Ms. Leffel asked why the funding for OET was not being discussed. Ms. Esquerra replied that OET has diversified funding and they have also received a 10% decrease in funding. Ms. Leffel commented that she would like to review OET's performance before a decision is made. Mr. Bernahl commented that performance based funding needs to be a priority. Mr. Robinson recommended that the committee make a decision on sub-contractor funding because new contracts have to be presented to the Board of Supervisors by June 30. Mr. Bernahl suggested the sub contractors be funded for six months. Mr. Weakley asked if doing this would affect the programs. Mr. Moore replied that it would affect performance and the exit time frame of the participant.

**Motion:** Ms. Leffel motioned to fund Shoreline and Turning Point at PY 2009-10 contract amount for 12 months, in six months their performance will be reviewed and they may receive additional funding; and to extend Arbor's contract for the period of July 1 through July 31, 2010 at the amount of \$ \$18,750.

**Second:** Ms. Carrillo

**Motion passed unanimously**

**27. Information: Update on activities of the Monterey-Santa Cruz Counties Regional Workgroup meeting**

Ms. Flinn stated that at a Regional Green Summit is being planned in collaboration with San Benito, and Santa Cruz Counties. Ms. Leffel commented that the summit should held in August.

**28. Information: PY2010-11 WIB Retreat preparation**

Ms. Flinn commented that WIB staff has been working on work group topics for the retreat which will be held on July 21, 2010.

**ANNOUNCEMENTS OF EVENTS OR SERVICES: None**

**ADJOURNMENT:**

**Motion: M .**

**Second: Ms. Webster**

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 10:00am**

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** WIB COMPOSITION AND MEMBER RECRUITMENT  
**DATE:** JUNE 16, 2010

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**DISCUSSION:**

Federal and State regulations outline required composition of Local Workforce Investment Boards. The Monterey County WIB Bylaws, as adopted in 2007, outline additional requirements. Recent resignations have caused the WIB to fall out of compliance with all. Prior to considering reappointments and new member applications, Executive Committee members have expressed interest in exploring how to both bring WIB membership back into compliance and opportunities to improve board efficiency.

**INFORMATION:**

Federal and State LWIB and MCWIB composition requirements:

	<b>WIA/Other Federal &amp; State Regs</b>	<b>WIB Bylaws</b>
Business	51%+	51%+
Labor Organizations	Min 15% & no less than 2ppl	15%
Economic Development Agencies	2	2
Community-Based Organizations	2	2
Educational Entities	2	3
One-Stop Partners	One of each:	One of each:
	WIA Title I	DSES/OET
	WIA Title 167	CET
	Wagner-Peyser	EDD
	Adult Education	School
	Rehabilitation	Dept of Rehab
	Welfare-to-Work	N/A
	Older Americans Act	Alliance on Aging
	Post-Secondary Voc Ed	School
	Trade Adjustment Act	EDD
	Veterans	EDD
	Fed CSBG (CAP)	DSES
	HUD Employment	HACM
	Unemployment	EDD
	SBDC (UI 14202(a)(c))	CSUMB/School
<i>Total</i>	<i>Min 28 (B-10, L-4, Ec-2, 1Stp/CBO/ED-8)</i>	<i>Max 43</i>

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WIB composition (based on current bylaws):

	<b>Total</b>	<b>Active</b>	<b>Vacancies</b>	<b>Reaps</b>	<b>Aps</b>
Business	22	11	11	2	1
Labor Organizations	6	3	3	1	1
Economic Development Agencies	2	2	0	0	0
CBO	3	2	1	1	0
Education	3	3	0	0	0
One-Stop Partners	7	5	2	0	1
<i>Total</i>	<i>43</i>	<i>26</i>	<i>17</i>	<i>4</i>	<i>3</i>

Potential WIB composition (based on regs):

	<b>Total</b>	<b>Active</b>	<b>Vacancies</b>	<b>Reaps</b>	<b>Aps</b>
Business	17	11	6	2	1
Labor Organizations	4	3	1	1	1
Economic Development Agencies	2	2	0	0	0
CBO	(2)	2	0	1	0
Education	(2)	3	0	0	0
One-Stop Partners	8	5	2	0	1
<i>Total</i>	<i>28-34</i>	<i>26</i>	<i>9</i>	<i>4</i>	<i>3</i>



Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board

This report was written by: Yuri Anderson, WIB Management Analyst

06/09/2010  
 Date



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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** WIB MEMBER TERM EXPIRATIONS  
**DATE:** JUNE 16, 2010

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**INFORMATION:**

The term of WIB Members Harry Gamotan, representing Labor Organizations, and Chris Childlaw, representing Business, will expire June 30, 2010.

Mr. Gamotan has been a member of the WIB since 2004.

Mr. Chidlaw has been a member of the WIB since 2007.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Yuri Anderson, WIB Management Analyst

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06/15/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** WIB MEMBER RESIGNATION  
**DATE:** JUNE 16, 2010

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**RECOMMENDATION:**

Accept the de facto resignations of the following WIB member Blas Barroso, representing Labor Organization, effective immediately.

**INFORMATION:**

Per WIB Bylaws, it has been deemed that Mr. Barroso has “abandoned, relinquished and otherwise resigned his position on the LWIB” (Article V.6(d)) as result of having absented himself from all WIB meetings in calendar year 2010.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by: Yuri Anderson, WIB Management Analyst

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06/15/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER THE REAPPOINTMENT OF WIB MEMBERS  
**DATE:** JUNE 16, 2010

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**RECOMMENDATION:**

Consider and approve the reappointment of each of the below outlined WIB members to a three-year term beginning June 20, 2010 and ending June 19, 2013.

- **Action 6:** Richard Gillis, representing Business
- **Action 7:** Cesar Lara, representing Labor Organizations
- **Action 8:** Salvador Muñoz, representing Business
- **Action 9:** Lupe Palacio, representing Community-Based Organizations
- **Action 10:** Judith Profeta, representing Business

Each member was contacted to confirm interest in reappointment.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Yuri Anderson, Management Analyst

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06/09/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONCUR WITH THE APRIL 2, 2010 COMMUNITY OUTREACH COMMITTEE ACTION TO APPROVE THE EXPENDITURE OF \$9,600 TO PROMOTE THE ONE-STOP CAREER CENTER  
**DATE:** JUNE 16, 2010

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*This item was tabled at the May 26, 2010 Executive Committee meeting with the request for additional information, to be provided by Ms. Esquerra as a handout.*

**RECOMMENDATION:**

It is recommended that the Executive Committee concur with the Community Outreach Committee action to approve the attached proposal and expenditure of \$9,600 for the promotion of the Monterey County One Stop Career Center programs and activities for job seekers and employers.

**INFORMATION/DISCUSSION:**

Attached is a copy of a proposal provided by Mr. Chris Chidlaw for the promotion of the Monterey County One Stop Career Center programs and activities for job seekers and employers.

At the meeting, Mr. Chidlaw plans to provide information regarding the content of the advertising, production costs, and feedback from companies that have used the conveyor belt advertisement and how successful the results were.

**FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:**

Currently, the COC has a budget of \$35,000 specifically allocated for fiscal year 2009-10 for the implementation of promotional activities, as directed by its members and the full WIB. To date the COC has expended and obligated \$23,472. Funds that support the COC work or products are provided from WIA formula funds for expenditure requirements for public relations and advertising activities implemented by the WIB.

**ATTACHMENTS**

11A. One-Stop Career Center Promotional Campaign Plan



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by Marleen Esquerra, WIB Management Analyst

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6/10/2010  
Date

**WIB and One Stop Career Center promotes:**

**Jobs-Jobs-Jobs**

**Employers  
Job Seekers  
Veterans  
Youth  
Seniors**

- **Where:** Save Mart location on Davis Road; Food Maxx on North Main
- **When:** May-August 2010
- **How:** Convey-Your-Ad by purchasing 4 advertising spaces per belt. Each as is 19 inches by 12 inches.
- **Cost:** \$300 per ad per month. Ad runs on the 5 busiest belts at the Save Mart location on Davis Road and the Food Maxx on North Main Street.
- **Cost per month:** \$2,400
- **Total investment for 4 months:** \$9,600
- **Reach:** Over 260,000 per month
- **Production costs:** Included in the price
- **Feedback from companies that have used the conveyor belt advertisement and how successful the results were:** we have been getting excellent feedback from MY Chevrolet. Central Coast Fed Credit Union, Monterey Salinas Transit. These are our first clients on the belts.

**Examples:**



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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** PY2010-11 WIB ANNUAL RETREAT PREPARATION  
**DATE:** JUNE 16, 2010

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**DISCUSSION:**

To complete preparation for the 2010 Annual WIB Retreat, the Executive Committee is asked to review and comment on the attached draft retreat agenda. Item two of the agenda is a business meeting, proposed topics for this portion of the retreat are:

- WIB composition
- Review of draft PY2009-10 Annual Report
- Update on MOU with the Board of Supervisors
- Review of bylaws and suggested amendments
- WIB standing committee composition and members

Finally, committee members are asked to review, validate and/or amend the 2010 WIB Priorities (p1); as well as articulate the desired outcome (goal) of each priority area. Ms. Flinn will outline how the document will be used to guide the three "workgroup sessions" of the retreat.

**ATTACHMENTS:**

- 12A. Draft Retreat Agenda
- 12B. Strategic Plan



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Yuri Anderson, WIB Management Analyst

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06/09/2010  
Date

# PUBLIC MEETING NOTICE

## MONTEREY COUNTY WORKFORCE INVESTMENT BOARD

### 2010 Strategic Planning Retreat

Wednesday, July 21, 2010

7:30am – 1:00pm

Salinas Golf & Country Club  
475 San Juan Grade Road, Salinas, CA 93906



Erik Cushman,  
*WIB Chair*

Joanne Webster,  
*WIB 1<sup>st</sup> Vice Chair*

Anthony Aniello,  
*WIB 2<sup>nd</sup> Vice Chair*

David Bernahl, II,  
*WIB Past Chair*

#### Executive Committee Members:

Erik Cushman, *Chair*

Anthony Aniello  
David Bernahl, II  
Diana Carrillo  
Mary Ann Leffel  
Robert Weakley  
Joanne Webster

#### AGENDA

7:30am	Registration & Breakfast	
	New Board Member Orientation	John Chamberlain, <i>Facilitator</i>
8:00	Board Meeting	Erik Cushman, <i>Chair</i>
9:00	One-Stop Delivery System Models	John Chamberlain
	<ul style="list-style-type: none"> <li>• San Luis Obispo</li> <li>• Santa Barbara</li> <li>• Santa Cruz County (invited)</li> <li>• Portland Oregon (invited)</li> </ul>	
10:00	Break	
10:15	Workgroup Session	
10:55	Workgroup Session	
11:35	Workgroup Session	
12:05pm	Member Engagement & Recruitment Strategy Session	All
12:25	Lunch & Outcomes Report	John Chamberlain
1:00	Adjourn	Erik Cushman

#### Upcoming WIB Meetings:

- August 4, 2010, 7:30am, Location TBD
- October 6, 2010, 7:30am, Location TBD

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at [www.montereycountywib.org](http://www.montereycountywib.org).

Monterey County  
Workforce Investment  
Board (WIB)

Loyanne Flinn,  
*Acting Executive Director*

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Salinas, CA 93905  
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**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD (WIB) PY2010-11 STRATEGIC WORKPLAN**

**STRATEGIC FUNCTIONS**

**CONVENER** - Bringing together business, labor, education, and economic development to focus on community workforce issues

**WORKFORCE ANALYST** - Developing, disseminating and understanding current labor market and economic information and trends

**BROKER** - Bring together systems to solve common problems, or broker new relationships with businesses and workers

**COMMUNITY VOICE** - Advocating for the importance of workforce policy, providing perspective about the need for skilled workers

**CAPACITY BUILDER** - Enhancing the region's ability to meet the workforce needs of local employers

**PY2010-11 PRIORITIES**

PRIORITY	DESIRED OUTCOME <sup>1</sup> [ARTICULATE]
Board Business	
Economic Development	
Education – Workforce Partnerships	
One-Stop Delivery System Operations	
Regional Collaborations	

<sup>1</sup> SMART Goals: Specific – Measurable – Achievable – Realistic - Timely



**INFORMATION #12B**

PRIORITY: BOARD BUSINESS	STRATEGIC FUNCTION(S): CONVENER – COMMUNITY VOICE	
Strategy	Action Steps	Due By
Recruit business members	Establish a working group of Executive to identify and recommend new members	
	Implement a new member orientation program	
Increase member engagement	Complete committee assignments of all members	Jul – Sept 10
	Adopt an annual meeting calendar	Jul – Sept 10
	Monthly monitoring and evaluation of member engagement, as evidenced by meeting attendance, by the Oversight Committee	
	Full WIB meetings are “working”	
Strengthen MCWIB/BOS relationship	WIB strategically located w/in County structure – outside of DSES	
	Adoption of a MCWIB/CLEO MOU	Jul – Sept 10
	Update WIB bylaws	Jul – Sept 10
	Min. quarterly scheduled item on BOS agenda <ul style="list-style-type: none"> <li>• Jul-Sept:</li> <li>• Oct-Dec</li> <li>• Jan-Mar</li> <li>• Apr-Jun</li> </ul>	

**INFORMATION #12B**

<b>PRIORITY: ECONOMIC DEVELOPMENT</b>	<b>STRATEGIC FUNCTION(S): COMMUNITY VOICE – CAPACITY BUILDER</b>	
Strategy	Action Steps	Due By
Engage in policy advocacy to support local business success	Set policy agenda in coordination with CEDS	Jul – Sept 10
	Coordinate ordinance and permitting process reform efforts	
Business adoption of WorkKeys Certification	Adopt WIB policy regarding WorkKeys certification requirements for participants	Jul – Sept 10
Support business recognition and development efforts	Lead sponsor of MCBC annual “Best Places to Work” competition	Apr – Jun 10

<b>PRIORITY: EDUCATION - WORKFORCE PARTNERSHIPS</b>	<b>STRATEGIC FUNCTION(S): BROKER</b>	
Strategy	Action Steps/	Due By
Grow Youth Employment Program (goals, capacity, and business involvement)		
WorkKeys as Career Development Tool in Schools	Presentation to MCBOE on WorkKeys and national implementation	
Strengthen partnership with MCBERI	WIB staff participation on MCBERI advisory	
	Sponsorship of annual student recognition event	Apr – Jun 10
Increase awareness of ROP & Adult school programs		
Streamline Community College training initiatives	W4C to coordinate with Allied Health trainers to reduce duplication of services/efforts	

**INFORMATION #12B**

<b>PRIORITY: ONE-STOP DELIVERY SYSTEM OPERATIONS</b>	<b>STRATEGIC FUNCTION(S): WORKFORCE ANALYST</b>	
Strategy	Action Steps/Timeline	Due By
PY2010-11 Annual Plan	Draft plan	Jul – Sept 10
	Review and update WIB policies as needed	
Implement One-Stop Career Center quality improvement plan	Monthly review of adherence to MOU agreements and matrix of services	
Revamp WIA Title I monitoring and evaluation program	Finalize PY2010-11 programs monitoring schedule	Jul – Sept 10
	Finalize PY2010-11 subcontractor & OET monthly performance reports	Jul 10
	Articulate monitoring/evaluation philosophy and revise tools as needed to reflect it	Jul 10
	Evaluate Eligible Training Providers graduation and job placement rates	
Develop a performance-based resource allocation plan for PY2011-12 for the One-Stop Delivery System		
System-wide resource development/revenue generation	Establish WIB as “go-to” coordinator of workforce investment efforts in County	
	Respond to funding opportunities as appropriate	
	Solicit funding/sponsorship of programs from local sources	
Establish local performance goals	Set Business Services performance goals	
Establish a system-wide Marketing-Communications strategy guide, with specific guidance for career center efforts	Draft plan in partnership with County communications department and OSO partners	Jul – Sept 10
	Post a min of one success story per month on WIB website	
	Create opportunities for resource sharing – Connectivity Forums	

**INFORMATION #12B**

<b>PRIORITY: REGIONAL COLLABORATIONS</b>	<b>STRATEGIC FUNCTION(S): CAPACITY BUILDER</b>	
Strategy	Action Steps/Timeline	Due By
Empower WIB Staff to engage in Regional collaboration efforts on behalf of the MCWIB	On-going MC-SC Regional Workgroup meetings	
Produce regional workforce investment activities	Clean, Green Tech Summit	Jul – Sept 10
	At least one W4C forum	
Continued participation with W4C	Develop online labor market information portal	
	On-going W4C meetings	
Serve as fiscal agent of the Regional Industry Clusters of Opportunity Grant (RICOG)		

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** PY2010-11 BUDGET AND PARTICIPANT PLANS  
**DATE:** JUNE 16, 2010

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**DISCUSSION:**

Acting Executive Director Loyanne Flinn will present draft PY2010-11 WIA Title I budget and participant plans for Adult, Dislocated and Youth programs.

Handouts will be provided at the meeting.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by: Yuri Anderson, WIB Management Analyst

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06/09/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** GREEN BUILDING PRE-APPRENTICESHIP INTERNSHIP  
**DATE:** JUNE 16, 2010

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**DISCUSSION:**

In PY2009-10, Hartnell College, Cabrillo College and the Workforce Investment Boards of Monterey and Santa Cruz Counties partnered to implement the Monterey Bay Green Building Pre-Apprenticeship Training Program. The program is funded by a \$999,862 US Department of Labor Grant and seeks to serve 140 un/underemployed individuals from communities with high rates of poverty and low educational attainment. The region was awarded this grant because it combines and leverages infrastructure and funding resources that support green industry growth, particularly in construction and solar energy.

At its June 7, 2010 Project Regional Meeting, program partner Cabrillo College reported that no more than 10 participants who had completed the classroom training of the program would have no income – either hourly wage or unemployment benefits - during the internship portion of the program. Funding and policy restraints prevent Santa Cruz County from acting as the employer of record for these internships. Project partners discussed co-enrolling these individuals in the Monterey County WIA Title I program. Co-enrollment ensures positive performance, maintain parity of service across the regional program, and most importantly, allow individuals working to increase life-long earning potential to develop marketable skills.

WIB staff reviewed local WIB policies to determine if co-enrollment of Santa Cruz County residents is allowable. WIB Policy 2005-1 provides for the provision of WIA Title I funded Training Services for non-Monterey County individuals, jurisdictions or institutions, so long as the impact to services available to individuals who reside within the boundaries of the Monterey County are reported on a quarterly basis. These data would be included in monthly reporting of the Office for Employment Training to the WIB Oversight and Evaluation Committee.

**FISCAL IMPACTS:**

Monterey County Green Building Pre-Apprenticeship Training Program internships cost approximately \$3,000 per participants. This cost allows for a 10 week internship for a maximum of 30 hr/wk. Interns are paid \$10 p/hr. Cabrillo College estimates five to 10 participants require internship funding assistance. Co-enrolling these participants into the Monterey County program would incur approximately \$15,000 to \$30,000 in participant costs.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Yuri Anderson, WIB Management Analyst

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06/09/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DRAFT PY2009-10 WIB ANNUAL REPORT  
**DATE:** JUNE 16, 2010

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**DISCUSSION:**

WIB staff is working on a draft, 2009-10 Annual Report, *Results of Recover*, and has provided a rough outline of topics included. Staff is working closely with MIS, Business Services and WIB staff to gather accurate data and reports.

We would appreciate your comments and input. With direction from the Executive Committee, a draft of the 2009-10 Annual Report will be ready to present at the full WIB meeting in July.

- Letter from (Chair) David
- Letter from Loyanne
- Mission Statement
- Serving Youth (Performance & Customers Served) \*Sub info
- Serving Adults, DW & Business (Get Business #s from Chris) \* Sub info
- Emerging Industries
- Funding from ARR, Formula Allocations & Special Grants
- Performance
- Financials WIB/OET
- Community Partnerships & Projects
- List Board members
- Workforce Partners



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

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06/09/2010  
Date