

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
**Executive Committee Meeting**

Monday, January 26, 2009, 3:30 pm.

Seaside One Stop, 1760 Fremont Boulevard, Building D-2, Seaside, CA 93955

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
David Bernahl, <i>Chair</i>	Business
Robert Brower	Business
Mary Ann Leffel	Business
Robert Weakley	Business
Erik Cushman	Business
Joseph Werner	WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Diana Carrillo	Center for Employment Training
Joanne Webster	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Marleen Esquerra	WIB Staff
Delfia Knighton	WIB Staff
Manley Bush	WIB Staff
Chris Berthiaume	OET Staff
Rosie Chavez	Turning Point
Deane Toler	Geographic Solutions
Loretta Hanson	Geographic Solutions
Harry Gamotan	OET Staff

**CALL TO ORDER/INTRODUCTIONS:** Mr. Bernahl called the meeting to order at 3:32pm. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted and distributed two handouts in reference to agenda item #2 regarding the credentials of WIB nominee, Dr. Phoebe Helm and a spreadsheet to support item #6 regarding the Virtual One Stop (VOS) presentation.

**PUBLIC COMMENT:** None.

**BUSINESS MEETING:**

**1. Action: Approve the minutes of the December 15, 2008 Executive Committee meeting.**

**Motion:** Mr. Weakley moved to accept the minutes as stated.

**Second:** Mr. Cushman

**Motion Passed Unanimously**

**2. Action: Review the credentials and act upon the nomination of WIB nominee, Dr. Phoebe Helm, representing Economic Development**

Mr. Werner stated that Dr. Phoebe Helm's nomination on the WIB represents Economic Development for a three-year term to start February 10, 2009. She will be replacing Mr. Elza Minor. Mr. Cushman inquired about Ms. Helm's representation since she represents a local educational agency. Mr. Werner explained that Ms. Helm would be taking on a broader role that encompasses economic development activities. Her membership application articulates her responsibilities that involve economic development activities in which she actively supports. She is also a member of the Monterey County Business Council and other community and economic related task forces. Mr. Cushman inquired if the Board needed anyone to represent economic development. According to the WIB bylaws, Mr. Werner stated the requirement to fill three representatives of local educational entities has been fulfilled on our Board. These members include the President of Monterey Peninsula College, the Dean of Extended Education and Int'l Programs from CA State University Monterey Bay and the Principle of Soledad Adult School. If the Board wants to add another educational representative, we need to amend the bylaws. This will also impact the majority requirement of business led members. Mr. Bernahl stated that we are looking for strong membership on our Board and Ms. Helm would do a great job.

**Motion:** Mr. Brower moved to accept the action as stated.

**Second:** Mr. Weakley

**Motion Passed Unanimously**

**3. Action: Approve the acceptance of \$291,561 in job training economic stimulus State grant funds from the Governor's Workforce Investment Act (WIA) 25 Percent Dislocated Worker Additional Assistance fund.**

Mr. Werner reported on the State job training economic stimulus grant. The Governor invested \$5.4 million to local workforce investment areas to address the rising unemployment rates. The Governor and the State of California EDD released another \$2

million. The release of the previous stimulus packages used a formula of raw unemployment insurance claimants year over year. Monterey County did not receive these resources. After meetings with the State, the local workforce investment areas were very fortunate to work with the State of CA EDD to come up with a formula utilizing the \$5.4 million. As a result, Monterey County received approximately \$291,000 and EDD received \$73,000. Both Ms. Lynda Dunn and Mr. Bob Bittner proposed usage of the funds for training for dislocated workers and supportive services to stimulate the economy. The funds will be used for training and new partnerships in the community over a period of 18 months to improve the quality of the business community and economic development services. Mr. Werner thanked the Governor, the State of CA and the California Workforce Association for their efforts in granting more economic development stimulus funds for the State of CA. Mr. Werner indicated that we also received two stories in the local press highlighting Monterey County's receipt of the stimulus funds. This action will also be forwarded to the Board of Supervisors for concurrence.

**Motion:** Mr. Brower moved to accept the action as stated.

**Second:** Mr. Weakley

**Motion Passed Unanimously**

**4. Action: Consider and approve the completion of Form 700 by Monterey County WIB and Youth Council members.**

Mr. Bernahl explained the purpose and process for filling out the Form 700, based on his discussions with Mr. Robinson regarding the requirement to have Board members fill out the forms based on their membership on the Monterey County WIB. Mr. Bernahl explained that he came up with something fair for all based on his discussions with Mr. Robinson and County Counsel. This includes the need for the Board members to fill out and sign page 1 if the members do not have a financial benefit as a member of the WIB. Members that have a financial benefit should disclose it and put it in the application where appropriate. Unless it pertains to business done on the Board, it may not be necessary to disclose the information. Mr. Bernahl explained that the purpose of this form is a mutual way to ensure the Board is in compliance with the law. Mr. Brower explained that he had to do one for the Monterey Water Board, which took approximately 3 to 4 hours to complete with the required supplements. Mr. Brower inquired if there is written opinion from Mr. Robinson about their discussion. Mr. Bernahl explained this information was provided in an email received from Mr. Robinson who got it from County Counsel. Mr. Bernahl explained that before his appointment as a member on the WIB, he was never once asked or informed to complete the Form 700 of as part of his service on the Board. Mr. Bernahl stated that if members of the WIB or Youth Council have any business relationships with the Board related to financial matters, then they are forced to disclose. Mr. Brower stated that he wants written opinion from County Counsel about the form completion. Mr. Bernahl stated that we are not elected officials on this Board, but appointed by the BOS. We have control of public funds that could impact someone's balance sheet and funding. For example, if someone were half owner of Shoreline, then there would be a financial benefit. Mr. Brower requested to see the opinion of County Counsel that requires the members to only fill out page 1. Mr. Weakley stated that a lot of the information is covered in the Ethics Training. Mr. Werner stated the completion of the cover sheet constitutes as completing the form in its entirety. He stated the Board members would not be required to fill out the entire form. Mr. Brower stated that unless we see a letter from County Counsel, he recommended that the members postpone this agenda item for further discussion and action. Ms. Leffel stated that she had to complete one for OEDC and doesn't know why they wouldn't have to do it for the WIB. Mr. Brower stated that the form requires individuals to include information such as assets and fiscal property. Mr. Cushman stated that he doesn't have any problem filling out the form since the WIB may take ads out with the Monterey County Weekly. Mr. Brower stated that Board members should disclose where a conflict exists. Mr. Bernahl explained that Mr. Robinson stated if we complete the cover page, we will be considered in compliance with the opinion received from the Fair Political Practices Commission. Mr. Brower stated even though the cover is completed, they may want additional information. Mr. Bernahl stated that he doesn't think it's necessary to force a community member to disclose information unless there is a conflict of interest. Mr. Bernahl stated that if the Board members are forced to complete the form in its entirety, members may elect to leave the Board. Mr. Werner stated that if the process is changed, perhaps other Monterey County Councils and Commissions would amend their policies regarding form completion.

**Action: Amendment to action #4, the recommendation is to postpone the action until the Executive Committee receives written opinion from County Counsel outlining the specific requirements pertaining to the completion of Form 700.**

**Motion:** Mr. Weakley moved to accept the action as stated.

**Second:** Mr. Cushman

Under discussion, Mr. Gamotan shared from his experience; Board members should not trust County Counsel. He recommended that WIB members verify if County Counsel approves this change and we get sued, will County Counsel represent the WIB members. He cited an example where County Counsel provided direction and request for information and then upon being questioned never pursued their request.

**Motion Passed Unanimously**

**5. Information: Status report regarding the launch of the Monterey County WIB's website.**

Ms. Esquerra reported on the status of the WIB's website. Since the launch on January 12, 2009, 691 people have visited the website. Ms. Esquerra stated the launch was coordinated with the help of Mr. Sam Trevino, DSES's Community Relations Manager, in a campaign effort to include a countywide email to all Monterey County departments, local chambers, workforce partners, subcontractors, state and local officials and the media. As a result, the website was featured in the Monterey Herald's business brief section and in a local business partner email publication. She thanked Ms. Leffel and the Monterey County Business Council for featuring the website in their Friday Facts email announcement. Ms. Esquerra stated prior to the launch, a free Google Analytics tracking tool was added to the website to track the amount of visitors and traffic. The tool tracked 691 visitors across 33 cities and 6 regions to include California, Idaho, Illinois, Florida, Pennsylvania and New York. Ms. Esquerra referenced the example GeoMap

report displaying the number of visitors, the average number of pages viewed, the average duration of a visit, the percentage of new visitors, and the percentage rate of single-page visits. Ms. Esquerra stated that WIB staff also launched a Zoomerang online survey designed to gather information on the visitors overall impression of the WIB website.

#### **6. Information: Presentation regarding the status of the VOS system and reporting of MIS data.**

Mr. Werner introduced and welcomed Mr. Deane Toler to the Executive Committee to present the status of the Virtual One Stop (VOS) system and reporting of Management Information System (MIS) data. Mr. Toler used to work with the One Stop Career Center in Monterey County and is now with Geographic Solutions. Currently, there are eight local workforce investment areas in California that use VOS. Mr. Toler explained that our local area went through a difficult transition from March 30 to upgrade to the new VOS system. Geographic Solutions is working with WIB staff to get the data that the Board requests. Mr. Bernahl stated that he couldn't believe the amount of issues concerning the reporting of data from the VOS system. Mr. Toler stated that Monterey County had the VOS system since 1999. He explained the VOS system and its uses for job seekers. The system helps to capture the data before it's reported to the State to meet the federal reporting requirements. Mr. Toler stated the data is real time. What he knows to be the history of reporting through the Monterey County One Stop is a combination of data that is reported out of the VOS system, Job Training Automation (JTA) system and the fiscal system of the County. Mr. Bernahl inquired as to how long it takes to generate a VOS report and Mr. Toler stated that the reporting results are instant. For example, the Master Summary report provides a detailed summary of the program activities offered in the different office locations. Mr. Toler explained if users have access, the report takes approximately 5 minutes or less to create. Mr. Werner reiterated the challenges of reporting data from the new VOS system and that the Board was told it was based on the system conversion. Mr. Toler stated that is an accurate assessment. At present, Mr. Toler explained the data sits in a different format. In the past, the reports produced for the WIB came from JTA and VOS. Mr. Toler stated that Geographic Solutions is committed to this system and would be happy to provide support. Mr. Weakley inquired if there is a way to report how many people came into the One Stop. Mr. Toler stated yes through the use of the scan card system. Mr. Toler explained that one of the concerns is the administrative rights. He explained that he verified Ms. Esquerra's WIB staff privileges just recently and found that it was very limited. Mr. Toler stated that WIB staff should have permissions to report data for the WIB. Mr. Werner stated that we have an MIS unit that is required to provide data. As staff, we should be able to go to MIS for data that our Board wants. Mr. Bernahl stated through the Oversight Committee, the members have repeatedly asked for information on how many people were enrolled and exited since July and were told that the data was not available due to the conversion. Mr. Toler learned about the issue and stated that it is a matter of training. Geographic Solutions started working with the subcontractors after learning that they could not enter data into the system or correct the data. The subcontractors are asking for the tools to do their job. The subcontractors include Turning Point, Shoreline, Arbor and Unity Care. Mr. Toler stated the permissions are set by MIS and the reports generated is at OET's discretion; not Geographic Solutions. Mr. Bernahl inquired if there is a reason why the subcontractors do not have the ability to make changes. Mr. Toler stated that they have the ability to make changes through OET's MIS staff and then it's referred to Geographic Solutions for program modifications. Mr. Cushman stated that for the subcontractors, he recommended that privileges be given to a manager to make changes. Mr. Toler stated that the subcontractors currently report to Simon to make those changes. Mr. Bernahl inquired if Simon has had adequate training from Geographic Solutions. Mr. Toler stated that staff have been trained. If additional training is needed; they will call. Mr. Weakley asked to make it an action item for staff to have adequate privileges to VOS. Mr. Werner explained the hard exits and why OET has indicated that they don't do hard exits anymore. Now, OET has chosen not to use the scan card system and in short, we don't know what services are provided at the front or back end. Mr. Weakley recommended using the scan card tracking system to determine who visits the One Stop and the types of activities provided. Mr. Berthiaume explained OET's current use of the scan card system. If participants sign in for intensive services, staff keys the data into VOS and services are provided on a more personalized basis. Mr. Werner stated that the scan card system helps to track universal services provided to clients. He stated that Ms. Dunn indicated that OET no longer uses the scan card system because it only tracks services prior to enrollment. Mr. Werner asked Mr. Toler to explain the scan card system. Mr. Toler stated it tracks self-service activities provided in the resource room, workshops, services received by clients and how many people visit the One Stops at each location. Mr. Toler explained that another area uses the scan card system to track the wait time of visitors by scanning them as they enter the front lobby and then scanning them once again as they receive services. This system was developed to lessen the amount of wait time and to improve customer service. Ultimately, the scan card system helps to track anyone visiting the One Stops. Mr. Toler stated that Geographic Solutions was asked to incorporate intensive services as part of the scan card system to make decisions that are tied to the default system. He stated that they could set up a swipe in and swipe out system. The scan card system was never a WIA enrollment tool, but it is a tremendous tracking tool. Mr. Bernahl inquired if the scan card counted duplicates. Ms. Hanson stated that the frequency could be programmed by staff to track duplicates and unique counts. Ms. Hanson explained that Monterey County was the flagship. Right now, Monterey County is the only area not using the scan card system out of all the exiting locations using VOS. Ms. Hanson explained that when she used to be a director and oversaw 10 One Stops, she used the scan card system to justify how their area spent WIA funds to keep the lights on by tracking everyone that walked through the door. She is surprised that Monterey County paid for a system and then decided not to use it. Mr. Werner inquired if there is a way to have a touch card system. Ms. Hanson stated it is a complicated endeavor and it involves a number of different factors. The scan cards will track pre enrollment activities. Ms. Leffel stated that she chairs the Oversight Committee and that she hasn't seen any information for months due to the conversion of the VOS system. She stated the problem is that we aren't getting good data to evaluate the programs. Ms. Leffel stated that we are paying for a system and we're not getting any information and someone has to fix it. If this does not get resolved, Ms. Leffel stated that she would stand near Geographic Solution's vendor booth at the next conference and tell visitors not to buy their system because it doesn't work. Mr. Toler explained that staff has used the system since 1999 and that Monterey County has received more training than most on how to use the system. Mr. Toler stated that it might be

deliberate. Mr. Cushman inquired if Geographic Solutions provided services to the County as a consultant and Mr. Toler stated yes. Mr. Weakley stated at one point we were the role model. He inquired as to when everything changed. Ms. Hanson stated that the system began to change several years ago. She stated the data can be difficult to work with. For example, several hundred people were reported to the State that they were exited and had not received services. Mr. Berthiaume stated his best guess is that the data represents old discretionary grant enrollments. Mr. Bernahl stated that we need to make sure there is a full understanding of VOS and what it is capable of. It is important for this WIB to have the information to properly monitor the funds. Mr. Toler stated that his recommendation is to give the privileges to WIB staff. Mr. Toler stated that Geographic Solutions would be happy to train staff to get the information to customize reports. Mr. Weakley stated that the reports do not have to be in the same format as in the past. Mr. Bernahl agreed and stated that he's most concerned about the enrollment information in VOS. Mr. Bernahl stated that most of the time the data did not add up or was contradictory, which is why the Board started asking questions on how to get the data and whether or not it was an MIS issue. Mr. Bernahl inquired who the MIS administrator reports to. Mr. Berthiaume stated that Simon reports to Suzie Reddy. Mr. Cushman asked if there is some way to have a designated person on the WIB staff to have access to the data. Mr. Bernahl agreed. Mr. Bernahl stated that he agreed with Mr. Toler that the lack of information provided to the WIB may be deliberate. Mr. Bernahl stated that he wants to get to the bottom of the issue to resolve this reporting matter. Mr. Bernahl requested that Ms. Reddy come to the next meeting to give an update on the MIS system. Mr. Weakley inquired about the other Counties that use the VOS system and the types of positions and privileges given. In addition, Mr. Weakley asked for best practice information on how the other areas use the VOS system to know who is leading and why. Ms. Hanson stated that she respects Mr. Werner. Mr. Toler stated that over the next 45 days the State of California may go out to bid for a provider, which could mean more opportunities for Geographic Solutions. Mr. Cushman inquired if Geographic Solutions was more concerned about the development of their product and not providing services and used Monterey County as a guinea pig. Mr. Toler stated that Geographic Solutions is committed to their customers and that is why they came here today to be part of the solution. Ms. Esquerra commended Geographic Solutions for providing technical support to the subcontractors during this transition. Mr. Bernahl thanked Mr. Toler and Ms. Hanson for being here today to present a status update on the VOS system before the Executive Committee.

**Action: Change to the agenda to move agenda #8 forward to hear an update regarding the Career Readiness Certificate program and defer agenda items #7 regarding the update on the Federal stimulus package and grants and agenda item #9 regarding the 2008 WIB Retreat work plans to the next Executive Committee meeting.**

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

**Second:** Mr. Cushman

**Motion Passed Unanimously**

#### **8. Information: Update on the Career Readiness Certificate program.**

Mr. Berthiaume stated that Work Keys is up and running at the Salinas and Seaside One Stop Career Centers. The Office for Employment Training offered 12 slots at no charge to Community Hospital of the Monterey Peninsula (CHOMP) to pilot the program. Ms. Leffel reported that there was a delay in getting the program implemented. Ms. Leffel stated that she worked with businesses and had people lined up to take the assessments in November. Then the start date was moved to January and then she was told to wait for new computers to start the program in February. She recommended that OET not provide any more dates that are not going to happen because people were lined up to take the assessments. From a business stand point, she is selling the program and they are not receiving the service. Ms. Leffel stated that Ms. Webster of CHOMP was disappointed that the Work Keys program to administer assessments did not start on time. Mr. Berthiaume stated the delay was due to the lack of resources and computer system memory. Mr. Weakley stated the Board was told that the delay was caused by the lack of computers. Mr. Weakley stated the Board recommended that Work Keys be implemented in both the Salinas and Seaside One Stop locations.

**COMMITTEE CHAIR REPORTS:** None reported.

#### **ANNOUNCEMENTS OF EVENTS OR SERVICES:**

Mr. Cushman stated that the WIB got plug at the recent AMBAG Annual Tri-County Economic Conference. The WIB was stated as the vanguard in developing a pre-apprenticeship construction-training program. Mr. Cushman announced the Collaborative Economics presentation by Doug Henton. The new Next 10 report is out. Ms. Leffel stated that there is a lot of aynx regarding the joint WIB and OEDC meeting which is running out of steam due to lack of attendance. Mr. Bernahl requested that WIB staff keep him informed of the meetings and progress. Mr. Bernahl announced the next Executive Committee meeting on February 17 and the next WIB meeting on February 4, 2009.

#### **ADJOURNMENT:**

**Motion:** Mr. Cushman motioned to adjourn the meeting.

**Second:** Mr. Brower

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 5:21 pm**