

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

Tuesday, February 17, 2009, 3:30 pm.

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

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Robert Brower	Business
Mary Ann Leffel	Business
Robert Weakley	Business
Diana Carrillo	Center for Employment Training
Joseph Werner	WIB Executive Director, Ex-Officio Member
MEMBERS ABSENT	REPRESENTING
Erik Cushman	Business
Joanne Webster	Business
OTHERS PRESENT	REPRESENTING
Marleen Esquerra	WIB Staff
Delfia Knighton	WIB Staff
Harry Gamotan	Office for Employment Training (OET)
Mary Concepcion	Arbor
Rosie Chavez	Turning Point
Lynda Dunn	Office for Employment Training (OET)
Chris Berthiaume	Office for Employment Training (OET)

CALL TO ORDER/INTRODUCTIONS: Mr. Bernahl called the meeting to order at 3:32pm. He called for introductions and welcomed those in attendance. A quorum was not initially established. Mr. Bernahl continued the meeting on information items.

CHANGES TO THE AGENDA: In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted and distributed a handout in reference to agenda item #8 regarding the Richmond BUILD program.

PUBLIC COMMENT: None.

BUSINESS MEETING:

6. Information: Update on the Federal stimulus package and grants.

Mr. Werner presented information regarding the federal stimulus package sent by the US Department of Labor. The formula used to allocate the disbursement is based on recent unemployment data compared to the percentages from other States. An estimated \$2.9 million will be reserved to develop a summer jobs program for youth over a period of 18 months as well as year-around youth programs. Another \$3.1 million is anticipated for economically dislocated workers. He anticipates that more discretionary grants will be available to develop many opportunities to write competitive grants for approximately two million dollars. Mr. Werner stated that he has already received six calls from the press regarding the use of the stimulus funds. He attended a conference call with Congressman Sam Farr who represents California's 17th District regarding the development of over 500 new jobs. Mr. Werner stated that there is a significant need to promote and explain the services and successes through the Ad&PR Committee about the work of our partners and access to their comprehensive programs. In anticipation of the summer youth stimulus funds, Ms. Carrillo who chairs the Youth Council, directed the development of a subcommittee of the whole to look at different options for OET's consideration regarding the abilities, scope, delivery, and timeline for the implementation of a summer youth program. Ms. Carrillo stated the Youth Council was interested in other areas for exploration such as apprenticeship, education, arts, etc. Mr. Bernahl stated that it is important that we target out a program to get the most return on our investment. Mr. Brower inquired about the allocation of funds for administration and services to help people get back into the job market. Mr. Werner stated that the formula funds currently already pay for One Stop infrastructure costs, salaries, utilities, etc. However, there are some additions to upgrade computer systems to be more effective. Mr. Brower inquired about the need to hire additional staff. Mr. Werner stated that the County uses temporary agencies to hire employees for the summer youth program. Mr. Werner stated that the WIB is in the process of hiring two new analysts. He stated that he will make sure that all recommendations are brought to the Board that explains staff increases and the work involved. The majority of the funds are expected to be used for training and job placement. Mr. Brower stated that he would like to see 90% of the adult funds be reserved for training and job placement and to keep the administrative costs as low as possible. Mr. Brower and Mr. Bernahl requested that WIB staff do a comprehensive analysis on how the stimulus funds are proposed to be spent on WIA participants to include youths, dislocated workers, and adults to ensure that a significant amount of the funds stimulate the economy. Mr. Bernahl asked for ideas on how to spend the money and Mr. Werner stated that the NAWB conference will offer different types of ideas for planning that may be applicable for our jurisdiction.

A quorum was established at 3:37pm.

1. Action: Approve the minutes of the January 26, 2009 Executive Committee meeting.

Motion: Ms. Leffel moved to accept the minutes as stated.

Second: Mr. Brower

Motion Passed Unanimously

2. Action: Approve the acceptance of \$72,890 in additional job training economic State stimulus grant funds from the Governor's Workforce Investment Act (WIA) 25 Percent Dislocated Worker Additional Assistance fund.

Mr. Werner explained that the Governor released \$5.4 million in 25% Dislocated Worker funds to 25 local workforce investment areas with 20% originally allocated to the Employment Development Department's Job Services to expand services at the One Stops. Mr. Werner explained that the State found it difficult to use the funds since they were restricted from hiring staff or purchasing computers. Therefore, the remaining 20% in job training economic stimulus funds were distributed to the 25 local areas. Mr. Werner stated that he asked Ms. Dunn to give an update to the next Planning Committee meeting on her plans to expend the additional stimulus funds.

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

Second: Ms. Carrillo

Motion Passed Unanimously

3. Action: Approve the restoration of the Ad&PR Committee's budget to support outreach efforts related to the economic stimulus funds.

Mr. Werner stated that the Ad&PR Committee met last Friday to discuss opportunities to expend the stimulus funds. Mr. Bernahl stated that we really need to promote effectively to advertise the One Stop system for job seekers and to promote successes. Given the fact that we expended approximately \$8,000 to complete the WIB website, Mr. Werner stated that there is potentially \$3,000 remaining in the Ad&PR Committee's budget this year. Mr. Werner stated the recommendation is to restore the Ad&PR Committee's budget to its 2008 level at \$35,000 to enable the Board to have resources to promote services to businesses and job seekers.

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

Second: Ms. Leffel

Motion Passed Unanimously

Under discussion, Ms. Leffel stated that it's important to promote programs and not the Board. Mr. Bernahl stated that the plan with Mr. Cushman is to develop a full-page ad to showcase the Board to the community, which is not paid for by the Board; rather sponsored by private investors. Mr. Bernahl stated that this is the only promotion of the Board that the Ad&PR Committee has discussed. Ms. Leffel stated that the funds spent on business cards were unreasonable. After further discussion, the members requested that all mail be forwarded to the Board members, as appropriate.

4. Action: Review and approve the Memorandum of Understanding (MOU) with the 4-County Workforce Collaborative of California's Central Coast (WCCCC) consortium.

Mr. Werner explained the Central Coast consortium and MOU involving the four-counties. The concept and MOU agreement to establish a relationship with the four counties was reviewed and approved by Mr. Robinson and County Counsel. The agreement allows Monterey County to enhance its sphere of influence to secure state and federal grants, which includes Ventura, Santa Barbara, San Luis Obispo and Monterey County regions. Monterey County will be responsible for administering all awarded grants at 10%. In terms of funding projects, Mr. Werner stated that the US Department of Labor is looking for allied healthcare projects. He has discussed grant collaborative opportunities with the Community Hospital of Monterey Peninsula (CHOMP) and Salinas Valley Memorial Hospital (SVMH). Both hospitals are excited and looking for approval to write competitive grants. Mr. Bernahl stated that this consortium is great. He inquired if 10% was enough to manage each grant and Mr. Werner stated yes. Ms. Leffel inquired if San Benito and Santa Cruz Counties were considered since they are currently aligned with the Career Readiness Consortium. Mr. Werner stated that those areas are currently involved in other regional consortiums and that it would be difficult to include them because it may impact our competitiveness to vie for the same grants. Also, the other 3 counties wanted to initially establish the consortium with the four areas.

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

Second: Ms. Leffel

Motion Passed Unanimously

5. Action: Consider and approve \$2,500 from the Ad&PR Committee budget to support the Monterey County Business Council's "Best Places to Work" project that recognizes businesses in Monterey County.

Ms. Leffel explained that as a volunteer on this Board she receives no financial benefit in hosting this event. Mr. Werner introduced Mr. Chris Chidlaw, a consultant who was retained by the Monterey County Business Council to promote the Best Places to Work project and to give the members an update and request funding. Mr. Chidlaw stated that the WIB sponsored the event last year. The objective is to find the best places to work in Monterey County based on a questionnaire, categorized by employers with 1-75 employees and those with over 75 employees. Mr. Chidlaw stated that it represents the validity of great companies. This year, they have worked out a deal with Comcast to spotlight the event. Sponsors will get 300 spots per month for a total of 900 throughout the months of March, April, and May. The spots will help to promote agencies for a good 8 to 10 seconds at the end of each spot. This is a big opportunity to promote the services of the One Stop at a minimal cost. The WIB and One Stop logo can be placed on all literature. For the winners, Mr. Brower inquired if they are eligible to win each year. Mr. Chidlaw stated yes and explained that employers should be recognized if they have the resources and are great. Mr. Werner stated that Mr. Chidlaw gave a compelling argument to the A&PR Committee for sponsorship and the committee recommended unanimously to move the item for action to the Executive Committee.

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

Second: Ms. Carrillo

Abstained: Ms. Leffel

Motion Passed Unanimously

7. Information: Discussion regarding the reestablishment of the Healthcare Advisory Roundtable (HART).

Mr. Werner stated that he had contacted the hospitals to reconvene the Healthcare Advisory Roundtable (HART) to discuss the creation of new classes and special incentives for new employees for multiple options to improve business models for qualified employees. He talked to Mr. Mike Hutchinson of SVMH and Ms. Joanne Webster of CHOMP who both agreed to convene high-level meetings to create relationships with the WIB to work together on expanding allied health programs through workforce initiatives. Mr. Brower stated this is a good idea. Mr. Bernahl stated in terms of formalizing the HART, he inquired as to what steps need to be taken. Mr. Werner stated that the HART was never discontinued. He will be asking Mr. Hutchinson and Ms. Webster to co-chair the Healthcare Advisory Roundtable. He will be working with Ms. Vicki Bradshaw and Ms. Stephanie Leach who both have a major emphasis on supporting allied health. Mr. Bernahl inquired if there were any funding requirements. Mr. Werner stated that it all depends on the results of the meeting. He plans to present an update to the next Planning and Executive Committee meetings.

8. Information: Discussion regarding the visit to Richmond Workforce Investment Board's Richmond BUILD program.

At the recent CWA Youth conference, Ms. Carrillo stated that Mr. Sal Vaca of the Richmond WIB gave a series of presentations on how to successfully create a solar technology program to train installers based on private investments. The major emphasis was the commitment from the City of Richmond. The program was developed to create employment and career opportunities for Richmond residents and also to implement a strategy for reducing violence in their community. Mr. Werner stated that he was asked to convene a group of people to view the program. He has extended invitations to all the local mayors, adult schools, local community colleges, board of supervisors, labor representatives, and local partners to attend the visit. So far, we have received confirmations from 12 people. Mr. Brower stated that it is absolutely critical that Mayor Donohue be invited to attend. Mr. Werner stated that an update would be presented to the full Board and Construction Trades Training Roundtable. Ms. Leffel asked Mr. Werner to check into the Apollo Alliance. Ms. Leffel inquired if Ms. Kim Ha could attend and Mr. Werner stated yes.

9. Information: Update regarding the status of the Virtual One Stop system and reporting of MIS data.

At the request of the WIB's Executive Committee, Ms. Esquerra stated that a Virtual One Stop (VOS) system users group meeting was setup for February 18, 2009 with Geographic Solutions representatives, WIB Subcontractors, and WIB staff to discuss the current status of the VOS system and to review the current permissions provided to WIB staff and subcontractors. Ms. Esquerra stated that a demonstration from Geographic Solutions was shown on how to access and generate reports using the subcontractor profiles as examples. If time allows, the attendees plan to discuss best practices on how to track and evaluate Common Measure performance utilizing the reports in VOS. Also, in preparation for the meeting, Ms. Loreta Hanson with Geographic Solutions took the liberty of researching the current permissions provided so that people could verify their access and validate the report data prior to the meeting.

10. Information: Update regarding the 2008 WIB Retreat work plans.

Mr. Bernahl inquired if there were any WIB Retreat work plan updates. Mr. Werner stated in regards to Mr. Cushman's assignments, he is working with the WIB Chair to craft a letter with an example CLEO agreement to be forwarded to the BOS. Prior to its submission, it will be brought to the Executive Committee for review. Mr. Bernahl stated that he had asked Mr. Werner to pull agreements from other counties to provide guidance on the agreement for the first draft. Ms. Leffel discussed upcoming economic development activities. The members discussed the lack of participation in the joint OEDC and WIB meetings. She announced the Step Up to Green event on February 26. The MCBC portal has been getting a lot of attention due to the upcoming list of events. Ms. Leffel reported on the clusters projects and provided an update on the WorkKeys program. Ms. Leffel stated that the WorkKeys initiative is business driven; not education driven. Mr. Weakley inquired about the number of completed assessments. Ms. Dunn stated that CHOMP is the only entity that has piloted the program. Ms. Leffel stated that the One Stop testing sites are setup in both the Salinas and Seaside locations. She inquired about the training sites and if the One Stops were implementing the WIN program. Ms. Dunn stated that her staff is waiting to receive training on WIN prior to its implementation. She also needs to check with County Counsel about the fee for service at \$15 per test. Mr. Weakley stated that the Board plans to create an RFP on the satellite One Stop to determine interest. Mr. Bernahl stated that he is pushing the idea of re-branding the One Stop.

COMMITTEE CHAIR REPORTS: No updates.

ANNOUNCEMENTS OF EVENTS OR SERVICES:

Ms. Leffel announced the a Renewable Energy meeting scheduled for February 23 at the Ag Commissioners Office. She announced a business matching tool which is the best economic development piece that she's ever seen. She described it like e-harmony for the community and businesses to help plan ahead to determine if it's feasible to bring a certain industry into a community. On February 19, Mr. Werner stated that he is attending a meeting to coordinate statewide efforts utilizing the stimulus funds and to discuss how to create new curriculum and infrastructure for adult schools, community colleges, etc. Ms. Dunn stated that OET will be at MPC and Hartnell to setup a booth to attract veterans to inform them about the supportive services available for curriculum, parking passes, etc. Mr. Bernahl announced the next Executive Committee meeting on March 16 and the next WIB meeting on April 1, 2009.

ADJOURNMENT:

Motion: Ms. Carrillo motioned to adjourn the meeting.

Second: Mr. Weakley

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 5:05 pm