

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
**Executive Committee Meeting**  
Monday, March 16, 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
Joanne Webster	Business
Diana Carrillo	Center for Employment Training
Joseph Werner	WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Robert Weakley	Business
Erik Cushman	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Marleen Esquerra	WIB Staff
Delfia Knighton	WIB Staff
Rosie Chavez	Turning Point
Harry Gamotan	OET
Mary Concepcion	Arbor
Wil Moore	Shoreline
Paul Farmer	Office Star
Erik McClain	Peacock Acres
Alicia Gelabert	Gelabert Inc.

**CALL TO ORDER/INTRODUCTIONS:** Mr. Bernahl called the meeting to order at 3:35pm. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** None.

**PUBLIC COMMENT:** None.

**BUSINESS MEETING:**

**1. Action: Approve the minutes of the February 17, 2009 Executive Committee meeting.**

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

**Second:** Ms. Carrillo

**Motion Passed Unanimously**

**2. Action: Review the credentials and act upon the nomination of WIB nominee, Supervisor Dave Potter, representing WIA Title I Programs.**

Mr. Bernahl reported that Supervisor Dave Potter agreed to join the WIB. Upon inquiry, Mr. Brower stated that he would vouch for Supervisor Potter's credentials.

**Motion:** Ms. Leffel moved to make a motion to accept Supervisor Dave Potters nomination to the WIB.

**Second:** Ms. Carrillo

**Motion Passed Unanimously**

**3. Information: Update on the 4-County Workforce Collaborative of California's Central Coast (WCCCC) consortium.**

Mr. Werner explained the formation of a four-county consortium entitled "Workforce Collaborative of California's Central Coast" (WCCCC), with Monterey, San Luis Obispo, Santa Barbara, and Ventura Counties. This four-county consortium is aimed at bringing regional workforce funding opportunities to fruition by aligning and leveraging workforce investment funds to improve the workforce systems on the Central Coast. Both Mr. Robinson and County Counsel have reviewed the WCCCC Memorandum of Understanding (MOU) and have approved to move it forward to the full WIB for approval. Ms. Leffel inquired if Santa Cruz and San Benito Counties could engage in the consortium and Mr. Werner stated that the other WCCCC members would welcome those counties. The first initiative is to convene a meeting on March 17, 2009 for the purpose of advancing allied health education and workforce development careers. Ms. Joanne Webster is an integral part of this meeting. She will be responsible for bringing everyone to the table to review funding opportunities. Mr. Bernahl stated that this consortium is exciting and a great idea to look at creative ways to broaden our grant funding options. Mr. Werner stated that Ms. Stephanie Leach from the Department of Labor will be attending the meeting as a direct line to the Governor's office.

#### **4. Information: Update on the Federal stimulus package and grants.**

Mr. Werner provided an update regarding the Federal stimulus funds allocated for Monterey County that are dedicated to serving youth, adults and dislocated workers. Monterey County WIB just received the final numbers that reflect \$6.9 million, based on high unemployment rates using the same formulas in the general formula funding streams. Mr. Werner is expecting approximately \$3 to 3.4 million will be allocated to youth programs, with \$3 to 3.7 million allocated for adults. Dislocated worker funding is projected to be at \$1 to 2 million for an approximate total of \$7 million. Once the numbers are formulized, WIB staff will get the data out to the Board. Ms. Leffel encouraged Mr. Werner to bring the information to the OEDC/WIB joint subcommittee meeting for discussion. Mr. Werner stated that the State is encouraging local workforce investment areas to identify priorities to bring forward to the Secretary of Labor. Other priorities could include setting aside \$125,000 for the purpose of developing labor market studies for clusters projects and economic development. If the money is set aside, then the WIB can decide on the types of initiatives. Also, Rapid Response activities are more comprehensive. Mr. Werner recommended looking at intervention strategies and ways to provide technical support and assistance to businesses affected by layoffs. The State agreed to increase the Rapid Response allocation to assist in averting business closures. It is anticipated that the Dislocated Worker money will be enhanced, leaving the State a small amount of money to solicit competitively. The Employment Development Department and the State Workforce Investment Board are working to develop a "new start" program aimed at helping re-entry ex offenders. Each county will receive funds to develop an 18-month program to identify, train, place and support re-entry ex offenders to include behavioral and mental health counseling. The details are not yet determined. Mr. Werner reported that the Federal government identified \$750 million for discretionary grants focused on green building and solar technology. Grant applications will be available for these initiatives and some funds will be set aside to target high at-risk youth projects. Mr. Werner reported that he, Ms. Esquerra and Ms. Diana Carrillo, the Youth Council Chair, visited Rancho Cielo's program to discuss summer youth and training program opportunities. The conversation was productive and encouraging.

Ms. Leffel inquired about the unemployed workers and whether or not they will enter work into the private or public sectors. Ms. Leffel inquired about the grey areas of public service. Mr. Werner stated that the work crews would get a list of projects based on priority and where it is most appropriate to support. Mr. Werner stated that the WIB can develop Request for Proposals (RFP) or direct the One Stop to write Individual Training Accounts (ITAs). Mr. Brower inquired if we plan to RFP the funds and Mr. Werner stated that it would need to be reviewed more thoroughly by the Executive Committee and full WIB. Mr. Bernahl stated that the intent of the funds is to spend the money quickly and wisely. Ms. Leffel stated that the stimulus funds have to be spent during the same time period as the formula funds. The funds will be tracked separately. Mr. Werner stated that should RFP's be released, there will be some funds reserved for regional projects for healthcare and at risk youth to create innovative training programs. Ms. Webster stated that the healthcare industry is still hiring because it is more long term.

In regards to the Summer Youth Employment Program, Mr. Brower inquired as to how OET will plan to make the program available to businesses. Ms. Dunn stated that the Community Alliance for Safety and Peace has drawn multiple areas and they meet every Wednesday at 7am with over 50 to 60 people in attendance. The groups have been meeting in smaller groups that are focused on employment and training. Ms. Dunn stated that through this meeting, they have developed a multiple use application to help gain a minimum of 500 youth eligible or not for WIA funded programs. Ms. Dunn anticipates facing issues that concern the eligibility for youth because they have to meet an at-risk criteria and prove their family size income over a period of 6 months. She is excited to see the community, public and private agencies meeting together. Mr. Brower inquired if they were providing any public outreach and Ms. Dunn stated that they are planning a very broad campaign. Any help would be appreciated. She stated that staff will be making the worksite request forms for businesses and applications for youth available online. Ms. Dunn stated that she expects a lot of youth will apply for the program. Mr. Brower recommended that OET make presentations at the Rotary, Clusters meetings, job fairs, etc. Ms. Dunn stated that the Summer Youth Employment Program is expected to start on June 15<sup>th</sup> this year. They are seeking 300 jobs to place 500 WIA eligible youth. Ms. Dunn anticipates that this program will be a tremendous challenge. Mr. Bernahl stated that one of the things that the WIB will be asking for is a status report on the program. Upon inquiry, Ms. Dunn stated that youth that have a disability qualify as a family of one. The income is based on 70% of the lower living standard income levels determined by the Department of Labor. Ms. Dunn stated that they will probably get at least 4,500 youth applications for the program this year. Mr. Werner stated that the WIB staff plans to update our website to reflect the Summer Youth Employment Program. He reminded the members that the age has increased to serve 24 year olds during SYEP. Mr. Werner stated that models mentioned throughout the State encourage vocational types of activities that turn into long-term On-the-Job Training (OJT) opportunities for youth.

#### **5. Information: Update on the National Association of Workforce Boards conference in Washington DC on March 7-10, 2009.**

At the NAWB conference, Mr. Bernahl stated there was a lot of talk on the stimulus package. There was great Board member attendance by the Monterey County WIB, which allowed everyone to create creative ways to attend each workshop without overlapping. Ms. Diana Carrillo stated the workshops she attended focused on the recovery funds and to spend it quickly. Ms. Leffel reported on a software program offered through the State of New Jersey where they used a tracking system online to locate available jobs and salaries. The cost for this program is \$150,000 to \$200,000 for the entire state. Mr. Werner stated that following the conference; the WIB members and staff attended a meeting with Michele Varnhagen, staff of Congressman George Miller of the House Committee on Education and Labor with other WIB Executive Directors and representatives from the California Workforce Association. Members of the Monterey County WIB and staff also attended a dedicated meeting with Congressman Sam Farr, representative of California's 17th District, to discuss the Recovery Act economic stimulus package and current local initiatives.

**6. Information: Discussion regarding the Virtual One Stop (VOS) system presentation to the full Board by Geographic Solutions and reporting of Management Information System (MIS) data.**

At the NAWB conference, Mr. Bernahl stated that WIB members and staff met with representatives from Geographic Solutions to discuss concerns related to the Virtual One Stop (VOS) system and the need for staff training. They discussed the reporting of data and the need to start fresh. Mr. Deane Toller explained the tools available and what the system is capable of doing. On April 23, 2009, an update on the system will be reported at the Oversight Committee meeting. Mr. Bernahl also stated that Geographic Solutions offered to provide additional training at no charge because of the comprehensive upgrade. Mr. Toller invited everyone to attend their conference hosted in June, in Monterey.

**7. Information: Update regarding the visit to Richmond Workforce Investment Board's RichmondBUILD program.**

Mr. Werner reported on the visit to Richmond BUILD's Pre-apprenticeship Construction Skills & Solar Installation Training program on March 5, 2009. Over 22 people attended the event representing the City Mayors of Soledad and Seaside, Supervisor Simon Salinas, representatives from the International Brotherhood of Electrical Workers Local 234, Monterey County Business Council, Building Trades Council, Center for Employment Training, Housing Authority, Monterey Peninsula College, MPUSD, SUSD, and Shoreline Workforce Development Services. The Richmond BUILD's Pre-apprenticeship Construction Skills & Solar Installation Training program was developed as a strategy to reduce violence in their community. To date, Richmond BUILD graduates have a 90% placement rate with an average wage of \$18.33 an hour. Thirty-two of their graduates have secured Solar Installation & Green Collar Jobs. Ms. Diana Carrillo found the program to be innovative and learned that it was supported by private funding. The program is 14 weeks long and the curriculum was developed by Unions and Solar Training Providers. All the participants wear orange vests so that there are no gang affiliations. The location helped to reduce the crime rate in the neighborhood by 40%. The businesses have a vested interest in the program because it has improved crime rates and is a very successful program. Mr. Werner stated that the City of Richmond has developed a first source hiring agreement to consider the Richmond BUILD graduates for jobs.

**8. Information: Update regarding the 2008 WIB Retreat work plans.**

Mr. Cushman stated that the CLEO and WIB agreement can now be completed. Mr. Bernahl agreed and stated now that Supervisor Potter is on the WIB; plans to work on the CLEO and WIB agreement will be a lot easier. Mr. Bernahl reported on the evolution of the One Stop. At the NAWB conference, he heard that plans are underway to brand the One Stop name under WIA Reauthorization.

**COMMITTEE CHAIR REPORTS:** No new updates.

**ANNOUNCEMENTS OF EVENTS OR SERVICES:**

Mr. Will Moore announced that Goodwill will be sponsoring the upcoming Job Fair, held at the Monterey Conference Center on April 13, 2009. Mr. Paul Farmer, co owner of Office Star announced that he wants to work with the WIB and OET to help spend the money quickly. Mr. Farmer stated that he also chairs the Salinas Jaycees and that he is very familiar with Rancho Cielo. Mr. Erik McClain from Peacock Acres briefly talked about his program and offerings. Mr. Bernahl reported on the upcoming Pebble Beach Food and Wine event starting on April 16, 2009 and throughout the weekend. Mr. Bernahl announced the next Executive Committee meeting on April 20 and the next WIB meeting on April 1, 2009.

**ADJOURNMENT:**

**Motion:** Ms. Carrillo motioned to adjourn the meeting.

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 4:45 pm**