

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
**Executive Committee Meeting**  
Monday, October 19, 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
Erik Cushman	Business
Bob Brower	Business
Diana Carrillo	Migrant Seasonal Farm Worker
Robert Weakley	Business
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Joanne Webster	Business
Mary Ann Leffel	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Marleen Esquerria	WIB Staff
Stephanie Shonley	WIB Staff
Gloria Torrez	WIB Staff
Loyanne Flinn	WIB Staff
Harry Gamotan	Office for Employment Training
Lynda Dunn	Office for Employment Training

**CALL TO ORDER/INTRODUCTIONS:** On behalf of Mr. Bernal, Mr. Cushman called the meeting to order at 3:32pm. He welcomed those in attendance and called for instructions for those present. A quorum was not initially established. The meeting proceeded with information item #5.

**CHANGES TO THE AGENDA:** None.

**PUBLIC COMMENT:** None.

**BUISNESS MEETING:**

**5. Information: Update on the RFP sent out for retaining a consultant to work with the four-county Workforce Collaborative of California's Central Coast (WCCCC) in regards to diversifying the healthcare workforce.**

Ms. Shonley reported that BW Research Partnership was selected by the WCCCC as the consultant funded under the California Endowment grant to develop a statement, report of the region, and training matrix that helps to improve on-going planning and program strategies of the healthcare workforce in the region. Mr. Josh Williams will be the lead consultant responsible for working with all the counties and stakeholders involved in the grant. The total funding for this grant is \$44,000. The contract term for this grant is from October 1, 2009 to May 30, 2010.

**6. Information: Review of the Monterey County Local Workforce Investment Area's budget for fiscal year 2009-2010.**

Ms. Dunn presented an update on Monterey County's local workforce investment area's budget for the period ending August 31, 2009. For the next Executive Committee meeting, Mr. Brower requested a narrative that explains the budget expenditures and variances. Mr. Cushman inquired as to why the report period for the budget reflects August 31, 2009 rather than September 30, 2009. Ms. Dunn stated the fiscal office updates the budget on the 20<sup>th</sup> of each subsequent month for the previous month. Since today is the 19<sup>th</sup> of October, the report reflects the previous reporting period. Mr. Cushman asked for clarification on the expenditures vs. obligations and requested that a summary be included in the narrative. Ms. Dunn agreed to provide a report that details obligated expenditures for the next Executive Committee meeting.

**7. Information: Discussion regarding the promotion of the Monterey County One Stop Career system.**

Ms. Dunn presented information on the Office for Employment Training's plans to promote the Monterey County One Stop Career Centers. The campaign will cost \$15,000 per month for 3 months. The funds will be spent on television commercials to run on four networks which are KSBW, KION, TELEMUNDO and CW. The advertisements will run in October and ending in December 2009. The commercials are 30-second spots to be played during peak hours to guarantee an audience. Mr. Cushman expressed his frustration to those present and inquired as to why the item was on the agenda. He asked if the WIB had any fiscal responsibility for these advertisements. Ms. Dunn responded that the proposals will be paid out of OET's budget. At a previous Executive Committee meeting, Ms. Esquerria explained the members requested that all promotional campaigns be brought to the Executive Committee for review for informational purposes. The members expressed concerns relating to the high price of the advertisements. Mr. Cushman asked if the proposals were brought to the Ad&PR Committee in advance before signing the contract. Ms. Dunn stated no. The information was presented to the Ad&PR Committee for their input. For future promotional campaigns, Mr. Cushman requested that OET ask for competitive bids from various stations and to seek the professional expertise from the Ad&PR Committee members for input and guidance on how to leverage campaigns for wider circulation. Mr. Bernahl stated for \$45,000 we could have doubled the advertising impact. Mr. Gamotan commented that the AD&PR Committee was allowed to voice their opinion. Mr. Cushman replied

that OET had already agreed to the deal before it was presented to the Ad&PR Committee. Mr. Bernahl agreed that things could have been handled differently. He stated that he is glad that the One Stop is being promoted. He requested that all future advertisement campaigns go through the Ad&PR Committee for input prior to signing the contract.

*A quorum was established at 3:47pm. Mr. Bernahl proceeded to carry the meeting starting with action item #1 on the agenda.*

**1. Action: Approve the minutes of September 21, 2009 Executive Committee Meeting**

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

**Second:** Mr. Weakley

**Motion approved unanimously**

**2. Action: Approve the monitoring schedule for Program Year 2009-2010 for WIA Title I Adult, Dislocated Worker and Youth Programs**

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

**Second:** Mr. Brower

**Motion approved unanimously**

**3. Action: Consider and approve the October 7, 2009 Request for Proposal (RFP) Evaluation Team funding recommendation for American Recovery and Reinvestment Act (ARRA) funded Layoff Aversion services totaling \$250,000.**

Mr. Cushman recommended funding the proposal with the Monterey County Business Council (MCBC) to provide Layoff Aversion Services totaling \$250,000. Mr. Cushman stated a panel of three members met to review two proposals. The other proposer was from Michigan that presented a compelling bid with a good track record. However, MCBC ranked higher than the second proposer because they have an established location in Monterey County which allows for an immediate impact to outreach and provide Rapid Response layoff aversion services to "at risk" businesses. MCBC currently understands the local labor market and has developed strong relationships in collaboration with the Small Business Development Centers (SBDC) located at Cabrillo College and within the California State University, Monterey Bay (CSUMB) School of Business to provide technical assistance. Additionally, MCBC plans to outreach to 1,000 businesses and to refer those in need of assistance to the SBDC's to provide one-on-one counseling and assistance.

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

**Second:** Ms. Carrillo

**Motion approved unanimously**

**4. Action: Consider and approve \$2,500 from AD&PR Committee's budget to support the employer and staff training workshop scheduled for January 21, 2010, to educate businesses and the One Stop Career Center staff on the benefits of employing individuals with disabilities.**

Ms. Shonley recommended that the Executive Committee consider and approve the expenditure of \$2,500, from the AD&PR Committee's budget. The funds would support the WIB's Disability Advisory Committee (DAC) intentions to host a workshop and training event for employers and One Stop staff. The workshop will be held on January 21, 2010. The goal of the workshop is to educate employers on the benefits of employing individuals with disabilities. The keynote speaker is Dr. Richard Pimentel, an author who has written books on disability topics. The members asked for clarification on the expenditure and asked why Ad&PR funds were being used to retain a consultant. Ms. Esquerra stated that the WIB has a line item in the budget that will be used to retain the consultant. The \$2,500 will be used for promotional purposes. Mr. Bernahl was surprised that we would not be hosting a recognition event this year as done in the past. He stated that the WIB has been very successful over the years in hosting recognition events to promote the success of individuals with disabilities and employers who hire them. Ms. Shonley stated the DAC agreed to do something different this year. Perhaps we can look into hosting a recognition next year. Ms. Shonley added that the Monterey County Committee for People with Disabilities is having a luncheon to recognize individuals with disabilities who are successful. On behalf of the WIB, Mr. Bernahl asked WIB staff to inquire about giving out awards to the individuals during the MCCEPD luncheon.

**Motion:** Mr. Cushman moved to approve the action as stated

**Second:** Mr. Weakley

**Motion approved unanimously**

**8. Information: Update regarding the October 21, 2009 WIB Retreat agenda, presenters and work plans.**

Ms. Esquerra reported that the annual WIB retreat will be held on October 21, 2009. It will include work groups and a discussion on the impacts of ARRA funding. The workgroup format and facilitation will be similar to last year's retreat with special speakers to include John Chamberlin, a long-time consultant of the WIB and One Stop system and Nathalie Gosset a futurist. Ms. Esquerra stated that an updated agenda for the retreat will be distributed prior to the meeting.

**ADJOURNMENT:**

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

**Second:** Mr. Weakley

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 4:37pm**