

ADOPTED
Minutes of the Monterey County Workforce Investment Board
Special Executive Committee Meeting
 Tuesday, December 8, 2009, 8:30am
Seaside One Stop, 1760 Fremont Boulevard, Building D-2, Seaside, CA 93955

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Erik Cushman	Businesss
Bob Brower	Business
Mary Ann Leffel	Business
Robert Weakley	Business
Joanne Webster	Business
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
MEMBERS ABSENT	REPRESENTING
Diana Carrillo	Migrant Seasonal Farm Worker
OTHERS PRESENT	REPRESENTING
Manley Bush	WIB Staff
Stephanie Shonley	WIB Staff
Miguel Banda	WIB Staff
Gloria Torrez	WIB Staff
Lynda Dunn	Office for Employment Training
Harry Gamotan	Office for Employment Training
Mary Concepcion	Arbor
Rosie Chavez	Turning Point

CALL TO ORDER/INTRODUCTIONS: Mr. Bernahl called the meeting to order at 8:45. He welcomed those in attendance and called for introductions from those present. A quorum was established.

CHANGES TO THE AGENDA: Ms. Flinn distributed an updated attachment to Information Item #1.

PUBLIC COMMENT: None.

BUISNESS MEETING:

1. Information: Discussion regarding the list of ideas and suggestions proposed by the WIB and Youth Council members at the annual WIB Retreat held on October 21, 2009.

Committee members reviewed Workgroup #1 Board Business. Ms. Flinn commented that she would like to hold meetings in the Salinas One-Stop and in partner locations. She added that after the business meeting the board members can take a tour. Committee members agreed that board members should go on tours of the career centers so they could learn how they work. Mr. Weakley suggested that tours would work best with short agendas.

Mr. Cushman inquired about merging Planning and Oversight Committees. Mr. Bernahl responded that at the previous Executive Committee meeting members were not interested merging. He suggested the WIB staff send out a report detailing the mission statement of each committee to avoid any duplicity in them. Ms. Flinn added that she would like to present a calendar of strategic meetings. Mr. Bernahl agrees that the WIB needs to start planning strategically not only their meetings but also the budget. He also would like full board meetings to be working meetings. Mr. Bernahl commented that at retreat it was suggested that the WIB move out of Social Services. Mr. Bernahl added that it should be a discussion item at the next Executive Committee meeting. Ms. Flinn reminded the committee that the Board of Supervisors has an Ad Hoc Economic Development committee that is exploring the relationship between economic and workforce development including WIB.

The committee agreed that WIB staff create a report detailing the attendance of each board member and add it to the agenda for the next Oversight Committee meeting. The committee agreed that they would like WIB staff to report out the attendance percentages regularly. The committee also agreed that considerations for WIB board member nominations should originate at the Executive Committee. Ms. Flinn reminded those present that currently there are 4 private sector business vacancies.

Committee members reviewed Workgroup # 2 WIB, Economic Development and Educational Partnerships. Ms. Leffel presented an upcoming economic and workforce economic event with Monterey County Business Council and Association of Monterey Bay Area Governance on April 23, 2010. Ms. Leffel suggested that WIB staff present at the BOS meetings. The committee agreed that a presentation should be made quarterly. Ms. Leffel suggested that WIB activities should be forwarded to the County Administrative Officer's report.

Mr. Bernahl would like to restructure the Overall Economic Development Commission/WIB joint meetings. Ms. Flinn added that she spoke to Mr. Garrison and it seems that the joint committee needs a stronger mission. Mr. Bernahl suggested a meeting between members of the Executive Committee, WIB staff, and Mr. Garrison to discuss the committee mission and structure.

Ms. Webster spoke to the committee about a program she is a part of called CHOICES. The goal is to educate eighth graders primarily on the impact of their decisions. She noted that she will need about 50 volunteers to promote the program. Ms. Flinn added that some of the youth participants could be a part of this project. Ms. Flinn added that she will be meeting with the community colleges, adult schools, and ROP centers in January. She hopes that this meeting will result in projects with the various institutions of higher education.

An update on the progress of WorkKeys was presented to the committee by Ms. Leffel and Ms. Dunn. Ms. Leffel commented that she would love for the board members to utilize WorkKeys. Ms. Flinn added that she will add presentation of WorkKeys to the January youth and full board meeting.

Ms. Leffel commented that the WIB was writing and supporting green grants yet there are not many green jobs in Monterey County. There are county ordinances that do not support green job growth. There will be a presentation to the full board in February on ordinance and permitting process reform in the county by Monterey County Business Council.

The committee reviewed Workgroup #3 One-Stop Operations. Mr. Weakley commented on the mobile van OET plans to purchase. Ms. Dunn responded that it is still awaiting approval from the state. Mr. Bernahl requested that the proposal be presented to the committee. Mr. Bernahl added that the committee should focus on permanent one-stops. Ms. Flinn asked whether an RFP for permanent one-stops would be an addition to or instead of the current adult OJT contracts. Ms. Flinn also commented that WIB staff is prioritizing the MOU between the WIB and the One-Stop operator and we will seek consultant input.

The committee reviewed Workgroup #4 Community Workforce Development System/ARRA funding. Mr. Bernahl commented that he would like to create an advertising campaign "faces of WIB" showcasing the WIB members. This would be a project for AD&PR. He anticipates that the advertisements will generate interest in the WIB. Ms. Leffel commented building relationships with businesses will be a big part of Monterey County Business Council Layoff Aversion project. The goal is to build relationships with businesses. Mr. Bernahl added that he would like WIB staff to present quarterly at businesses organization events. Mr. Bernahl added that he feels that WIB and OET have not built strong relationships with the business community. Ms. Dunn added that staff has gone out and marketed to local businesses. She also noted that they do not have a full time employee building these relationships but overall they are marketing forty hours a week. Ms. Flinn commented that she will add building business relationships to the One-Stop MOU.

Mr. Bernahl commented that he would like the WIB to host a recognition event for individuals with disabilities. Ms. Shonley added that it has been a topic of discussion for DAC. They will put together an event in July. Mr. Bernahl added that this event will give the WIB visibility in the community.

Mr. Bernahl suggested that the AD&PR Committee should create a "brag book" of success stories for the WIB. Mr. Bernahl also wants to follow up on Virtual One-Stop (VOS) logins for Executive Committee members. Ms. Flinn responded that she is clarifying confidentiality protocol.

ADJOURNMENT:

Motion: Mr. Weakley motioned to adjourn the meeting.

Second: Ms. Leffel

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 10:15am