

Sonoma County Workforce Investment Board

Minutes of August 9, 2017

- Members Present:** Robin Bartholow, Kristyn Byrne, Amy Crabb, Keith Dias, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Roy Hurd, Scott Kincaid, Chris Knerr, Al Lerma, Chris Snyder, Lynn Stauffer, and Steve Stobel
- Absent:** Chris Fernandez, Jerry Miller, and Pedro Toledo
- Notified Absent:** Yale Abrams, Debbie Antonsen, Ed Barr, Judy Coffey, Paul Duranczyk, Stephen Jackson, Bill Nordskog, Tim Reese, George Steffensen, Katrina Thurman, and Carol Waxman
- Staff:** Katie Greaves, Patricia Andrews, Amanda Gayda, Hope Hamby, Tiffany Hill, Nancy Keene, Michelle Revecho, Jessica Taylor, Crissy Tuidier, and Judy Oates
- Other Attendees:** Andie Barcelo, Jake Belding, Craig Dermondy, Deborah Chigazola, Heather LoBue, Tracy Repp, Members of Area Agency on Aging

* *Attendees with asterisks arrived late or departed early.*

I. Introductions and Public Comment

No comments.

II. Year of the Senior

Guest Speakers –

Al Lerma, Sonoma County Economic Development Board

Director of Business Development and Innovation

The Economic Development Board named 2017 the “Year of the Senior” in Sonoma County to recognize the significant demographic shift in the age of population in Sonoma County expected by 2030.

Linda Stanley, Employment and Training Counselor

Sonoma County Job Link

Linda discussed ageism in the workplace and the services Job Link for people re-entering the job force after age 50. Participants can refresh their resumes and interviewing skills learn job search strategies.

It also offers an opportunity to speak with individuals facing the same issues and concerns about

Auxiliary aids, services, and versions are available to individuals with disabilities upon request

by calling (707) 565-8504.

finding new employment. Job Link has a fun and interactive environment she invited attendees to recommend to the over 50 people they know looking to re-enter the job market.

Diane Kaljian, County of Sonoma

Assistant Director of Human Services

Diane shared that the County's Adult and Aging Division has been working on the initiative Aging Together on making Sonoma County a healthy place for all ages to support their life potential. The Board of Supervisors applied for and received recognition for Sonoma County to be Age Friendly. Renee Toliver has been the coordinator the Age Friendly program since December with a county wide steering committee. If you are over 50 please take their survey at <http://sgiz.mobi/s3/Age-Friendly-Sonoma-County-English> or <http://sgiz.mobi/s3/Age-Friendly-Sonoma-County-Spanish>.

Don Weden, County of Santa Clara

Principle Planner-Retired

Don gave a presentation on how communities can prepare for demographic changes, such as the "age wave" that will impact the workforce. His experience included working at the Santa Clara Planning Department for 34 years, working as a Community Advisors and Change Agent, and is a member of the American Planning Association. His focus is on looking at trends that will occur in about 15 years. Don shared that we are looking at the oldest populations we have ever had in history. Every day in the United States 10,000 people turn 65. The amount of people in the world is staying the same with fewer births and people living longer lives. This change in the population will affect government, businesses, non-profits and ordinary people. As a society we are not prepared. Two thirds of the population in California is expected be over 65 in 15 years. All of these people will want to be active, independent, and engaged with their families and community. People are working longer before they retire. To stay competitive their skills need updating and they face ageism in the workplace. The workforce has changed and there is now a majority of millennials versus baby boomers working. Millennials prefer living and working in urban areas and prefer not to drive. Many do not even get drivers licenses. Many people over 65 do not like to drive. Land use will need to be looked at as seniors and millennials both do not want to have to drive. Possible Solutions he recommends include:

Auxiliary aids, services, and versions are available to individuals with disabilities upon request
by calling (707) 565-8504.

- Promote community dialogue about aging. Spread the word and find out who has the authority to take effective action.
- Find tools. Services, facilities, relationships, and mobility options are needed. This includes land use and technology. Uber for travel, Safeway for delivery for example.
- Borrow from the best. Find communities that are doing well and copy their practices.
- Care about the caregivers. Teachers, firemen, police, and healthcare workers will be needed in our community and we want them to be able to afford to live here.
- Is the market providing smaller housing? Boomers looking to downsize and Millennials like smaller homes.
- Link age with job opportunities. Seniors and Millennials can learn from each other for job training.

III. Approve Minutes of May 10, 2017

Motion to approve the minutes from the May 10, 2017 meeting: Steve Herrington /s/ Chris Snyder.

All approved (Robin Bartholow, Kristyn Byrne, Amy Crabb, Keith Dias, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Roy Hurd, Scott Kincaid, Chris Knerr, Al Lerma, Chris Snyder, Lynn Stauffer, and Steve Stobel). There were no “nay” votes. Brandy Evans and Kristina Holloway abstained. The motion carried.

IV. New WIB Chair

A. Confirmation vote of new WIB Chair

Robin shared that the WIB Chair Elect is no longer available to become the next WIB Chair. The WIB Executive Committee reviewed this issue and approved the nomination of Kristyn Byrne who is currently a Business member of the WIB and Chair of the Job Link Steering Committee as the new WIB Chair. Steve Herron made a motion to approve the WIB Executive Committee’s nomination of Kristyn Byrne as the WIB Chair for a two year term. Scott Kincaid seconded the motion. All approved (Robin Bartholow, Kristyn Byrne, Amy Crabb, Keith Dias, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Roy Hurd, Scott Kincaid, Chris Knerr, Al Lerma, Chris Snyder, Lynn Stauffer, and Steve Stobel). There were no “nay” votes or abstentions. The motion carried.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request

by calling (707) 565-8504.

B. Request Volunteers / Nomination of new Job Link Steering Committee Chair

Kristyn Byrne asked for nominations for the position of the Job Link Steering Committee Chair to replace her as she steps into the role of WIB Chair. The Job Link Steering Committee meets at 2:00 pm for one hour on a quarterly basis directly before the WIB meetings. It is a committee made up of Job Link and partner agency staff that worked on Job Link's policies. It is interesting and creative group that is extremely committed to their mission. She encourages anyone who is interested in this position to nominate a WIB member you feel would be a good fit or to self-nominate if you are interested.

V. Chair / Director Report

A. America's Job Center of California (AJCC) Certification

Katie shared America's Job Center of California Certification (AJCC) is a new requirement of WIOA for Job Link. There are two levels of certification available. Staff is currently working on the first level of certification which has four components and will submit that information State by December 31, 2017. Staff is also planning to submit information to the State for the Hallmark of Excellence level certification that focuses on the quality of the center by January 31, 2018. This level of certification has eight component requirements and includes a continuous improvement plan. The State will evaluate submissions and certifications will be awarded by June 30, 2018.

B. MOU Phase II

The Phase I MOUs with core partners about scope of work have been completed. Staff is currently working with partners about the Phase II cost sharing agreements that need to be in place by September 1. Phase II will include a statement of work for each partner and discussion of fair and equitable costs for their use and support of the One-Stop. This is a negotiation and does not tie into the partner funding streams.

C. Job Link Update

Jessica reported the next job fair will be focused on Public Service jobs and careers. She encouraged attendees to review the Job Link website to learn more about the list of employers participating and see some samples of positions that employers will be recruiting for.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request

by calling (707) 565-8504.

Jessica led the group in a review of the Dashboard to showcase how well the program is doing and how many clients were served in the fourth quarter of the 2016/2017 fiscal year. Highlights included that over five hundred clients visited the Job Link Resource Center and more than one hundred and eighty clients were enrolled in the WIOA program. Job Link has provided two Incumbent Worker Trainings to prevent lay-offs and assisted sixty one participants in receiving training. This month we added fiscal budget information to the report. Of the \$400,000 budgeted for training we have already obligated \$310,345 of those funds. When we reach \$340,000 the WIOA Priority of Service will take effect. Applicants who do not meet the criteria for use of funds when that takes effect will go on a waiting list but will still receive in house assistance for training and finding a job.

D. Youth Update

Jennifer Hayworth was introduced to the group and is going to work with the youth programs. These programs are now going to be offered as part of the Job Link. Crissy's role is transitioning to be more focused on fiscal, contracts, and administrative program support.

Last week was the end of this year's summer youth work program. The program employed nearly 50 youth this year doing crew work. It was a strong program with dedicated youth who learned a lot. This year the Opportunity Fair was held at the North Coast Builders Exchange and the Job Link office so we could introduce youth to the services offered through Job Link.

Going forward we are introducing pilot career pathway cohort program for youth that partners with the Sonoma County Water Agency with a stronger focus on youth 18-24 years old. A group of eight youth ages 18 to 24 will go through a six month period of crew work followed by a six month period where they will learn about the types of staff positions in the water agency, what is required for a candidate to apply for those positions, and have opportunities to shadow water agency staff on the job. Half of the youth in this program will meet WIOA eligibility requirements. The pilot will include a crew of CCNB youth. Other county departments including General Services, Human Services, and Health Services may become partners in future cohort programs if this is successful. A Youth Career Pathways Program Strategic Planning meeting will be held on August 30 that WIB members and members of the public can attend if they would like to participate. Robin directed

Auxiliary aids, services, and versions are available to individuals with disabilities upon request

by calling (707) 565-8504.

staff to send that information out the WIB members. She also directed staff to send out information to participate in the Age Friendly Sonoma County Survey.

VI. Committee and Partner Updates

A. Executive Committee – Robin Bartholow

Robin shared that the WIB has an available Business Seat. She encouraged the group to reach out to community members who may be interested to apply for WIB membership.

B. Economic Development Board - Al Lerma

Al shared information about upcoming Economic Development Board events and introduced their interns Craig Dermondy and Jake Belding, and introduced Jack Percival, the Strategic Sonoma Project Coordinator.

- **Sabores de Wine County**

Bringing together business owners, community members, and public officials to celebrate Latino Business and the positive impact it has on the economy. It will be held at the Luther Burbank Center on September 18.

- **2017 Fall Economic Forecast**

Dr. Chris Thornberg will share his economic outlook for California and Sonoma County. It will be held at the Hyatt Vineyard Creek Hotel on October 13.

- **The Spirit of Sonoma**

This event honors those who contribute to the economic development and enhancement of the communities in which they live, work and conduct business. It will be held at the Double Tree Hotel in Rohnert Park in December.

C. Job Link Steering Committee – Kristyn Byrne

Kristyn shared that the committee met early today and are working on having a strategic planning meeting and discuss goals. She asked for nominations for the position of the Job Link Steering Committee Chair to replace her as she steps into the role of WIB Chair.

VII. Next Meeting

Date: November 8, 2017

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8504.

Time: 3:00 pm

Location: Santa Rosa Room

VIII. Adjourn

The meeting adjourned at 4:50 pm.