

Sonoma County Workforce Investment Board

Minutes of February 14, 2018

- Members Present:** Kristyn Byrne, Yale Abrams, Ed Barr (via telephone), Robin Bartholow, Judy Coffey, Paul Duranczyk, Steve Herron, Kristina Holloway, Scott Kincaid, Al Lerma, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, and Pedro Toledo
- Absent:** Brandy Evans, Steve Herrington, Roy Hurd, Stephen Jackson, Chris Knerr, Bill Nordskog, Chris Snyder, David Wayte
- Notified Absent:** Debbie Antonsen, Keith Dias, Carol Waxman
- Staff:** Katie Greaves, Patricia Andrews, Jennifer Hayworth, Jessica Taylor, Crissy Tuider
- Other Attendees:** Dr. Susan Cooper

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

I. Introductions and Public Comment

Robin Bartholow announced a free Basic Construction Skills class that is being offered by Sonoma County Adult Education in February. It's a 6 week course which is being held at 180 Studios.

II. Approve Minutes of November 8, 2017

Motion to approve the minutes from the November 8, 2017 meeting: Paul Duranczyk /s/ George Steffensen. All approved (Kristyn Byrne, Yale Abrams, Ed Barr, Robin Bartholow, Judy Coffey, Paul Duranczyk, Steve Herron, Kristina Holloway, Scott Kincaid, Al Lerma, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, Pedro Toledo). There were no "nay" votes. Yale Abrams, Lynn Stauffer, and Robin Bartholow abstained. The motion carried.

III. EDB Economic Recovery Plan

Al Lerma presented a draft of the Sonoma County Economic Recovery Plan. The plan is built on the long term-term strategic plan that the EDB had in process before the fires.

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

Recovery Plan Goals:

- Lay foundation for an even more resilient future
- Learn from other communities
- Discussions with civic, business and community leaders
- Map recovery efforts
- Document needs
- Develop a 6-12 month tactical plan

Recovery Plan Vision:

- Through public-private partnerships, Sonoma County Businesses and residents emerge with an increased capacity to address persistent local challenges and resilience to face future disruptors.

Recovery Plan Priorities:

- Address the direct impact of the fires
- Help businesses through recovery
- Empower the local workforce
- Develop a robust external marketing campaign
- Align strategic efforts and build resiliency

Short-Term/Immediate Plans:

- Talent Task Force to focus on Attraction, Development, and Retention
- Marketing Task Force to focus on emerging needs and alignment of efforts
- Housing and Employer Task Force

Current Efforts:

- Business retention visits in partnership with the City of Santa Rosa, Santa Rosa Metro Chamber and others
- Annual indicators and collective impact initiative
- Restaurant week extension
- Small business visitation weeks

Next Steps:

- Send economic recovery plan to broad group of individuals for feedback

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

- Refine plan based on input and feedback
- Consult with partners for commitments to these proposed actions
- Bring before the Board and Office of Recovery for final acceptance and incorporation into the County recovery plan
- Quarterly progress reports on recommended actions in consultation with Office of Recovery.

Jake Belding did a report out on the 2017 Workforce Development Survey which can be found at <http://sonomaedb.org/Data-Center/Workforce/>

This year's Workforce Development Survey's focus was on County-Wide hiring difficulties.

Employer Hiring Patterns: 85% of those surveyed expect to hire in 2017; up 20% from 2016.

Hiring Difficulties: Most employers experienced difficulties; an increase of 15% from last year.

Major Concerns: Housing and Cost of Living: 96%; Lack of Qualified Applicants: 93%; Cost of Labor: 91%.

Hiring Assistance Needs: Hiring Assistance and Networking & Hiring events.

Recommendations: Only 34% utilized Job Link services pre-fires, which is an increase over last year; however, need to continue to highlight Job Link's business services at a community level.

Develop strategies to meet growing demand. Increase talent pipelines and outreach.

IV. WIB Member Industry Updates-Wildfire Impact

Kristyn Byrne facilitated a discussion among WIB members that included the following questions:

- 1) What, if any, has been the direct impact of the wildfires on your sector?
- 2) What are the interim adjustments your sector has made in immediate response to the effects of the wildfires? What long-term strategies are you implementing for anticipated permanent shifts in your sector?
- 3) What have you learned about industry or community challenges OUTSIDE of your sector?

Construction - Scott Kincaid

- Shortage of labor. The rebuild will exacerbate that.
- Increased traffic affecting the ability for outside workers coming in to assist with rebuild.

Healthcare – Judy Coffey, Kristina Holloway, Pedro Toledo, and Paul Duranczyk

- The shortage of housing.

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

by calling (707) 565-8504.

- Increased traffic.
- Lack of available childcare.
- Post-Traumatic Stress Disorder in employees and patients.
- Workforce Issues—smaller health facilities are forced to use travelling nurses. Due to lack of housing, their rates are increasing.
- Petaluma Health Center seeing an increase in new patients. New Health Center at capacity and having to “grow their own” Family Nurse Practitioners.
- Nursing staff “bidding war” has intensified.

Non-profit – Katrina Thurman

- Rising rental rates.
- Fundraising is down and a fundraising event was cancelled due to fires.
- Concerns around the anticipated decrease in mental health services just as the need is rising.

Higher Education - Lynn Stauffer and Jerry Miller

- Housing for students and faculty.
- Cost of living impacting faculty hiring.
- SRJC enrollment is down.
- Need for expanding child care for students and staff.

Labor – George Steffensen

- Union workers are available if provided a livable wage.

Chamber of Commerce – Ananda Sweet

- Housing concerns.
- Non-construction industry concerned that entry-level workers will leave to enter Building/Trades.
- Business owners exploring on-site childcare.

- 4) What other dialogue should the WIB be informed about, or even participate in, regarding next steps in the County?
- 5) Where or how would you like to see the WIB more responsive?

- Build housing as soon as possible and find creative ways to do it, including guest worker programs and innovative pre-fabricated housing.
- As the WIB, send letters of support to localities in support of workforce housing.
- Encourage public/private partnerships.
- Provide assistance with childcare.
- WIB as Convener – invite community leaders to provide updates to the Board.
- Advocate for putting the HOV lane on Highway 101 on hiatus to encourage Bay Area labor to come and assist with rebuilding efforts.

V. Grant Update

A. Approve Goodwill Contract Amendment

Katie announced that the Employment Development Department notified us that we had received the Additional Assistance grant. In order to implement the grant, we are requesting the WIB approve amending the current contract with Goodwill Industries of the Redwood Empire to add \$168,000 for this fiscal year to provide Job Link with additional time limited staff. Motion to approve amending the Goodwill contract: Scott Kincaid /s/ Jerry Miller. All approved (Kristyn Byrne, Yale Abrams, Ed Barr, Robin Bartholow, Judy Coffey, Paul Duranczyk, Steve Herron, Kristina Holloway, Scott Kincaid, Al Lerma, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, and Pedro Toledo). No “nays”. No abstentions.

Anita Maldonado provided an update on the National Dislocated Worker Grant—Funding from EDD has been received and California Human Development is currently recruiting participants. The biggest challenge has been finding worksites, but they are making progress.

B. Dashboard

Jessica Taylor reviewed the dashboard and reported out on what has happened so far since the WIB voted in November to focus on helping the county with recruiting and training a workforce for rebuilding and recovery. The focus of the Additional Assistance grant will be On the Job Training, with \$600,000 available. We will continue to monitor the needs of customers and report to the WIB should the need arise to bring back access to training in other sectors.

VI. WIB Photo Break

VII. Workforce Board Goals

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

Rather than have a Strategic Planning Day, the Committee was asked to review updated Board Goals to be adopted at the May meeting.

Feedback included:

- Metrics to measure progress
- WIB as Convener
- It was asked if we can add a matrix to help measure progress. (At least 1-3)
- Flexible/nimble Board as landscape is changing
- Develop Career Pathways

VIII. Director's Report – Katie

A. NBEC

The North Bay Employment Group is a state-required regional consortium comprised of Sonoma, Solana, and the Workforce Alliance of the North Bay (Lake, Marin, Mendocino, and Napa Counties). Sonoma County is the fiscal agent for \$300,000 to help tackle workforce issues from a regional perspective and to share resources. This grant will support a facilitator to help NBEC with governance and establish roles and responsibilities; provide additional resources for enhanced business services; and provide innovation funds to carry on industry sector partnerships.

B. One-Stop Certification Process

Staff is working on the Certification Process for Job Link, which includes:

- Baseline rating – complete.
- Hallmarks of Excellence – Staff and WIB Chair conducted the self-assessment, which revealed passing ratings in all eight categories. The state will come and evaluate the One Stop in the Spring.

IX. Adjourn 4:50pm