

Sonoma County Workforce Investment Board

Minutes of August 8, 2018

Members Present: Kristyn Byrne, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Roy Hurd, Scott Kincaid, Stephen Jackson*, Al Lerma, Anita Maldonado, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Chris Snyder, Katrina Thurman, and David Wayte

Notified Absent: Ed Barr, Paul Duranczyk, Brandy Evans, Chris Knerr, Steve Herrington, Steve Herron, Kristina Holloway, Ananda Sweet, Pedro Toledo, and Carol Waxman

Staff: Katie Greaves, Patricia Andrews, Jennifer Hayworth, Jessica Taylor, Crissy Tuidler, Judy Oates

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

I. Introductions and Public Comment

David Wayte shared the Sonoma County Mayors' Committee on the Employment of People with Disabilities is holding its annual Best Practice Awards Breakfast on October 17, recognizing outstanding Employees with Disabilities, Employers of People with Disabilities and Service Providers facilitating the employment of People with Disabilities.

Action: Members are encouraged to reach out to David with nominations for any of the categories listed above.

II. Approve Minutes of May 9, 2018

The following corrections were noted:

- The number of SSU transfer students from 1,825 to 825.
- The spelling of Solano in item 8-C.
- The addition of page numbers.
- Remove reference to supportive services policy under Grant Update.
- Add HSD as the fiscal agent for the North Bay Employment Connection grant.
- Change the Labor Update from “the right wage” to “qualifying wages.”

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Motion to approve the May 9, 2017 minutes with the noted corrections: Yale Abrams /s/ Keith Dias. All approved (Kristyn Byrne, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Roy Hurd, Stephen Jackson, Al Lerma, Anita Maldonado, Lynn Stauffer, George Steffensen, Steve Stobel, Chris Snyder, Katrina Thurman, and David Wayte). There were no “nay” votes. Scott Kincaid and Jerry Miller abstained. The motion carried.

III. Bill Nordskog Retirement

Bill was honored for 18 years of dedication and commitment to the Workforce Investment Board, Youth Council, and the Sonoma County community. Several members in attendance shared memories and anecdotes. The WIB gifted him with an engraved crystal clock and a SCYEC polo shirt.

The Board of Supervisors will be recognizing Bill Nordskog with a Gold Resolution at their meeting on September 11. WIB members are welcome to come to the Board meeting to help honor Bill and his years of service to the WIB.

Action: Guest and previous Youth Council member Jim Sartain requested additional information be added to his Gold Resolution.

IV. WIB Member Industry Feedback

Kristyn asked the members for feedback on what is happening in local industries.

Labor – Chris Snyder

- There are currently a lot of job opportunities in the trades.
- The trades are hoping the Proposition 6 gas tax for funding transportation projects, road repairs, and maintenance passes in November. This would bring more jobs and people entering the trades industry.

Community Based Organizations – Katrina Thurman

- Social Advocates for Youth has had difficulty recruiting for three open, higher level positions, with a low turnout of qualified applicants.

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- Wages offered are not enough to cover housing to move into the area. One applicant even accepted an offer and later declined as they were not able to secure housing.

Community Based Organizations - Susan Cooper

- Community Action Partnership is finding it challenging to find qualified candidates.

Government - David Wayte

- The Department of Rehabilitation is facing similar challenges regarding wages, housing, and a low number of qualified applicants.

Healthcare – Judy Coffey

- Healthcare is not having issues finding qualified candidates to hire.
- There have been housing issues for the doctors in Kaiser’s residency program. Many have to live in other towns and commute to Santa Rosa.

VI. Grant Update

A. Employment Development Department Additional Assistance Grant and Dashboard

Jessica led a review of the Dashboard Report as it related to the Employment Development Department Additional Assistance Grant, including the baselines, the amount of progress since the start of the grant, and the targets set for June 30, 2019.

1) Short Term Goal 1: Assist Recovery Through Intensive Workforce Development.

Staff is monitoring Job Link orientations, WIOA Pre-Eligibility Assessments, and Individualized Services and has no concerns with meeting any of these goals at this time. The Individual Service WIOA Adults Building & Trades Training/Service goal has already been met.

Stephen Jackson joined the meeting.

2) Short Term Goal 2: Assist Recovery Through Ongoing Engagement with Business.

Staff is monitoring Inbound Business Inquiries, Job Fairs, Job Fair Participants (Job Seekers), Rapid Response, Subsidized Trainings, and Subsidized Training Participants. To reach these goals, the Business Hotline was set up that allows a team of Job Link staff to respond to employer requests in a timely manner. Job Link has moved from monthly Job Fairs to

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targeted Job Fairs to respond to employer needs. An average of 60 to 80 job seekers has attended each event. There are no concerns about meeting any of these goals at this time and the Rapid Response goal has already been met.

Jessica led a discussion of how the increased Supportive Services limit has benefitted recent clients.

Katie asked the Board if they felt the low number of dislocated workers was due to low unemployment or if the public is not aware of our services. She requested that Board members assist with outreach and offered Job Link business cards to Board members. She asked for suggestions on marketing Job Link services and the additional assistance grant. Board member suggestions included the following:

- Radio Advertisements
- Social Media
- Reaching out to the businesses impacted by the fires, including those that lost their clientele when the fires burned homes. Some examples of businesses to reach out to were Recology; the Post Office; landscapers; pool services; housekeepers; seasonal winery workers ; employers whose business increased right after the fires that may have leveled out i.e. car rentals; and any business that may be considered a non-essential service given that the high cost of housing may be affecting disposable income.

We will continue to monitor the fire-affected Dislocated Workers to determine if we should return the unused portion of the Additional Assistance Grant.

Action: Board Members are asked let Katie or Jessica know if they would like some Job Link business cards.

Action: Members should reach out to Katie if they have any more ideas on how to reach out to potential clients.

V. WIB Business

A. Workforce Board Goals

Short Term Goal 3: Support Youth Development through Work-Based Learning Models

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This section of the Dashboard covers the Sonoma County Youth Ecology Corps (SCYEC) Summer Program, Career Pathways Program (CPP), and Youth Education and Employment Services (YEES) Program.

The numbers for the SCYEC will be updated at the next meeting as this year's program ends tomorrow and the data needs to be collected.

The Career Pathways Program consists of youth completing six months of crew work, then six months in an internship, followed by an additional six months of support in a permanent job or education/training. There are no concerns about meeting the goals for the CPP at this time.

The YEES program assists youth age with education/training and work experience. There are no concerns about meeting the goals for the YEES program at this time.

There was a discussion about the ratio of males to females in the SCYEC, as there have been more males enrolled in the program. Staff will bring the youth programs evaluation report to the WIB upon completion.

Bill Nordskog praised the dashboard as valuable information for the Board and recommended that staff routinely offer analysis and recommendations as part of discussion. Jessica gave credit to Sara Lewis-Crow and her team for gathering the data and putting it into the dashboard.

B. Adult Training Priorities

Kristyn reminded the Board that they suspended the priority criteria for WIOA Adult Training Funds in order to prioritize training for the Building and Trades, with commitment quarterly to conduct evaluations to determine if funding could be expanded to additional clients. Staff is now recommending a return to the policy prior to November 8, 2017.

Motion that Job Link return to the Adult Training policy prior to November 8, 2017 the WIOA Adult Program. Chris Snyder /s/ Judy Coffey. All approved (Kristyn Byrne, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Roy Hurd,

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Steven Jackson, Scott Kincaid, Al Lerma, Anita Maldonado, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Chris Snyder, Katrina Thurman, Pedro Toledo, and David Wayte). There were no “nay” votes. The motion carried.

C. Needs Based Payments

Staff asked the Board to approve of adding Needs Related Payments to the existing array of Supportive Services. Needs Related Payments allow cash assistance so that a client may attend training, including stipends to supplant lost wages due to time spent on training activities

Motion to approve of Needs-Related Payments as an option in the WIOA Supportive Services, to be counted against the existing maximum of \$10,000 per-participant. Jerry Miller /s/ George Steffensen. All approved (Kristyn Byrne, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Roy Hurd, Steven Jackson, Scott Kincaid, Al Lerma, Anita Maldonado, Jerry Miller, Lynn Stauffer, George Steffensen, Steve Stobel, Chris Snyder, Katrina Thurman, Pedro Toledo, and David Wayte). There were no “nay” votes. The motion carried.

VI. Chair/Director’s Report

A. Chair Elect Recommendation/Nomination

The Chair-Elect serves for one year and then assumes the role of WIB Chair. Nominees are required to be WIB members who hold a Business seat. Kristyn asked for Chair-Elect nominations. No nominations were made at the meeting.

Action: Board members are encouraged to contact Katie or Kristyn if you would like to nominate themselves or a fellow board member for the position of Chair-Elect.

B. Spirit of Sonoma Nomination

The Annual Spirit of Sonoma County Award honors those who contribute to the economic development and enhancement of the communities in which they live, work and conduct business. Nominations will be reviewed at the WIB Executive Committee meeting in September.

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Action: WIB Members who are interested in nominating a fellow board member to receive the Spirit of Sonoma Award should contact Katie or Kristyn by the end of August.

C. Sonoma County Youth Ecology Corps

Katie reported that there were five crews this summer, one with each youth service provider. Just as the program was about to begin for this summer, we received information that the program was subject to prevailing wage laws due to the nature of the crew work and the public funding used to support the program. The prevailing wage administrative requirements were determined too onerous for our youth provider agencies. As a result, we had to turn down investing host projects, along with the corresponding funding. We were still able to provide the youth with meaningful work experience this summer and the youth provider agencies should be recognized for their ability to quickly adapt to often last minute changes.

The prevailing wage issue for youth training and employment programs is being taking up by the California Workforce Association. Katrina Thurman offered Social Advocates for Youth's support in this effort.

D. Regional and Local Plan Two Year Modification

Katie informed the Board it is time to begin our next Regional and Local Plan Two year Modification which is due March 2019. Staff is currently reviewing the new requirements and a number of public planning meetings and a public hearing will be conducted. Racy Ming will take the lead on updating the Regional Plan.

E. Industry Innovation Fund Request for Proposal

The purpose of the Industry Innovation Fund (IIF) is to provide seed funding to projects which support and enhance the success of the North Bay's primary industries.

Crissy reported there is \$130,000 of funding available through this grant, with a maximum grant award of \$49,900. The contracts funded through this grant are expected to begin October 1, 2018 and end March 31, 2019. The Request for Proposals has been released and

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the Bidder's Conference for this funding was held on July 31. The Proposals are due Monday, August 13. She encourages attendees involved in industry to apply.

Staff would like to have one WIB member be a part of the evaluation team. Proposal reviews will take place between August 14 and 27.

Action: Members are encouraged to reach out to Katie or Crissy to sign up to be an evaluator for the Industry Innovation Fund.

VII. Workforce System Reports/Updates

A. Construction Training Programs Update

North Bay Construction Corps – Robin Bartholow

This program is a collaboration of North Coast Builders Exchange, the CTE Foundation, and the Sonoma County Office of Education (SCOE) that allows high school seniors to get a hands-on opportunity to learn what it is like to work in the trades. Youth meet one night a week for two hours, and one Saturday a month for four hours. Guest speakers present on a variety of jobs and the corps is similar to a pre-apprenticeship program. After classes end, youth attend a two week boot camp working full time on a construction project. This summer they built four micro-homes which the program is now selling. The graduates then attend a hiring event with local construction companies.

With a grant from Tipping Point, the program is being expanded over the next two years with 300 youth from the Counties of Napa, Mendocino, Sonoma and Marin.

Sonoma County Office of Education - Stephen Jackson

There is an adult education version of North Bay Construction Corps through SCOE. Students complete 66 hours of training in evening classes over eight weeks. It concludes with an event similar to a job fair. The program works closely with Job Link and is funded by an ongoing grant.

Steve Stobel - Trade Introduction Program (TIP)

The TIP program consists of a one week (40 hour) course followed by ten weeks of classes two nights per week. The program is held throughout the greater North Bay. Attendees are

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educated on how to get into an apprenticeship and what to expect on the job. The next session of the TIP Program will be held in Vallejo at the adult school. This class will be 40% female and childcare will be provided during class hours.

Frank Cuneo will be submitting funding proposals to the WIB to expand some TIP related opportunities locally.

Kristyn asked the group if we could continue the meeting for ten minute to complete the agenda.

B. Hospitality Apprenticeship Program

Al Lerma shared the Economic Development Board and Job Link are working with Sara Cummings of the Sonoma County Lodging Association on a pilot Hospitality Apprenticeship Program which would be a combination of online and on the job training. They plan to have something worked out in 60-90 days. More information can be found in the agenda packet.

Chris Snyder left the meeting.

VII. Workforce Development Opportunities

A. CWA Meeting of the Minds

The California Workforce Association (CWA) Meeting of the Minds will be held September 4-6 in Monterey and the agenda will include training for workforce board members this year. The WIB can sponsor one or two members to attend. Please notify Katie or Crissy by August 24 if you are interested in attending. More information on the conference can be found at <http://calworkforce.org/mmm-com>.

Action: An email About CWA Meeting of the Minds conference will be sent to the WIB members.

B. California Economic Summit

The California Economic Summit will be held November 15-16 in Santa Rosa this year. If you interested in attending, please let Katie or Crissy know by August 30. More information about the summit can be found at <http://www.caeconomy.org/pages/summit>.

Action: An email about the California Economic Summit will be sent to the WIB members.

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IX. Adjourn 5:05pm

Next meeting: **November 14, 2018**

Location: **Santa Rosa Room**

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