

Workforce Investment Board

Executive Committee

Minutes of March 13, 2019

Members Present: Kristyn Byrne, Robin Bartholow, Stephen Jackson, and Ananda Sweet

Members Called In: Ed Barr, Steve Herron, and Roy Hurd

Notified Absence: Judy Coffey and Scott Kincaid

Absent: Chris Snyder

Staff: Katie Greaves, Cristin Tuidor, Jessica Taylor, Diego Fernandez-Pages, Christopher Dolan, and Judy Oates

I. Public Comment

None.

II. Approval of Minutes of January 9, 2019; and Review Action Items

All action items listed in the minutes were completed.

Motion to approve Minutes of January 9, 2019: Roy Hurd /s/ Robin Bartholow. All approved (Kristyn Byrne, Ed Barr, Robin Bartholow, Steve Herron, Roy Hurd, and Stephen Jackson). There were no “nay” votes. Ananda Sweet abstained. The motion carried.

- Staff will schedule the March 13 WIB Executive Committee meeting to run from 3:00 pm to 5:30 pm to allow for planning discussions. *Complete.*
- Robin will verify if the Builder’s Exchange conference room is available for the next meeting. *Complete.*
- Staff will gather funding information and examples of previous projects to share at the next meeting. *Complete.*
- Tim Reynaga, the WIB’s EDD Regional Advisor, will be asked for examples of projects WIBs in other counties are working on. *Complete.*

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III. WIB Business

A. Membership

Judy Coffey of Kaiser has retired from her position, but will remain on the WIB as an “Additional Member”. This opens up a seat for a new Business member to maintain the Business majority as required by regulation. Kristyn asked for suggestions on who the WIB should reach out to about joining the WIB. Suggestions included:

- Katie has a recommendation from the Redwood Credit Union.
- Jessica has a contact at Helping Hands Home Health Care.
- Kristyn suggested asking Judy Coffee for a recommendation from Kaiser staff.
- Ananda recommended someone from Keysite who would represent manufacturing.
- Jessica offered to reach out to employers who have participated in Job Link job fairs.
- Stephen Jackson recommended a contact from Lab Con.

It was determined that WIB Executive Committee members would be given a boilerplate email that they could personalize to use to reach out to potential members.

Action: Crissy will look into any previously used WIB boilerplate messages used to encourage perspective members to join the WIB and forward examples of previous messages to Kristyn.

Action: Kristyn will draft a pitch that can be used as a boilerplate email by March 18.

Action: Staff will take the boilerplate message from Kristyn, add links to the WIB website, and forward it to the WIB Executive Committee to be personalized and used for recruitment.

Action: Katie, Jessica, Kristyn, Ananda, and Stephen will follow up on sending recruitment emails to those they recommended as potential WIB members. They will report back on responses they receive at the next WIB Executive Committee meeting.

B. Executive Committee Meeting Schedule

Members determined that the WIB Executive Committee will meet for thirty minutes prior to the full WIB meetings to discuss business to ensure needs are handled in a timely manner.

Action: Staff will schedule WIB Executive Committee meetings prior to the bimonthly WIB meetings in addition to the current meeting schedule.

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C. Operations Update

It was reported that the Job Link remodel is moving along nicely.

Action: Staff will invite the WIB to tour the updated entrance and rooms at the May WIB meeting.

Staff reported a failed procurement for the required One Stop Operator (OSO) as no applications were received. As the provision of a One Stop Operator is required, staff is reviewing options for how to proceed, including continuing to provide Human Services staff to act as OSO or negotiating with an outside entity. Regardless, we will need to seek approval from the state for either of these options.

Action: Staff will report back on the status of the One Stop Operator at the next WIBE meeting.

D. Additional Assistance Grant Extension through December 31, 2019

Staff has requested an extension of the Additional Assistance Grant. These are the funds we received to offset the effect of the 2017 fire and now the recent floods. We will not receive additional funds or change service targets, but this will allow us more time to serve customers with the funding we currently have available.

E. Flood Rapid Response

Jessica reported the Rapid Response Team (RRT) worked with the Economic Development Board to bring assistance to flood affected businesses in Guerneville and the Barlow, and continue to be available as businesses determine what they need.

Job Link is now advertising on Facebook and, with assistance from the Economic Development Board and Supervisor Hopkins, is reaching out to as many businesses as possible.

The RRT is also working with non-flood related employer issues and lay-off as we see more post fire layoffs.

F. NAWB Conference

Katie, Ananda and Ethan Brown from the EDB will be attending the National Association of Workforce Boards' (NAWB) annual conference called The Forum. The conference will run March 23-26 and encourage conversation among changemakers, leaders and advocates.

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Action: Jessica will send Ananda a list of industry acronyms commonly used with our programs.

IV. Strategic Planning

This meeting is to provide a refresher on WIOA and the funding associated with the programs embedded in WIOA so the WIB Executive Committee is informed and educated on the role of the WIB and can evaluate if the work of the WIB should continue down the same path or organize itself more strategically.

Katie led an overview of WIOA and the duties of Workforce Boards in Regional and Local areas, including funding and required partner agencies. She then went over local demographic and economic data. The goal of Job Link is to help a variety of pre-identified groups of people find and retain a good job. The higher cost of living in the county in respect to the wages and housing costs keeps purchasing power low for residents.

Robin suggested this refresher also be shared with the whole WIB for a deeper understanding of our work and goals.

Members shared that in the past there have been staffing and funding restraints that have prevented the group from discussing and or taking on additional or larger causes. The last really big push that was outside of business as usual was to encourage people and provide assistance for them to become nurses.

Discussion ensued about the WIB becoming more intentional in selecting target industries and populations in order to better move the needle within the bounds of existing resources, considering both formula and grant funding. It was suggested that the WIB may want to be more intentional in directing who receives assistance and in what industries considering the limited amount of resources available. Job Link's role is to assist the workforce, including those with barriers, find and retain employment ideally in a career pathway that will lead to sustainable employment. We made the Construction Industry a priority last year. Discussed giving more dedicated focus to other industries. Job Link recently did a cohort program with the English Language Learner clients. This helps with a known barrier and is a big impact on a small group.

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Discussed the need to know what leveraged resources are available and the potential number of clients that will be served in each population cited in the Local and Regional plans in order to determine how to prioritize who to serve.

Staff shared that it is very important to hear the employer voice at WIB meetings to tell us what they need in employees and what training they are looking for. The WIB offers a forum for communication between employers and social services.

Action: Staff will dedicate time in future WIB meeting agendas for the business community to speak to the WIB about what they want and need in employment candidates.

Discussed the option of targeting retired members of the business community for WIB membership. Many of them can open doors for us with their connections; be potential missionaries; and often have fewer time constraints. Many non-profits are led by retired people. The goal for the April meeting is to review the data and narrow our focus of trends/barriers so we can give direction and a recommendation on how we would like to move forward.

Action: The April 10 WIB Executive Committee meeting will be scheduled from 4:00 pm to 5:30 pm to allow for strategic discussion. Only urgent business items will be addressed and report outs will be held over until the next meeting to allow for more discussion time.

Action: Send any requests for deeper dives into specific data to Katie so she can bring information to the April 10 meeting.

V. Upcoming WIB Executive Committee Meetings and WIB Meetings

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| April 10, 2019 | Executive Session: | 4:00 pm to 5:30 pm | Location: Bodega Room |
| May 8, 2019 | Executive Session: | 2:30 pm to 3:00 pm | Location: Santa Rosa Room |
| May 8, 2019 | Full Session: | 3:00 pm to 5:00 pm | Location: Santa Rosa Room |
| June 12, 2019 | Executive Session: | 4:00 pm to 5:00 pm | Location: Bodega Room |
| July 10, 2019 | Executive Session: | 2:30 pm to 3:00 pm | Location: Santa Rosa Room |
| July 10, 2019 | Full Session: | 3:00 pm to 5:00 pm | Location: Santa Rosa Room |
| August 14, 2019 | Executive Session: | 4:00 pm to 5:00 pm | Location: Bodega Room |
| September 11, 2019 | Executive Session: | 2:30 pm to 3:00 pm | Location: Santa Rosa Room |
| September 11, 2019 | Full Session: | 3:00 pm to 5:00 pm | Location: Santa Rosa Room |

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| October 9, 2019 | Executive Session: | 4:00 pm to 5:00 pm | Location: Bodega Room |
| November 13, 2019 | Executive Session: | 2:30 pm to 3:00 pm | Location: Santa Rosa Room |
| November 13, 2019 | Full Session: | 3:00 pm to 5:00 pm | Location: Santa Rosa Room |
| December 11, 2019 | Executive Session: | 4:00 pm to 5:00 pm | Location: Bodega Room |

VI. Adjourn

The meeting was adjourned at 5:32 p.m.

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