

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

www.sonomawib.org

**Executive Committee
Notice of Meeting & Agenda
May 8, 2019
2:30 p.m. – 3:00 p.m.**

2227 Capricorn Way, Santa Rosa
Santa Rosa Room
**Conference Call Number: (707) 565-5210
Access Code: 997 058 170**

***Vote Required**

- I. **Public Comment**
- II. **Approve Minutes of April 10, 2019 and Review Action Items** (Action)
- III. **WIB Business** (Action/Discussion)
 - A. Membership
 - B. Operations Update
- IV. **Strategic Planning** (Discussion)
- V. **Upcoming WIB Executive Committee Meetings and WIB Meetings** (Discussion)

June 12, 2019	WIBE Session:	4:00 pm to 5:00 pm
	Location:	Bodega Room
July 10, 2019	WIBE 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
- VI. **Adjourn**

Open Meetings: Except as expressly authorized under the Brown Act, all meetings are open to attendance by interested members of the public.

If WIB members are **unable to attend**, please **call (707)565-8500 prior to the meeting** to leave a message stating you are unavailable.

Meeting Materials: Materials related to an item on this Agenda submitted to the WIB after distribution of the agenda packet are available for public inspection in the WIB Administrative Office at 2227 Capricorn Way, Suite 100, Santa Rosa during normal business hours.

Accommodation: *If you have a disability which requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please call (707) 565-8504 at least 72 hours prior to the meeting, to facilitate arrangements for accommodation.*

Workforce Investment Board

Executive Committee

Minutes of April 10, 2019

Members Present: Kristyn Byrne, Judy Coffey, Stephen Jackson*, and Ananda Sweet

Members Called In: Ed Barr* and Steve Herron

Absent: Robin Bartholow, Roy Hurd, Scott Kincaid and Chris Snyder

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

Public Present: Tim Reynaga, David Tam

I. Public Comment

None.

II. Approval of Minutes of March 13, 2019; and Review Action Items

All action items listed in the minutes were completed.

Motion to approve Minutes of March 13, 2019: Judy Coffey /s/ Ananda Sweet. All approved (Kristyn Byrne, Ed Barr, Judy Coffey, Steve Herron, and Ananda Sweet). There were no “nay” votes. Ananda Sweet abstained. The motion carried.

- Crissy forwarded previously used WIB boilerplate recruitment messages to Kristyn.
- Kristyn drafted a new recruitment pitch boilerplate email for WIB members to use.
- Staff added links to the WIB website in Kristyn’s recruitment pitch, and forwarded it to the WIB Executive Committee to be personalized for use.
- Katie, Jessica, Kristyn, Ananda, and Stephen will follow up on sending recruitment emails to their recommendations for WIB membership. They may wait until after the May WIB meeting where the Strategic Planning will be discussed to reach out.
- Staff scheduled WIB Executive Committee meetings prior to the bimonthly WIB meetings.
- Staff will invite the WIB to tour the renovated Job Link entrance when construction is complete.
- Staff will report on the status of the One Stop Operator at this meeting.

- A list of industry acronyms was shared with the WIB Executive Committee.
- Staff will ensure time is dedicated in future WIB meeting agendas for the business community to speak to the WIB about what they want and need in employment candidates.
- Staff scheduled the April 10 WIB Executive Committee meeting from 4:00 pm to 5:30 pm to allow for strategic discussion.
- No WIB Executive Committee members sent requests for deeper dives into specific data to Katie.

III. WIB Business

A. Membership

The Committee is currently in need of a Business Member to maintain the Business majority as required by regulation. A boilerplate recruitment message has been shared with the WIB Executive Committee members. If preferred, they have the option of waiting until after Strategic Planning is completed with the full WIB in order to target certain types of members that may align with WIB goals.

B. Invite to the Spring Economic Forecast

Members were reminded to respond to the invitation to the Spring Economic conference that features an appearance by Micah Weinberg, Ph.D. of the Bay Area Economic Council Institute, and includes a Workforce Panel moderated by Katie Greaves.

Action: Staff will send out a reminder message for the Spring Economic Forecast breakfast.

C. Operations Update: One Stop Operator/Remodel

Staff is still determining whether to provide a staff person to act as the One Stop Operator (OSO) or negotiate with an outside entity to provide those services due to the failed OSO procurement. We will have to seek approval from the state to continue to be the OSO rather than contract it out.

Action: Staff will report on the One Stop Operator progress at the May WIB Executive Committee and WIB meetings.

Jessica reported that the Job Link remodel had some delays and is going to take two weeks longer than anticipated.

D. NAWB Conference

Katie, Ananda and Ethan Brown from the EDB attended the National Association of Workforce Boards' (NAWB) annual conference. They shared how the meeting allowed them to meet people at other workforce boards from around the country, learn about what they are doing, and gain a broader perspective around workforce issues.

Stephen Jackson arrived.

E. Prison to Employment Grant

The WIB Regional Plan focuses on serving the justice involved population. With that in mind, the region applied for \$2.1 million of Prison to Employment Initiative Funding. We received \$907,534. Sonoma County's share of that is \$319,452.

Motion to approve accepting the Prison to Employment Initiative grant funding for Justice Involved Population: Stephen Jackson /s/ Steve Herron. All approved (Kristyn Byrne, Ed Barr, Judy Coffey, Steve Herron, Stephen Jackson, and Ananda Sweet). There were no "nay" votes. The motion carried.

Diego Fernandez-Pages left the meeting.

Christopher Dolan left the meeting.

IV. Strategic Planning

The Committee reviewed information about what leveraged resources are available and the potential number of clients that could be served in each population cited in the Local and Regional plans. It was suggested the WIB be more intentional in directing who receives assistance and in what industries given 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.

Examples of things we are already doing that we could replicate are:

- Focusing on specific industries, similar to the WIB response to Building and Trades as a result of the 2017 wildfires.

- Using a cohort model as developed with the successful English Language Learner Pilot. This model helped us to focus on a known barrier and allowed us to make a big impact on a small group.

Jessica shared an example of an employer ready to work with Job Link and help develop a program that prepares people to work for them. This particular example could be an entry point for people getting into the medical field; some may stay or move on to other medical careers. This is also a good job for retirees.

Jessica Taylor and Ed Barr departed the meeting.

It was decided to present the following strategic planning options to the WIB at the next meeting:

- 1) Stay the course and continue what we do now; OR
- 2) Target the three most in-demand industries – health care, construction and hospitality – creating opportunities for training cohorts into these sectors using a career pathway model. This would necessitate WIB members act as Industry Champions providing industry expertise or reaching out to other members of the business community to encourage participation.

Criteria for funding would be established to include:

- a. Projected job growth in the industry for next 5 years
- b. Willingness to work with WIOA populations
- c. Have a career ladder within industry, within which individuals can get to a “good job”
- d. Willingness to participate in workforce development system as business champions

For either option above, ask WIB to prioritize targeted populations as listed in the Local/ Regional Plans for enhanced outreach efforts.

For either option above, individualized career services would remain available to eligible job seekers; it is the training and supportive service dollars that would be reserved for #2 above.

For either option above, the concept of “good job” would need to be defined and operationalized.

Action: Staff will review the attachments from the last two WIB Executive Committee meetings to summarize population, economic and industry information to share with the WIB. This will be

sent out in advance of the meeting and members will be asked to review it before attending the meeting.

Action: Staff will schedule a tour of the remodeled Job Link office at the end of the May meeting if the construction is complete by then.

V. Upcoming WIB Executive Committee Meetings and WIB Meetings

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May 8, 2019	Full Session:	3:00 pm to 5:00 pm	Location: Santa Rosa Room
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VI. Adjourn

The meeting was adjourned at 5:42 p.m.