

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

www.sonomawib.org

**Executive Committee
Notice of Meeting & Agenda
June 12, 2019
4:00 pm to 5:00 pm**

2227 Capricorn Way, Santa Rosa
Bodega Room
**Conference Call Number: (707) 565-5210
Access Code: 991 712 551**

***Vote Required**

- I. **Public Comment**
- II. **Approve Minutes of May 8, 2019 and Review Action Items** *(Action)*
- III. **WIB Business** *Action/Discussion*
 - A. **Membership**
 - B. Attendance Report
 - C. Proxy Report
 - D. Operations Update
 - E. Chair
- IV. **Local/Regional Plans** *(Discussion)*
- V. **Strategic Planning** *(Discussion)*
 - A. Priority Populations for Outreach
- VI. **July WIB Meeting Agenda** *(Discussion)*
- VII. **Upcoming WIB Executive Committee Meetings and WIB Meetings**

July 10, 2019	WIBE Session:	2:00 pm to 2:45 pm
	Location:	Santa Rosa Room
July 10, 2019	Full Session:	3:00 pm to 5:00 pm
	Location:	Santa Rosa Room
- VIII. **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 May 8, 2019

- Members Present:** Kristyn Byrne, Ed Barr, Robin Bartholow Judy Coffey, Stephen Jackson, and Ananda Sweet
- Members Called In:** Chris Snyder
- Absent:** Steve Herron, Roy Hurd, and Scott Kincaid
- Staff:** Katie Greaves, Cristin Tuidor, Jessica Taylor, Diego Fernandez-Pages, Christopher Dolan, and Judy Oates

I. Public Comment

None.

II. Approval of Minutes of April 10, 2019; and Review Action Items

All action items listed in the minutes were completed or are scheduled to be completed.

- Staff sent out a reminder message for the Spring Economic Forecast breakfast.
- Staff is reporting on the One Stop Operator progress at the May WIBE and full WIB meetings.
- Staff will reviewed attachments from the last two WIB Executive Committee meetings to summarize information to share with the WIB and sent it out in advance of the meeting requesting members to review it before the May meeting.
- Staff will schedule a tour of the remodeled Job Link office when construction is complete.

Motion to approve Minutes of April 10, 2019: Ed Barr /s/ Judy Coffey. All approved (Kristyn Byrne, Ed Barr, Judy Coffey, Stephen Jackson, Chris Snyder, and Ananda Sweet). There were no “nay” votes. Robin Bartholow abstained. The motion carried.

III. WIB Business

A. Membership

Ananda reported she has reached out to Keysight Technologies to see if they would like to have a representative on the WIB Committee. They plan to have a representative apply.

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

B. Operations Update

Due to the failed OSO procurement staff is determining whether to negotiate with an outside entity to provide these services or provide a staff person to act as the One Stop Operator (OSO).

Action: Staff will report on the One Stop Operator progress at the June meeting.

Staff completed paperwork to obtain Affiliate One Stop Certification with EDD for the site located at 606 Healdsburg Avenue and are waiting for the state board to schedule a site visit sometime before June 30.

Kristyn requested some additional reports for the June meeting and longer WIB Executive Committee meeting times before the full WIB meetings to allow for more robust discussions.

Action: Staff will report on the status of proxy submission at the June meeting.

Action: Staff will provide an updated attendance report at the June meeting.

Action: Staff will change the time of the WIB Executive Committee meetings that are on the same day as full WIB meeting to 2:00 pm - 2:45 pm.

IV. Strategic Planning

The Strategic Planning discussion at the WIB meeting will include an overview of the work of the WIB and it's funding, then staff will share the Guiding Star document on the work of Job Link, and discussion will begin following the presentation of the recommendation of the WIB Executive Committee. WIB members will be encouraged to participate in a discussion of what strategic direction the WIB will take going forward. The recommendation of the WIB Executive Committee includes more focused work for the members and subgroups, and there will be an option to continue the status quo.

V. Upcoming WIB Executive Committee Meetings and WIB Meetings

June 12, 2019	Executive Session:	4:00 pm to 5:00 pm	Location: Bodega Room
July 10, 2019	Executive Session:	2:00 pm to 2:45 pm	Location: Santa Rosa Room
July 10, 2019	Full Session:	3:00 pm to 5:00 pm	Location: Santa Rosa Room

VI. Adjourn

The meeting was adjourned at 2:28 p.m.

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MEMBERSHIP APPLICATION FORM

1. Application: Workforce Investment Board
2. Name: Ethan Brown
3. Title: Program Manager
4. Agency: Sonoma County Economic Development Board
5. Responsibility: Economic / Community Development
6. Address: 141 Stony Circle, Suite 110
7. City: Santa Rosa
State: California
Zip Code: 95401
8. Telephone: 707-765-7589
9. Email: Ethan.Brown@sonoma-county.org
10. Briefly describe your interest in the Workforce Investment Board and tell us a little about yourself. What strengths will you bring to our board?

I am interested in creating a deeper connection between my work in business retention and expansion at the Economic Development Board and the work underway at the Workforce Investment Board. I recently lead the work that created our economic development strategic plan - Strategic Sonoma, which incorporates a number of business diversification and workforce-related projects and goals. I would bring a collaborative and energetic attitude in my representation of local economic development interests.

11. Resume

Skills and Knowledge

My experience has provided me with a compliment of skills including, but not limited to: project management, effective organization, management of people and resources, public relations, rapid problem resolution, and the budgeting, monitoring and control of project costs. I have first-hand knowledge of the challenges facing business owners in Sonoma County, having at one time owned a construction business of my own. That, coupled with my public sector work with small businesses has given me unique perspective from the “other side of the counter”.

Education

Sonoma State University, Department of Political Science Fall 2010-Spring 2012

After a successful private-sector career in residential construction, I returned to school for a degree in Political Science. I was admitted to Sonoma State in 2010 and maintained a GPA that qualified me for the Dean's List twice. I graduated in spring 2012. I also served, at the invitation of one of my professors, as a student ambassador to Jeju University in South Korea in the summer of 2012.

Recent Relevant Experience

Sonoma County Economic Development Board February 2012-present

Project Coordinator - February 2012 – December 2012

This position was focused heavily on policy analysis and staffing for the Sonoma County Innovation Action Council's taskforces on cluster development. During this time, I also performed extensive research of loan and economic incentive packages, and worked with the Executive Director preparing economic development proposals to bring before the Sonoma County Board of Supervisors. These proposals addressed permitting issues, workforce development, and the branding and identification of Sonoma County's assets; resulting in actions that were undertaken by Permit Sonoma, the Workforce Investment Board (WIB), and the Santa Rosa Chamber of Commerce BEST initiative. Throughout this time, I also successfully worked with the Port of San Francisco and US Customs to help facilitate expansion of Foreign Trade Zone 3 throughout most of Sonoma County.

Business Assistance Officer (Department Analyst – Program Manager) December 2012 – October 2017

During my time as Business Assistance Officer, I worked with over 1000 new and existing businesses. Specifically, I designed a program to guide them through regulatory and licensing processes, and provided them with financial and technical resources. In collaboration with local partners, I helped to coordinate specialized workshops for small businesses with regards to financial resources, imports and exports, and other business concerns. During this time, I submitted a successful application for grant funding that allowed the EDB to build a new program designed to offer pathways to self-employment for low and moderate-income entrepreneurs.

Business Retention and Expansion Program Manager – October 2017 – present

In this position, I work closely with local business owners and executives to understand critical challenges facing firms that seek to locate and expand within Sonoma County. This requires an understanding of current economic, business and workforce trends, as well as knowledge of appropriate tax and workforce training incentives. I have worked to develop collaborative relationships with contacts at the federal, state and local levels, in addition to local resource partners including chambers, workforce development organizations and educational institutions. I have worked with roughly 100 businesses, facilitated \$1.5 million in state tax incentives for business growth, hiring and training; have overseen the development and execution of Strategic Sonoma – a strategic plan for economic development, and worked to provide key resources during two significant natural disasters.

Business Development Manager (interim) – May 2019 – present

Upon the departure of our long-time Business Development Manager, I have assumed fiscal and programmatic duties at the Economic Development Board on an interim basis. This includes two grant-funded projects; continued development of a \$1 million revolving loan fund for local small businesses and development of an \$8 million construction skills training center. This position is also tasked with guiding departmental budgetary processes and needs, as well as administrative oversight.

Other Experience

Owner/Co-founder - GoodwinBrown Construction, Inc., Santa Rosa CA August 2003-July 2009

I, along with my partner, founded a construction company involved in all aspects of residential remodels, additions and new builds. In addition to daily construction activity in the field, my responsibilities were marketing, communication with clients and managing employees. As our company grew and became more successful, I transitioned and became more involved in the management of our projects and the efficient allocation of materials, labor, and finances.

Journeyman Builder - Steve Murray Builders, Healdsburg CA July 2009-January 2012

I worked with Mr. Murray on several projects around Sonoma and Marin Counties including a complete modular home foundation and set in Sonoma, an extensive remodel in Calistoga and several additions in the Healdsburg area.



MEMBERSHIP APPLICATION FORM

1. Application: Workforce Investment Board
2. Name: Erin Carlson
3. Title: Executive Director
4. Agency: Sunrise Assisted Living of Petaluma
5. Responsibility: Business
6. Address: 815 Wood Sorrel Drive
7. City: Petaluma
State: California
Zip Code: 94954
8. Telephone: 707-775-9068
9. Email: petaluma.ed@sunriseseniorliving.com
10. Briefly describe your interest in the Workforce Investment Board and tell us a little about yourself. What strengths will you bring to our board?

I am currently the Executive Director of Sunrise Assisted Living of Petaluma, I am responsible for the day to day operations in the facility. Sunrise also has communities in Sonoma and Santa Rosa and each of us employ about 100+ team members. Most of our positions have a low barrier to entry such as caregivers, housekeepers, cooks, dishwashers, and receptionists. We have been experiencing a decline in applicants for the past 3+ years but more so recently. I have had been assisting our company with ideas on how to improve workforce retention and I have been tasked to help solve the workforce issues that we are facing for Sunrise in Sonoma County. We at Sunrise see housing, transportation, child care as obstacles to help overcome in Sonoma County. I attended your conference at the Doubletree Hotel and was inspired to join the board to offer innovative ideas to help solve issues. I am an operator through and through so I thrive on problem solving in the most innovative ways.

11. Resume

SKILLS & CAPABILITIES

- Strategic planning and management skills
- Innovative Thinker
- Outstanding multi-tasking skills; with a keen attention to detail
- Strong sense of urgency, prioritization skills and ability to successfully meet multiple deadlines
- Effective training and presentation skills

PROFESSIONAL HISTORY

Executive Director 11/07 to Present Sunrise Senior Living of Petaluma: Petaluma, CA

- Successfully managed the day-to-day operations of 43 unit assisted living and 33 unit memory care assisted living facility.
- Managed capital budget projects, including construction projects.
- Increased customer satisfaction and team member satisfaction.
- Repaired a poor reputation with residents, families and local professionals.
- Built relationships with community LPA, Ombudsman, local law & fire agencies.
- Maintained high occupancy through effective external business development strategy, marketing events and campaigns as well as effective price strategy.
- Modeled a strong belief in mission, vision and purpose of organization.
- Exceeded NOI goals multiple years.
- Continually grew professionally through stretch assignments earned by successful leadership.
- Invited to be in the Strategic Development Group for the organization.
- Served as Quality Assessment and Performance Improvement committee leader.
- Ensure recruitment processes and procedures are utilized consistently.
- Identify talent and build applicant pipelines by researching and contacting community services, colleges/universities, employment agencies.

Associate Executive Director 12/06 to 11/07 Sunrise Senior Living of Golden Gate: San Francisco, CA

- Successfully managed the day to day operations of 126 bed assisted living and memory care.
- Transitioned community to new management.
- Maintained occupancy goals.
- Built a successful leadership team.
- Developed a great working relationship with community LPA, Ombudsman, local law & fire agencies.
- Managed the business through the mission and principals of service of the organization.

EDUCATION & CERTIFICATES

University of San Francisco - Bachelor of Science Degree: Organizational Behavior Sonoma State University - Human Resources Certificate RCFE Administrator Certificate

WIB MEMBERSHIP ANALYSIS UNDER WIOA - 6/12/19

Business	Yale Abrams	TOTAL WIB MEMBERS	31
	Ed Barr		
	Robin Bartholow	WORKFORCE REPRESENTATIVES (NOT LESS THAN 20%)	25.81%
	Kristyn Byrne		
	Paul Duranczyk	LABOR (NOT LESS THAN 15%*)	16.13%
	Brandy Evans		
	Steve Herron	BUSINESS MUST COMPRISE THE MAJORITY	51.61%
	Kristina Holloway		
	Roy Hurd		
	Scott Kincaid		
	Susan Cooper		
	Pedro Toledo		
	Steve Herrington	June 12, 2019: Ethan Brown to Econ/Comm Dev seat	
	Sara Cummings	Erin Carlson to Business Seat	
	Ananda Sweet		
	<u>Erin Carlson</u>		
	16	Required = 10, but must be a majority of the Board	

Econ/Comm Dev Ethan Brown
1 Required = 1 Econ Dev

State EDD/WP David Tam
1 Required = 1 WP

Rehab David Wayte
1 Required = 1

Adult Ed Nancy Emanuele
1 Required = 1

Community Colleges/Higher Ed offering W.I. activities
Jerry Miller
Lynn Stauffer
2 Required = 1

WORKFORCE REPRESENTATIVES

Labor Chris Knerr (Labor Org)
Chris Snyder (Labor Org)
George Steffensen (Apprenticeship)
Keith Dias (Apprenticeship)
Steve Sobel (Labor Org)
5 Required = 5 weighs in 20% requirement

CBO's serving barriers to employment Anita Maldonado
1 Optional, but weighs in 20% requirement

Employment needs of youth Stephen Jackson
Katrina Thurman
2 Optional, but weighs in 20% requirement

Housing/Trans/PA _____
0 Optional

Philanthropic _____
0 Optional

Additional Members Judy Coffey
1 Optional

WIB Attendance 12 Months

						Total # of Meetings	Present "P"	%	Notified Absences "NA"	%	Un-Notified Absent "A"	%	Total Absences	%
	5/9/18	8/8/18	11/14/18	2/13/19	5/8/19	5								
Abrams, Yale	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%
Barr, Ed	NA	NA	NA	NA	P	5	1	20%	4	80%	0	0%	4	80%
Bartholow, Robin	NA	P	P	P	P	5	4	80%	1	20%	0	0%	1	20%
Byrne, Kristyn	P	P	P	NA	P	5	4	80%	1	20%	0	0%	1	20%
Coffey, Judy	P	P	NA	P	P	5	4	80%	1	20%	0	0%	1	20%
Cooper, Susan	X	P	NA	P	P	4	3	75%	1	25%	0	0%	1	25%
Cummings, Sara	X	P	P	P	P	4	4	100%	0	0%	0	0%	0	0%
Diaz, Keith	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%
Duranczyk, Paul	P	NA	P	P	A	5	3	60%	1	20%	1	20%	2	40%
Emanuele, Nancy	X	X	P	P	P	3	3	100%	0	0%	0	0%	0	0%
Evans, Brandy	P	NA	P	P	P	5	4	80%	1	20%	0	0%	1	20%
Herrington, Steve	NA	NA	P	NA	P	5	2	40%	3	60%	0	0%	3	60%
Herron, Steve	NA	NA	NA	NA	P	5	1	20%	4	80%	0	0%	4	80%
Holloway, Kristina	NA	NA	P	P	P	5	3	60%	2	40%	0	0%	2	40%
Hurd, Roy	NA	P	NA	NA	NA	5	1	20%	4	80%	0	0%	4	80%
Jackson, Stephen	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%
Kincaid, Scott	NA	P	NA	P	NA	5	2	40%	3	60%	0	0%	3	60%
Knerr, Chris	A	NA	P	P	P	5	3	60%	1	20%	1	20%	2	40%
Lerma, Al	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%
Maldonado, Anita	X	P	P	P	A	4	3	75%	0	0%	1	25%	1	25%
Miller, Jerald	NA	P	P	P	P	5	4	80%	1	20%	0	0%	1	20%
Snyder, Chris	A	P	NA	NA	P	5	2	40%	2	40%	1	20%	3	60%
Stauffer, Lynn	P	P	NA	NA	P	5	3	60%	2	40%	0	0%	2	40%
Steffensen, George	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%
Stobel Steve	P	P	P	P	NA	5	4	80%	1	20%	0	0%	1	20%
Sweet, Ananda	P	NA	P	P	P	5	4	80%	1	20%	0	0%	1	20%
Tam, David	X	X	P	P	P	3	3	100%	0	0%	0	0%	0	0%
Katrina Thurman	P	P	P	NA	A	5	3	60%	1	20%	1	20%	2	40%
Toledo, Pedro	P	NA	NA	P	A	5	2	40%	2	40%	1	20%	3	60%
Wayte, David	P	P	P	P	P	5	5	100%	0	0%	0	0%	0	0%

P = Present

NA = Notified Absent

A = Un-notified Absent

X = Not a part of the WIB yet

WIBE Attendance 12 Month

	Dates									Total # of Meetings	Number Attended Total	%	Present "P"	%	Telephone "T"	%	Number of Notified Absences "NA"	%
	6/13/18	7/11/18	9/12/18	#####	#####	1/9/19	3/13/19	4/10/19	5/8/19									
Barr, Ed	NA	P	P	P	NA	P	P	P	P	9	7	78%	7	78%	0	0%	2	22%
Bartholow, Robin	NA	NA	P	P	NA	P	P	NA	P	9	5	56%	5	56%	0	0%	4	44%
Byrne, Kristyn	P	NA	P	P	P	P	P	P	P	9	8	89%	8	89%	0	0%	1	11%
Coffey, Judy	P	NA	NA	P	P	P	NA	P	P	9	6	67%	6	67%	0	0%	3	33%
Herron, Steve	NA	P	P	P	NA	P	P	P	NA	9	6	67%	6	67%	0	0%	3	33%
Hurd, Roy	NA	NA	P	NA	P	NA	P	NA	NA	9	3	33%	3	33%	0	0%	6	67%
Jackson, Steven	NA	P	P	P	NA	P	P	P	P	9	7	78%	7	78%	0	0%	2	22%
Kincaid, Scott	P	NA	P	P	P	P	NA	NA	NA	9	5	56%	5	56%	0	0%	4	44%
Snyder, Chris	P	NA	NA	NA	P	NA	NA	NA	P	9	3	33%	3	33%	0	0%	6	67%
Sweet, Ananda	X	X	X	X	P	NA	P	P	P	5	4	80%	4	80%	0	0%	1	20%

P = Present NA = Notified Absent X = Not a part of the WIBE yet

**WIB Proxy List
June 6, 2019**

WIB Member	Name	Business	Title
Al Lerma			
Ananda Sweet			
Anita Maldonado	Kai Harris	California Human Development	Director of Programs
Brandy Evans			
Chris Knerr			
Chris Snyder			
David Tam	Juanita Estrella	EDD	Site/Program Manager
David Wayte	Carmen Salgado	Dept of Rehab	Staff Services Manager
Ed Barr			
George Steffensen			
Jerry Miller			
Judy Coffey			
Katrina Thurman	Serene Cooper	SAY	Director of Career Services
Keith Dias			
Kristina Holloway			
Kristyn Byrne	Kerri Olhiser	Pruitt Industrial Park	Manager
Lynn Stauffer			
Nancy Emanuele	Lori Deen	Petaluma Adult School	Assitant Principal
Paul Duranczyk			
Pedro Toledo	Eliot Enriquez	Petaluma Health Center	Program Manager
Robin Bartholow			
Roy Hurd			
Sara Cummings			
Scott Kincaid			
Stephen Jackson			
Steve Herrington			
Steve Herron			
Steve Stobel			
Susan Cooper			
Yale Abrams			

FOCUSED OUTREACH TO PRIORITY POPULATIONS

Priority Population	Substantial / Growing Need	Existing Partnerships	Dedicated Funding	Shovel Ready	Existing Employer Partnerships
CalFresh Recipients	✓	✓	✓	✓	✓
Payment-Delinquent Non-Custodial Parents	✓	✓			
English Language Learners	✓	✓	✓	✓	✓
Individuals with a Disability	✓	✓			
Justice Involved Individuals	✓	✓	✓	✓	✓

CalFresh Recipients

Outreach and Intake Activities

1. Increase outreach to CalFresh participants regarding Job Link and other employment related services available in the community
2. Develop a strategy to accelerate the enrollment process at Job Link
3. Re-design the General Assistance workforce program to include work and training activities that are likely to translate into a path to employment

English Language Learners, the Foreign Born, and Refugees Outreach and Intake Activities

1. Explore co-location at California Human Development, Petaluma Adult School and other trusted institutions
2. Take advantage of Job Link renovation to include culturally appropriate designs that increase comfort and trustworthiness in government agencies
3. Expand the WIB's pilot Vocational English Language Learner Program, including fund development from private sources for those not eligible for federal programs
4. Co-enroll participants in multiple workforce programs, including Adult Education, in order to maximize available supports
5. Develop a strategy to accelerate the enrollment process at Job Link

Justice Involved Individuals Outreach and Intake Activities

1. Develop consistent communication, collaboration, and information sharing systems among partners to promote sustainable and successful implementation of workforce-corrections services and activities.
2. Increase and improve efforts to identify, recruit, enroll, and track the progress of justice-involved individuals receiving direct employment services.
3. Align and fund services that reduce barriers for accessing employment services and maintaining employment for justice-involved individuals (grant requirement).
4. Provide paid “Earn & Learn” training services that will accelerate career development success and advancement for justice-involved individuals (grant requirement).

WIB VOTE:

Should we focus our outreach and intake efforts on these priority populations?

- ✓ **CalFresh Recipients**
- ✓ **English Language Learners**
- ✓ **Justice Involved Individuals**