

Sonoma County Workforce Investment Board

Minutes of May 8, 2019

Members Present: Kristyn Byrne, Ed Barr, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Stephen Jackson, Chris Knerr, Al Lerma, Anita Maldonado, Jerry Miller, Chris Snyder, Lynn Stauffer, George Steffensen, Ananda Sweet, David Tam, Katrina Thurman and David Wayte

Notified Absent: Roy Hurd, Scott Kincaid, and Steve Stobel

Unexcused Absent: Paul Duranczyk, and Pedro Toledo

Staff: Katie Greaves, Shaydra Ennis, Michelle Revecho, Jessica Taylor, Crissy Tuider, Judy Oates, Christopher Dolan, and Diego Fernandez-Pages

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

I. Introductions and Public Comment

Michelle Revecho is the Sonoma County point person for the Marin-Sonoma Healthcare Partnership reviewing partner interest and workforce needs in our respective areas. There will be a mid-June meeting to discuss efforts and challenges to date. More information will be shared about the work of this group as it is available.

II. Approve Minutes of February 13, 2019

Motion to approve the February 13, 2018 minutes: Keith Dias /s/ David Wayte. On page five of the February 13 minutes, it was noted we needed to add Scott Kincaid's last name to his comment on "Member Industry Feedback". With that change all approved (Kristyn Byrne, Ed Barr, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Kristina Holloway, Stephen Jackson, Chris Knerr, Al Lerma, Jerry Miller, Chris Snyder Lynn

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Stauffer, George Steffensen, Ananda Sweet, David Tam, and David Wayte). There were no “nay” votes. The motion carried.

III. Announcements

Kristyn reminded the members they need to complete their proxy and 700 forms and send them to Judy Oates. Proxies should hold a seat in a business similar to the member they will represent. Proxies will be asked to weigh the information provided at the meetings vote on the merit of the discussion.

Steve Herron joined.

Katie reported it is still being determined whether to provide a staff person to act as the One Stop Operator (OSO) or to negotiate with an outside entity to provide OSO services due to the failed procurement. This position’s role is essential to promote the collaboration of partners and staff in the One Stop. We will have to seek approval from the state to continue to be the OSO rather than contract it out. HSD staff will continue to work as the OSO while this is sorted out.

Anita Maldonado joined.

Katie reported the “Kick-Off” lunch event for the Sonoma County Youth Ecology Corps (SCYEC) will be June 20 at noon at the Sonoma Water Agency Education Center on Waller Road. Thank you to Kaiser Permanente for donating the lunch that will be catered by the Probation Camp.

Action: Staff will send out an invitation for the SCYEC Kick-Off lunch.

Jessica reported the Job Link remodel is nearly complete and invited members to stop by and see the changes. A tour will be scheduled after a future WIB meeting once everything is complete.

Jessica led a review of the Dashboard report. She complimented Sarah Lewis-Crow and Tiffany Hill for the information and look of the report.

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Kristyn complimented Katie on the great job she did moderating the panel at the Spring Economic Breakfast. She also shared the slide on the retirement demographic information for WIB members that were not able to attend the event.

Staff shared that there is currently an empty membership business seat on the board and the WIB is actively entertaining recruits. The WIB Executive Committee decided not to make any decisions on new members until the Strategic Planning is discussed today in case that affects who we want to join or have in an advisory position. There is a boilerplate message that can be sent to prospective members if you know of someone who is either interested in joining the WIB or who you would like to encourage to join the WIB.

Action: Staff will email the recruitment boilerplate information to WIB members.

IV. Strategic Planning: Setting WIB Priorities.

Katie provided a WIB refresher that included the following:

- Background of what WIOA is and the job of WIB boards, AJCCs and partner agencies. Sonoma County's AJCC is Job Link.
- The WIB is a local agency, but part of a regional group (North Bay Employment Connection, or NBEC) that covers six counties. Certain funding is received as a region and then divided amongst the group.
- Our goal is to help people find and retain good jobs, and document that it was done.
- Funding amounts and the sources and conditions of that funding.
- Workforce demographics and trends highlighting Construction, Health Care, and Hospitality.
- Review of pre-identified priority groups
 - Federal
Veterans, Low-Income, Basic Skills Deficient, Recipients of Public Assistance, Out of School Youth, Dislocated Workers
 - State

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Non-Custodial Parents, CalFresh Recipients, Limited English Speakers Individuals with a disability

- Regional (via NBEC)

Justice Involved Individuals

- Local

Foster Youth, AB109 (Justice Involved Individuals), Severely Mentally Ill, Youth Co-Enrollments

The WIB Executive Committee recommends the following for the current Strategic Plan:

Target the three most in-demand industries –Healthcare, Construction, and Hospitality-- for training and supportive services funding.

Stephen Jackson departed.

Kristyn lead a discussion of how we can look at prioritizing the population that is serviced by the WIB. The information needed to make this decision includes four criteria.

1. Projected growth over the next five years.
2. Willingness to work with our populations
3. Career ladder available within the industry.
4. Willingness to participate in workforce development system as business champions.

Jessica shared an example of an employer who is interested and invested in helping grow candidates to work in their industry. Helping Hands reached out to Job Link to help get more people interested in Home Health aide positions. They would target the populations of retirees and those interested in entering the healthcare career pathway. They outlined what they need for employees in education and skills and are committed to hiring candidates who meet those requirements. Jessica would like to find some WIB member champions to sit on a committee to share what training this type of job would require and the pathway potential.

Discussion of targeting the three industries ensued.

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- The timeline for how long we prioritize these industries can be decided by the Board.
- The amount of funds limits those who will receive assistance; guidelines could make the program more efficient.
- Could choose more industries instead of three.
- Could give discretion to staff to work outside the defined industries if a client has a choice that is politically defensible.
- We will never be able to serve everyone.
- Maybe we should look at Upstream and Health Action goals so we coordinate with the Board of Supervisors' approved choices for growth.
- Allow for a way for places like Becoming Independent to be involved.
- Targeting sectors will allow us to make a measureable impact, help that sector and then pivot to another sector.
- The targeted approach will create a difference in that sector which will help with the economy and tax base.
- Individualized assistance will still be available for clients; this targeting is only for the additional education and training services that we can only provide for a limited amount of people.
- If we do not use enough funding with the three priority sectors, the WIB can add additional sectors.
- Members expressed how much they like this back and forth discussion and meeting style.
- Discussed having subcommittees for the three sectors similar to what the WIB has done in the past.
- There will be reports out with measurable metrics at future meetings for the WIB to review progress.

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Kristyn asked if the members felt they had enough information to make an informed decision or if they would like more information and further discussion at the next meeting.

Motion to approve targeting Construction, Hospitality and Health Care for training and supportive services funding. Keith Dias/s/Anita Maldonado. All approved (Kristyn Byrne, Ed Barr, Yale Abrams, Robin Bartholow, Judy Coffey, Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Chris Knerr, Al Lerma, Anita Maldonado, Jerry Miller, Chris Snyder Lynn Stauffer, George Steffensen, Ananda Sweet, David Tam, and David Wayte). There were no “nay” votes and not abstentions. The motion carried.

The discussion that turned to outreach to priority populations.

Members asked for more information on the following.

- What would be our return on investment on working with the different priority groups?
- What other groups are servicing some of our priority populations?
- What outreach do we already have and what other opportunities are there?
- What groups will need more expensive intervention later if they do not receive help now?
- What are the priorities of the Board of Supervisors?

Action: Staff will gather additional information about the priority groups to share at the next WIB meeting to decide if certain groups should receive targeted outreach services.

Kristyn thanked the group for the robust discussion.

IX. Adjourn 5:01pm

Next meeting: **July 10, 2019**

Location: **Santa Rosa Room**

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