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Notice of Meeting & Agenda
September 11, 2019
3:00 p.m. – 5:00 p.m.

Note Location ⇨ ⇨

2227 Capricorn Way, Santa Rosa
Santa Rosa Room

“The Mission of the WIB, as a partnership of innovative business and community leaders, is to provide vision, direction, and coordination of a system that enables Sonoma County to have the most effective workforce attainable.”

***Vote Required**

- I. **Introductions and Public Comment (3:00)**
- II. **Approve Minutes of July 10, 2019 (3:05)** **(Action)**
- III. **Announcements (3:10)** *(Discussion)*
- IV. **WIB Business (3:40)** *(Discussion)*
 - A. One Stop Operator
 - B. Proxy Update
 - C. Spirit of Sonoma Honoree/Invitation
 - D. NBEC Raising the Bar Workforce Conference
 - E. Operations Update
- V. **Strategic Planning (3:55)** **(Action)**

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.*

Sonoma County Workforce Investment Board

Minutes of July 10, 2019

Members Present: Ananda Sweet, Kristyn Byrne, Yale Abrams, Bob Austin for Ed Barr, Judy Coffey (telephone), Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Joe Harrington for Kristina Holloway, Stephen Jackson, Brian Ling for Scott Kincaid, Chris Knerr, Jerry Miller, George Steffensen, Steve Stobel, David Tam, Katrina Thurman, Pedro Toledo and David Wayte

Notified Absent: Robin Bartholow, Roy Hurd, and Anita Maldonado

Unexcused Absent: Paul Duranczyk and Chris Snyder

Staff: Katie Greaves, Crissy Tuidor, Jessica Taylor, Judy Oates, and Christopher Dolan

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

I. Introductions and Public Comment

No public comment.

II. Approve Minutes of May 8, 2019

Motion to approve the May 8, 2019 minutes: Keith Dias /s/ Chris Knerr. All approved (Ananda Sweet, Kristyn Byrne, Yale Abrams, Bob Austin for Ed Barr, Judy Coffey (telephone), Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Joe Harrington for Kristina Holloway, Stephen Jackson, Brian Ling for Scott Kincaid, Chris Knerr, Jerry Miller, George Steffensen, Steve Stobel, David Tam, Katrina Thurman, Pedro Toledo and David Wayte). There were no “nay” votes. The motion carried.

III. Announcements

Katie shared that the 2019 SCYEC Summer Youth Kick-Off event was held on June 14. Youth Probation Camp catered the lunch which was generously donated by Kaiser Permanente.

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Staff sent Workforce Investment Board member recruitment information to all members recently. Several members shared that they reviewed it and will find it useful, but nobody reported using it yet.

Stephen shared 90 high school students recently completed the two week North Bay Construction Corps boot camp offered the North Coast Builders Exchange, Career Technical Education Foundation, and the Sonoma County Office of Education. They worked at three sites for Habitat for Humanity for two weeks.

Stephen shared that Manufacturing Day at 180 Studios in Santa Rosa will be held on October 4 this year.

Katrina shared that the homeless rate in Sonoma County went down 2%, but that homelessness for youth actually increased by 30%. Youth face difficult challenges in our county. Social Advocates for Youth and the Community Development Commission (CDC) are working on solutions.

David Wayte shared that the Sonoma County Employers Best Practices Awards Breakfast will be held on October 23 at 7:30 am this year. If you are interested in nominating a business, individual, or community advocate that works with those with disabilities, please see the Sonoma County Mayors Committee website.

Jennifer Hayworth shared that the SCYEC Opportunity Fair will be held on August 5. Staff is recruiting people to do mock interviews with the youth ages 16 to 24 from 9:00 am to 10:30 am that day. Youth will also be touring educational and employment exhibits and participating in a panel discussion. Please email Amanda at agayda@schsd.org if you are interested in helping with mock interviews.

IV. English Language Learner Program

The WIB received a presentation from vocational ELL class attendees, an instructor, and some of the partners involved in the program. This program has been different from other classes offered in the area as it brings together both public and private partners together to support participants, including those not eligible for WIOA services. The

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average cost per person for this class was \$3,600. The next class will be held in Petaluma and will include child care as well.

V. WIB Business

A. 700's

Katie reminded members that the 700 forms must be turned in when assuming office, annually as a member of the WIB, and when leaving office. The County Administrators Office is now enforcing fines for those with any outstanding forms.

B. Proxy Update

Members were reminded that their proxy forms are due by the September 11 WIB meeting and that their proxy should be in a similar industry and position as you hold.

Staff will allow a few minutes at the beginning of each meeting for proxies to be sworn in.

C. Operations Update

Jessica led a review of the Dashboard report highlighting performance. She pointed to the information about the ELL trainings, noting the average cost and that 100 percent of attendees would recommend the training.

Katie shared that staff is still working on options for the One Stop Operator (OSO). HSD staff is continuing to work as the OSO until this is decided.

The AB1111 "Breaking Barriers to Employment" grant opportunity from the State Workforce Board provides individuals with barriers the services they need to enter, participate in, and complete workforce preparation, training and education, and obtain employment.

Community Based Organizations must partner with local WIB's in order to apply. Six local CBO's submitted Letters of Intent to apply to the State. Staff will meet with them to hear their program proposals and how they align with our local/regional plans and will report back to the WIB.

The Job Link Comprehensive One Stop was certified two years ago and we have met with the State to certify the Affiliate One Stop at the Employment Development Department's office at 606 Healdsburg Avenue in Santa Rosa. Staff will report back to the WIB once we receive final results.

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The State directed staff to renew Partner Agencies' Memorandums of Understanding by June 30th. Seven of 11 are being executed. Staff are in negotiations with the rest.

VI. Strategic Planning: Setting WIB Priorities

At the last WIB meeting members requested additional data to assist them on deciding how to narrow focus for outreach for the priority populations. Staff provided a presentation recommending CalFresh Recipients, English Language Learners, and Justice Involved Individuals due to the following:

- Substantial/Growing Need
- Existing Partnerships
- Dedicated Funding
- Shovel Ready
- Existing Employer Partnerships

Members were reminded anyone can walk in and get services. This decision just sets a targeted priority for outreach given limited resources.

Motion for the One Stop to focus our outreach and intake efforts for the next two years on the priority populations of CalFresh Recipients, English Language Learners, and Justice Involved Individuals. Steve Herron /s/ Keith Diaz. Approved (Ananda Sweet, Kristyn Byrne, Yale Abrams, Bob Austin for Ed Barr, Judy Coffey (telephone), Susan Cooper, Sara Cummings, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Joe Harrington for Kristina Holloway, Stephen Jackson, Brian Ling for Scott Kincaid, Chris Knerr, Jerry Miller, George Steffensen, Steve Stobel, David Tam, Katrina Thurman, and Pedro Toledo). There were no “nay” votes. David Wayte abstained. The motion carried.

IX. Other

Ananda asked the group what can staff do to keep up member engagement in the WIB meetings. Feedback included:

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- More information about the types of programs that are available and the infrastructures supporting them. If they know more about current strategies they may be able to offer advice and ideas.
- Data on how prioritizing sectors and populations have affected the numbers/outcomes for clients. Also show where there are gaps for information gathering as some people in this room may be able to fill in that information.

Members were asked to keep our new priorities in mind when recruiting new member candidates. We will need people who are in the priority industry sectors to be business champions when their expertise is needed for new projects. Business champions will not necessarily need to be WIB members.

Action: Staff will provide a timeline for prioritizing the hospitality, construction, and healthcare sectors.

Action: Staff will prepare a presentation of the training plan for the three sectors as well as the plan for outreach to the three target populations.

The meeting adjourned at 4:40 pm for members to participate in a tour of Job Link.

X. Adjourn 4:40 pm

Next meeting: **September 11, 2019**

Location: **Santa Rosa Room**

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