

Sonoma County Workforce Investment Board

Minutes of November 13, 2019

- Members Present:** Ananda Sweet, Robert Austin for Ed Barr, Robin Bartholow*, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Sara Cummings*, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Eddie Gilbert for Roy Hurd, Chuck Wade for Stephen Jackson, Scott Kincaid, Chris Knerr*, Anita Maldonado*, Jerry Miller, Michael Pickens, George Steffensen, David Tam, Pedro Toledo*, Lynn Stauffer for Audra Verrier, and David Wayte
- Absent:** Ed Barr, Kristyn Byrne, Paul Duranczyk, Roy Hurd, Stephen Jackson, and Audra Verrier
- Additional Proxys:** Bob Austin, Brad Davis, Celia King, and Alena Wall
- Staff:** Katie Greaves, Crissy Tuider, Jessica Taylor, Shaydra Ennis, Michelle Revecho, Judy Oates, Min Hee Cho, and Anthony Hakim

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

I. Introductions and Public Comment

Ananda led the group in a moment of acknowledgment and loss incurred from the Kincaid Fire and Public Safety Power Shut-off events.

II. Approve Minutes of September 11, 2019

Motion to approve the September 11, 2019 minutes: Judy Coffey /s/ Keith Dias. All approved (Ananda Sweet, Robert Austin for Ed Barr, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herron, Kristina Holloway, Eddie Gilbert for Roy Hurd, Chuck Wade for Stephen Jackson, Scott Kincaid, Jerry Miller, Michael Pickens George Steffensen, David Tam, Lynn Stauffer for Audra Verrier, and David Wayte). There were no “nay” votes. Chuck Robbins abstained. The motion carried.

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III. Announcements

Judy Coffey shared that Bernard Tyson, CEO and Chairman of Kaiser Permanente passed away unexpectedly. It is a great loss to the community.

Arrived: Sarah Cummings, Pedro Toledo, Robin Bartholow, Anita Maldonado, and Chris Knerr

IV. Networking / Member Update

Members were asked to break into groups of two or three to discuss the challenges they are facing or trends they are seeing and then report out to the group the highlights of their conversations. The items reported included the following.

General / Affecting All Industries

- There is a labor crisis affecting all work sectors. People are moving from the area due to cost of living, housing, fires, and power shut offs. It is difficult to attract a strong workforce with these barriers.
- There is a lot of pent up stress in the workplace and community. We need to have more empathy for each other.
- There have been a lot of staffing changes at the Economic Development Board.
- Wine industry sales are down. A lot of grapes did not find a home and growers and suppliers will feel that in 2020.
- Downtown Santa Rosa is facing multiple restaurants closing, weak retail, homeless, and parking issues. On the plus side Hotel E just opened in Courthouse Square.
- Economic investment is needed in local industries. Please encourage everyone you know to shop local through the end of the year, *our stores need the revenue!*
- The silver-lining in all of this is recognizing how much better everything is being handled compared to during and after the fire of 2017.

Schools

- “Fire Season” has become a new norm and schools are budgeting to be shut down part of the year.
- There has been a decline in enrollment in the schools due to people moving from

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the area.

- The teachers' strike is affecting the schools/students.
- The Santa Rosa Junior College has a lot of staffing changes coming up. Ninety-five people are retiring in January and not all positions are being backfilled. Most educator positions will be replaced, but not all management positions. SRJC is also going to start using a new funding model that has not fit well with the others colleges using it. The state fire funding waiver from 2017 was extended two years.

Tourism

- Tourism is being hit hard by the fires and PSPS events causing people to cancel upcoming weddings and other big events. The picture that went viral of the couple getting married with their face masks on for the smoke did not help the cause. October and November are prize tourist season and the wineries, hotels, restaurants, and shops usually plan to make a large portion of their annual income this time of the year.

Healthcare

- Healdsburg General Hospital had to close due to the fires (shout out to Kaiser who helped with transportation and absorbing those clients). That means 350 staff are not working. The hospital cannot reopen until state inspectors clear them. The first week the hospital provided wages, going into the second week they are unpaid. The hospital had to be scrubbed, air filtration systems cleaned, linens cleaned, supplies and medicines had to be tossed and repurchased due to smoke and temperature damage. They are reaching out to Job Link for assistance in getting staff signed up for unemployment.

Non-Profits

- Non-profits provided a lot of food and gift cards during the fire and PSPS events.
- The next expected wave of need will be rental assistance.
- The minimum wage increase will have unintended consequences. State and Federal

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Programs for clients will be affected.

- They are working on youth retention so they stay in the area and get jobs and grow. They continue to look for ways to connect youth more with business.

Members expressed enjoying doing the report outs in this new style.

V. **WIB Business**

A. One-Stop Operator

California Human Development (CHD) is the contracted One-Stop Operator (OSO) for Job Link as of January 1, 2020. Anita Maldonado and Kai Harris shared that they are excited to be working with Patti Andrews as the transition and assuming of duties begins in November and December. CHD is currently working in a similar One-Stop Operator role for Solano County two days a week. Anita shared that they plan to identify the needs of the current on-site partners, identify new partners, and listen to their advisory committee so that all partners can operate at their best level and provide clients with the best unified and consistent service.

B. Spirit of Sonoma Honoree/Invitation

The Spirit of Sonoma County Award honors those who contribute to the economic development and enhancement of the communities in which they live, work and conduct business. The WIB nominated member Jerry Miller to receive the award this year. This lunch event will be held on December 14 at the Flamingo Hotel and Spa.

C. Regional Initiatives

Raising the Bar Workforce Conference

The “Raising the Bar” conference will be held February 4, 2020 from 9:00 am to 4:00 pm at the DoubleTree Hotel in Rohnert Park. The event is being hosted by the North Bay Employment Connection (NBEC), a collaboration of six counties including Sonoma, Marin, Lake, Mendocino, Solano, and Napa. Participants will include WIB members, Job Link, partner staff, and others involved in workforce development from all six counties. Shirlee Zane will give the key note address.

Prison To Employment (P2E)

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Patti is our point person for this \$300K NBEC regional funding grant to assist justice involved individuals. This includes service to youth and adults. We are working on finding more employers that are willing to hire staff with violent offenses in their past. Please reach out to Patti if you have a lead on employers who are more flexible on this point. We can provide earn and learn and supportive services to both employers and our clients they hire.

Regional Plan Implementation 3.0

We are applying for this regional funding grant in April that we will be able to apply to our training cohorts.

Senate Bill 1 (SB1)

The High Roads Construction Careers grant aims to advance construction careers as a reliable pathway to the middle class. They released their funding application announcement. We are working to partner with business, trade and transportation councils to apply for funding. The application is due January 20. Funding is part of the \$25M infrastructure tax that will be awarded to five recipients in increments of \$5M for each of five years.

D. Other Updates

Members were reminded that their proxies do not automatically replace them in their seat if the member leaves the WIB. New members must apply, be approved by the WIB Executive Committee, and be approved by the Board of Supervisors.

VI. WIB Initiatives

A. Business Services and Training

Shaydra Ennis provided an overview of what the team handles and introduced their two new members joining her and Michelle Revecho on the Business Services Team.

Lupe Castañeda, (707) 565-5627, lcastane@schsd.org

Manuel Benitez(707) 565-5649, mbenitez@schsd.org

As part of the team they provide support for many services including the following.

- Rapid Response Services and Layoff Aversion/Prevention
- Marketing and Outreach

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- Customized Training Support
- Job Development and Placement
- Training Cohort Support

To provide all these services they work with Goodwill, Department of Rehabilitation, Santa Rosa Junior College, COTS and more partners. The first cohort that the team will be working on will be the English Language Learner program.

They asked the following from the WIB members.

- Please offer connections, information & referrals to industry partners, businesses and instructors.
- Conduct outreach to the community; enhance education around Business Services & Cohorts.
- Volunteer to be a Subject Matter Expert (SME) in your industry.
- Provide on-site training space (classroom, lab, worksite) & instruction for cohorts.
- Participate in cohort activities such as curriculum development, mock interviews, tours and guest speaking.
- Mentor by sharing the knowledge, skills and abilities it takes to perform the work.
- Commit to consider hiring cohort and other program participants.

Action: WIB Members should contact one of our Business Services Representatives to make a referral, connect us to an industry partner or participate in future cohorts as a SME.

If you have questions or need information please call our Business Services Hotline at (707) 565-8079 or email us at joblinkbusinessgroup@schsd.org.

B. Local Workforce Data Overview

Katie led a review the WIB Dashboard Report. She introduced the group to the Economic Overview, Construction Industry Spotlight, Accommodations and Food Services Industry

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Spotlight, and Health Care and Social Assistance Industry Spotlight reports created with the Jobs EQ software. If anyone has questions or would like to requests to see specific data we can create those reports for you with the Job EQ software. Please reach out to Katie if you are interested.

IX. Adjourn 5:00 pm

Next meeting: **January 8, 2020**

Location: **Santa Rosa Room**

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