

ADOPTED
Minutes of the Monterey County Workforce Investment Board

Wednesday, April 16, 2008, 7:30 A.M.

Hyatt Regency Monterey, Grove Room, 1 Old Golf Course Road, Monterey, CA

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Robert Brower, Sr.	Business
Joanne Webster	Business
Robert Weakley	Business
Wendy Brickman	Business
Erik Cushman	Business
Harry Gamotan	Labor Organizations
Mary Ann Leffel	Economic Development
Linda Coyne	K-12 Education
Steve Hatch	Department of Rehabilitation
Judith Profeta	Business
Aaron Johnson	Business
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Mark Bastis	Business
Mark Verbonich	Business
Rich Gillis	Business
Michael Oprish	Business
Jim Nakashima	Housing Authority
Chris Chidlaw	Business
Ralph Rubio	Labor Organizations
Lupe Palacio	CBO
Joseph Werner	WIB Executive Director, Ex-Officio Member
MEMBERS ABSENT	REPRESENTING
Cesar Lara	Labor Organizations
Doug Garrison	Post-Secondary Education
Chris Hasegawa	Post-Secondary Education
Al Davis	CBO
Bob Bittner	EDD
Elza Minor	Economic Development
Salvador Munoz	Business
Laura Pruneda	Business
Carol Blair	Labor Organizations
Jose Mendez	Labor Organizations
Barbara Verba	One-Stop Partner
Teresa Sullivan	Older American Programs
Tony Aniello	Business
James Culcasi	Business
Scott Grover	Business
Barbara Jennings	Labor Organizations
OTHERS PRESENT	REPRESENTING
Chris Berthiaume	WIB staff
Manley Bush	WIB staff
Patricia Carter	WIB staff
Eileen Rohlfing	EDD
Rosie Chavez	Turning Point
Wil Moore	Shoreline
Marleen Esquerra	WIB staff
David Cannedy	EDD
Ruben Garcia	EDD

CALL TO ORDER:

Mr. Bernahl called the meeting to order at 7:43 A.M. He called for introductions and welcomed those in attendance. A quorum was established.

CHANGES TO THE AGENDA:

In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted two handouts regarding the NAWB conference not previously included in the packet.

PUBLIC COMMENT: For items not appearing on the agenda: None.

BUSINESS MEETING:

1. Action: Approve minutes of the February 13, 2008 Workforce Investment Board meeting.

Motion: Ms. Carrillo moved to approve the minutes as stated.

Second: Ms. Leffel

Mr. Rubio abstained.

Motion Passed Unanimously

APPOINTMENTS & RESIGNATIONS

2. Action: Conduct election to select the 1st Vice Chair of the Workforce Investment Board for a term to commence on April 16, 2008 and end on April 16, 2010.

Motion: Ms. Webster nominated Mr. Erik Cushman to the position of First Vice Chair of the WIB.

Second: Ms. Leffel

Motion Passed Unanimously

PUBLIC COMMENT: For items on the consent calendar: None.

CONSENT CALENDAR:

Mr. Bernahl requested a motion to approve the consent calendar referencing items C-1 through C-9.

Motion: Ms. Brickman moved to approve the consent calendar as listed.

Second: Ms. Leffel

Motion Passed Unanimously

- C-1: Concur with the March 17, 2008 Executive Committee action to approve the modification of the Gov. 25% Discretionary DW Add'l Assist Grant in the amount of \$650,000 to serve workers in the agriculture and construction industries.
- C-2: Concur with the March 17, 2008 Executive Committee action to approve the acceptance of \$46,901 for supplemental Disability Navigator Program (DPN) funding for Program Year 2007-2008.
- C-3: Concur with the March 17, 2008 Executive Committee action to retroactively accept \$20,000 from Sonoma State California Health Incentive Improvement Project (CHIIP) to support the Monterey County Navigator Program.
- C-4: Concur with the March 17, 2008 Executive Committee action to approve \$2500 from the Ad & PR Committee 2007-2008 budget to support the MCBC's "Best Places to Work" project that recognizes businesses in Monterey County.
- C-5: Concur with the March 17, 2008 Executive Committee action to approve \$2500 from the Ad & PR Committee 2007-2008 budget to support the 3rd Annual Employer and Employee Recognition Event.
- C-6: Concur with the March 17, 2008 Executive Committee action to approve the Memorandum of Agreement for Program Coordinator for Construction Trades Training Roundtable Pre-Apprenticeship program.
- C-7: Concur with the April 11, 2008 Planning Committee action to approve the reimbursement of materials and tools purchased for the Construction Trades Training Roundtable Pre-Apprenticeship training class.
- C-8: Concur with the April 11, 2008 Planning Committee action to approve the invoice for the Pre-Apprenticeship Program Coordinator's salary, benefits and incidental expenditures in the amount of \$10,000.
- C-9: Concur with the April 11, 2008 Planning Committee action to approve the Memorandum of Agreement regarding Average Daily Attendance (ADA) between the Monterey Adult School and the Monterey-Santa Cruz Building Trades Council.

OTHER BOARD MATTERS: Board Member Comments and Referrals: None.

WIB Executive Director's report: Mr. Werner stated that this report would be broken out into three sections. With regards to National issues, Mr. Werner stated that there was recently announced legislation in the Senate to reinstitute the Summer Jobs program and that the concept is developing widespread support. He stated that the unemployment rates in youth are skyrocketing, and are currently in excess of 30%. Research shows that youth not engaged in meaningful activities often turn to crime and violence. Mr. Werner stated that a study of the Summer Jobs program demonstrated a 20% increase in long-term attachment to the workforce and improved educational ties. Mr. Werner stated that he will be looking at the WIB's advocacy platform to see if the program can be supported and will ask the WIB Chair to sign a letter of recommendation, if appropriate. Mr. Werner stated that, at the State level, the Employment Training Panel (ETP) legislation is undergoing modification, with greater focus on supporting local programs while avoiding the arduous liability process currently in place. If a worker is not retained, funds must be paid back to ETP. The focus will be on the need to soften the language and address ETP vendor concerns over the liability. Mr. Werner stated that ETP funding, currently at about \$30-40 million, is set aside to allocate resources to businesses to train new and existing workers. He added that the MCBC is collaborating with MPC to utilize ETP funds. Shoreline currently has an agreement with ETP and offered to work with OET to support individuals throughout the One Stop utilizing ETP funds. Mr. Werner stated that the rescission has been approved by the President and Congress, and it has been instituted. He stated that 1% has been taken from the 2006-07 budget and 1.74% from the 2007-08 budget. He stated that a total of \$77,000 was removed from local accounts, with no knowledge of the formula used to determine the rescission amounts. Mr. Werner stated that he requested information from EDD regarding the process to be used in the future for the \$250 million that was rescinded on a national level, from the 50 states. He added that he was hopeful that EDD would provide updated numbers so there would be a clearer perspective of the financial

situation. Mr. Werner stated that USDOL allocations have been announced, and that it appears that the state is receiving a substantial increase in DW, Youth and Economically disadvantaged Adult funds. He added that money is distributed on a formula basis between the 49 local workforce investment areas. Given our unemployment rates in Monterey County, we may receive a better than average share of resources which could potentially offset challenges we are experiencing in funding our One Stop operations and services. Mr. Werner stated that there would be an increase in county costs on July 1 to include a cost of living increase. Mr. Werner stated that the One Stop lease expires and is currently being negotiated to include a decrease in lease costs as well as tenant improvements. The current county budgeting process excludes anticipated revenue. This will require the One Stop system and subcontractors to be budgeted on formula funding and other guaranteed revenue. Mr. Werner stated that staff would be bringing the WIB budget to the Planning Committee with a historical perspective. He stated that the OET budget being presented to the Board of Supervisors is \$5.1 million of \$7.8–8 million. Mr. Werner stated that the WIB budget proposed has 3 consecutive decreases totaling 16% in costs and a reduction in staff from 11 to 6 people. Should we receive additional revenues, priorities or direction from the board, such as supporting ETP activities, economic development projects or the creation of roundtables could be considered. Ms. Brickman commended the WIB Executive Director and his staff for all of the hard work this past year.

3. Action: Approve the appointment of 5 WIB members to serve on a joint sub-committee with the OEDC to discuss collaborative ventures for workforce and economic development in Monterey County.

Mr. Bernahl stated that there were a number of requests to serve on the OEDC sub-committee, and the WIB members selected include: Dr. Douglas Garrison, Dr. Chris Hasegawa, Harry Gamotan, Robert Weakley and Aaron Johnson.

Mr. Bernahl stated that there was a specific effort to balance business with education representatives.

Motion: Mr. Cushman moved to approve the item as stated.

Second: Ms. Webster

Motion Passed Unanimously

4. Information: Discussion regarding the recent approval by the State of CA for an Enterprise Zone for Monterey County.

Mr. Werner stated that the State of CA allows for the designation of an Enterprise Zone (EZ) by city, region or demographic area where there are unemployed economically disadvantaged adults and a depressed economic environment. He stated that the county, in coordination with the City of Salinas and South County cities, submitted an application and was approved for an Enterprise Zone that comprised of Salinas and the Hwy 101 corridor. Mr. Werner stated that the EZ designation allows businesses to receive tax credits for expansion and materials, and employment opportunities to local economically disadvantaged adults and dislocated workers. Mr. Werner stated that the City of Salinas will be setting up a new 501(c)3 or 501(c)6 corporation to oversee the EZ. Mr. Werner stated that, in the original application, the One Stop Career Centers were identified as the responsible entity for certifying and vouchering eligible workers. Mr. Werner stated that costs of certifying workers might be offset by a fee to businesses, or through a contribution by the participating cities or the county. He stated that there is currently discussion ongoing regarding reimbursement and job development, and that the outcomes would be embedded in the approved agreement with the State. Mr. Werner stated that the EZ comes with a 15-year approval, and involves no direct funds from the State budget. Mr. Werner stated that the entire EZ application could be provided for review to any interested WIB member.

5. Information: Summary review of WIA Title I formula funds, competitive and non-competitive grants for PY 2005-06, 2006-07 and 2007-08.

Mr. Werner stated that this topic was referenced in the director's report. Mr. Werner stated that the attached spreadsheet was developed for CAO Lew Bauman who, while looking at the amount of revenue for the county, asked for a history of the WIB's grant process. Mr. Werner stated that the spreadsheet lists the grants in their year of inception, and demonstrates an increase to nearly \$2.3 million in grant money last year. Mr. Werner stated that decreases in formula funds during previous years were related to the federal government eliminating agricultural workers. Mr. Werner stated that aggressive advocacy on the specific issues that Monterey County faces recovered \$400,000 in the following year due to a restructure of the dislocated worker formula. He added that this additional funding would continue as long as WIA remains in effect.

6. Information: Discussion regarding funds available for WIA activities in the State of CA and Monterey County for PY 08-09.

Mr. Werner stated that he would like to pass on providing allocation information, as the numbers were not made available by the State as expected. From public comment, Ms. Rohlffing of EDD stated that she was hopeful that the formula allocations would be released next week. Mr. Werner stated that the timing of this fiscal information is crucial, as staff needs to plan for RFP's that go into effect July 1, 2008. Mr. Werner added that staff has successfully negotiated a \$650,000 grant to support agricultural and construction workers, which has been approved, but stated that the fiscal department has yet to receive these funds.

7. Information: Update on the RFP for WIA Title I Youth Follow-up services for PY 2008-09, due May 1, 2008.

Mr. Werner stated that the Youth Council voted to put out an RFP for follow-up services for \$100,000 with \$20,000 set aside for youth who exited OET active youth program. He stated that OET expects to exit 250 youth next year, and that a subcontracted vendor would serve the youth in follow up services, including job development, job shadowing, transportation, clothing, tuition reimbursement, with the goal of returning youth to school or secure employment. Mr. Werner stressed the importance of a smooth transition of services. He stated that the RFP was advertised in three newspapers and thanked Ms. Esquerra for putting the process in place. Mr. Werner stated that staff worked with County Council and the Contracts Department to ensure that the RFP complied with the county's extensive solicitation process. The proposals are due no later than May 1, 2008. Upon review of the bids

received, the Youth Council will make a recommendation to the Executive Committee, full board and the Board of Supervisors. Mr. Werner stated that effective July 1, 2008, there will be a follow-up contract in place.

8. Information: Update regarding the Monterey County WIB's website.

Ms. Esquerra stated that, due to delays concerning the website, WIB staff worked with the County IT Department to subcontract a vendor, with no impact to the cost of the project. She stated that the vendor is TMD Creative, who currently works with Hartnell College, the Department of Social and Employment Services (DSES) and Mills Construction to name a few. She stated that the anticipated project completion date is June 15, 2008.

9. Information: Presentation of MIS and fiscal reports for WIA Title I Adult and Youth Programs for PY 2007-08.

Ms. Esquerra referenced a separate handout that provides an analysis of the WIA Title I adult subcontractors, which is typically brought to the Oversight for review. She added that WIB staff would be making a recommendation to extend or modify the subcontractor agreements, and that staff wanted the board to see the three partners involved. She stated that the data presented reflects the 2nd quarter, and that all of the subcontractors have met their enrollment goals. Ms. Esquerra stated that WIB staff would come back to the full board in June with a recommendation regarding the subcontractor funding.

10. Information: Update regarding the NAWB conference held in Washington D.C., on February 23-26, 2008.

Mr. Werner reported that 9 board members and 2 WIB staff attended this year's NAWB conference. He stated that he asked attendees to report out on as many sessions as possible, and that staff would put together a collection of reports for the WIB members to review, including video links from the conference. Mr. Werner highlighted the meeting with Congressman Miller and our WIB members. He stated that the local delegation discussed a wide array of issues that impact our residents, and that Congressman Miller was very impressed and made some commitments to support continued funding and the reconstruction of WIA. Mr. Bernahl stated that the Congressman made a big statement by saying that no one knows what WIB's really do. Mr. Bernahl stated that his "takeaway" was that the board needed to be more proactive in telling our story and what a WIB does. Mr. Johnson felt that the California delegation came across as bipartisan, with a good mix of business and labor representatives in which Congressman Miller saw value. Mr. Johnson stated that he was impressed that Congressman Miller's Chief of Staff spent an hour taking ample notes about the meeting discussion, which demonstrate that the delegation made a significant impact in a short amount of time. Mr. Bernahl stated that he thought Newt Gingrich gave a phenomenal speech about serving more people with less money. He stated that encouraging board members to say "yes, if" instead of "no, because" could be a significant change in support of the future of workforce development. Ms. Leffel stated that she would be acquiring material from the state of Michigan, where there is a program in place to provide all HS graduates with a workforce credential. She stated that there was significant promotion of lifelong learning. Ms. Coyne stated that she was most intrigued by a video shown at the conference about youth in India and China. She stated that the message was that U.S. youth have too much free time to socialize, while other countries spend their free time focusing on education thereby turning out engineers that eventually work in this country. Ms. Coyne also shared some staggering statistics regarding the number of high school dropouts, decreasing our country's ability to be more competitive in the global market. Mr. Johnson stated that he observed a common theme throughout the conference, where WIBs, labor reps, Community Colleges and Universities all worked as partners in some kind of venture. He stated that problems were identified, and successful programs provided a solution through collaboration and leveraged funds with others in the community. Mr. Johnson stated that he hopes to see improved focus on collaboration and solutions from our board. Ms. Webster stated that she was interested in the discussions surrounding generational differences, particularly with the "gamers". She stated that the theme was how the youngest generation in the workforce learns very differently and discussed how youth are learning critical thinking skills and problem solving through the use of games. Mr. Bernahl stated that he was pleased with the great representation from our board. He added that it takes some time and innovation to grasp board concepts and stated that the conference painted a larger picture and reinvigorated him to change things in the future, provided that funding is available in the years to come. Ms. Esquerra stated that information on Mr. Gingrich's presentation and the *2 Million Minutes* video is provided in the handout with website links.

11. Information: Update regarding the monitoring activities of the Oversight Committee.

Mr. Werner stated that WIB staff recently completed the monitoring of the subcontractors. He stated that staff found two critical elements in the process by which business is conducted. He added that there is some stress in the system, and that there are some things that need remediation for Arbor and Shoreline.

SUBCOMMITTEE CHAIRS' REPORTS:

12. Information: Sub Committee Chair Reports.

Mary Ann Leffel, Chair of the Oversight Committee – For the Oversight Committee meeting conducted on March 27, 2008, Ms. Leffel provided an update regarding the One Stop Operator Report and a verbal update regarding the One Stop Governance Committee activities for the period of July 1, 2007 through February 29, 2008. She also briefly reported on the subcontractors who have exceeded their projected enrollment plans for On-the-Job training (OJT) contracts.

David Bernahl, II, Chair of the WIB/Executive Committee – For the Executive Committee meeting held on February 19, 2008, the members welcomed Mr. Bernahl as the new chair to the WIB and Executive Committee. The members received an update on the NAWB conference held in Washington D.C., information regarding the Monterey County Business Council's "Best Places to Work"

project, and information regarding the selection of WIB members to sit on a joint sub-committee with the OEDC. On March 17, 2008, the Executive Committee approved several actions to include the MOA for a Program Coordinator for Construction Trades Training Roundtable Pre-Apprenticeship program, the modification of the Governor's 25% Discretionary DW Add'l Assist. grant for \$650,000, and the acceptance of \$46,901 for the Disability Program Navigator (DPN) grant funds for PY 2007-08. Additionally, the members retroactively accepted \$20,000 from the Sonoma State California Health Incentive Improvement Project (CHIIP) to support the DPN initiative, and concurred with the March 7, 2008 Ad&PR Committee action to approve \$2,500 to support the Monterey County Business Council's "Best Places to Work" project and \$2,500 to support the 3rd Annual Employer and Employee Recognition Event.

Robert Weakley, Chair of Planning Committee – For the Planning Committee meeting held on April 11, 2008, the members reviewed the status of economic conditions in the State of CA that may impact formula funds for DW, Adults, and Youth for PY08-09. They reviewed the proposed WIB budget for PY 2008–09 and potential options for One Stop and sub-contractor funding and employment services for PY 2008-09. The members reviewed and approved the reimbursement of materials and tools purchased for the CTTR Pre-Apprenticeship training class, approved the invoice for the Pre-Apprenticeship Program Coordinator's salary, benefits and incidental expenditures for \$10,000 and approved the MOA regarding Average Daily Attendance between the Monterey Adult School and the Monterey-Santa Cruz Building Trades Council. The members received information on the WIB and OET efforts to secure services to support Enterprise Zone and other program funding. Additionally, the members received notification of the Governor's CalGRIP grant funds awarded to the City of Salinas by EDD for \$400,000. The members received updates on the CNA, Veterans' Assistance, and DW Add'l Assist grants and information on dislocated workers eligible for TAA who are awaiting referrals to training. They received an update on Rapid Response activities to private sector employers in Monterey County and updates on the Disability Advisory Committee, Construction Trade Training Roundtable, and Healthcare Advisory Roundtable activities.

Wendy Brickman, Chair of Ad&PR Committee – For the Ad&PR Committee meeting held on March 7, 2008, the members approved \$2,500 from their 2007-08 budget to support the Monterey County Business Council's "Best Places to Work" project that recognizes businesses in Monterey County and \$2,500 to support the 3rd Annual Employer and Employee Recognition Event for 2008 to promote businesses who successfully hire and retain disabled individuals. Ms. Brickman also announced that copies of the Chamber/Association-at-a-Glance calendar of events for April 2008 are available at today's WIB meeting.

Diana Carrillo, Chair of Youth Council – For the Youth Council meeting held on April 14, 2008, the members discussed future services of WIA Title I youth services to 14-15 year olds for fiscal year 2008-09. They received information on training for the Monterey County Youth Council members and current youth program providers, and update regarding the solicitation for RFP's for WIA Title I Youth Follow-up Services for program year 2008-09. The members reviewed the MIS & fiscal reports for all WIA youth programs for PY 2007-08 and received updates regarding their programs. They received information regarding the WIA Title I formula funds, competitive and non-competitive grants received by the WIB for PY 2005-06, 2006-07 and 2007-08. Finally, they reviewed information regarding the Draft Monitoring Report for Turning Point's WIA Title I Youth subcontract for PY 2007-08.

13. Information: Update on the Advisory Committees.

Disability Advisory Committee (DAC) – Ms. Esquerra stated that the committee reviewed the expenditures (approximately \$2,300) from the last Employer/Employee recognition event. She stated that the committee approved the money for this year's event. In response to Ms. Webster's inquiry regarding the event date, Ms. Esquerra stated that the committee is considering pushing the event out to September to accommodate Congressman Sam Farr's busy schedule.

Construction Trades Training Roundtable (CTTR) – Mr. Bush stated that the group discussed the outreach and recruitment efforts for the program coordinator for the next class in June. He added that the current class has been running for the last 4 weeks should conclude in May. Mr. Bush stated that the committee discussed the ADA reimbursement process for lack of seats filled and thanked Mr. Ron Chesshire for his 7 years of service in getting the pre-apprenticeship off the ground and running.

ANNOUNCEMENTS OF EVENTS OR SERVICES:

Ms. Leffel stated that there have been 45 companies that have completed the Best Places to Work survey. She added that survey participants receive a 20-page report specific to their business compared to others of a similar size in their category. She also announced that the Economic Strategy panel, a governor-appointed panel to discuss economic development with regions will be meeting on July 24th. She stated that the theme is clean tech and green jobs. Ms. Leffel stated that Vickie Bradshaw may be here, and that public/private partnership awards will be given out. Ms. Coyne announced the MCBERI annual luncheon on May 2, where students share school to career and personal experiences, in a very inspiring environment. Ms. Leffel recognized Mr. Bernahl and Mr. Weakley for their successful Pebble Beach Food and Wine event, exceeding all expectations. Mr. Bernahl stated that the event booked 2200 room nights, and that the community really got behind it. He stated that the event really came together and that he was excited about its future potential.

ADJOURNMENT:

Motion: Ms. Leffel moved to adjourn the meeting.

Second: Mr. Weakley

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 9:13am