

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**

Wednesday, June 3, 2009, 7:30 A.M.

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

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
David Bernahl, <i>Chair</i>	Business
Erik Cushman, <i>Vice Chair</i>	Business
Joanne Webster, <i>2nd Vice Chair</i>	Business
Robert Brower, Sr., <i>Past WIB Chair</i>	Business
Robert Weakley	Business
Elliott Robinson	Department of Social and Employment Services
Wendy Brickman	Business
Linda Coyne	K-12 Education
Judith Profeta	Business
Doug Garrison	Post-Secondary Education
Mike Hutchinson	Business
Harry Gamotan	Labor Organizations
Phoebe Helm	Economic Development
Al Davis	Community Based Organization (CBO)
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Salvador Munoz	Business
Lupe Palacio	Community Based Organization (CBO)
Tony Aniello	Business
Scott Grover	Business
Jim Nakashima	Housing Authority
Mark Bastis	Business
Bob Bittner	Employment Development Department (EDD)
Supervisor Dave Potter	Monterey County Board of Supervisors, 5th District
Joseph Werner	WIB Executive Director, <i>Ex-Officio Member</i>
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Teresa Sullivan	Older American Programs
Cesar Lara	Labor Organizations
Ralph Rubio	Labor Organizations
Rich Gillis	Business
Carol Blair	Labor Organizations
Mary Ann Leffel	Economic Development
James Culcasi	Business
Chris Chidlaw	Business
Michael Oprish	Business
Aaron Johnson	Business
Mark Verbonich	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Marleen Esquerra	WIB staff
Manley Bush	WIB staff
Miguel Banda	WIB staff
Stephanie Shonley	WIB staff
Delfia Knighton	WIB staff
Lynda Dunn	Office for Employment Training (OET)
Deborah Carrillo	Turning Point
Wil Moore	Shoreline
Mary Concepcion	Arbor
Ruben Garcia	EDD
Paul Farmer	OfficeStar
Roger Lamb	Individual
Ignacio Pando	Hartnell College
Ken Scherpinski	Labor
Lira Café	Executrain

**CALL TO ORDER/INTRODUCTIONS:** Mr. Bernahl called the meeting to order at 7:40am. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** Mr. Bernahl requested to pull agenda items 9 and 10, to postpone the appointments until the Executive Committee has an opportunity to review the WIB applications for membership on the Board.

**PUBLIC COMMENT:** Mr. Paul Farmer introduced himself as the General Manager of OfficeStar, chair of the Salinas Jaycees and a board member of the Salinas Chamber. At present, OfficeStar is currently listed on the Eligible Training Provider List (ETPL) with locations in Salinas and Santa Cruz. In Santa Cruz, they successfully enrolled 25 students funded under ARRA. In Salinas, they gained their first student on Monday and hope to receive more referrals. Although many students are persistent, some are discouraged by the ETPL and eligibility process. He thanked the Monterey County WIB for assigning a WIB analyst to manage the ETPL process. He looks forward to working with the WIB and One Stop. Mr. Bernahl thanked Mr. Farmer for the information.

**BUSINESS MEETING:**

**1. Action: Approve the minutes of the April 1, 2009 Workforce Investment Board meeting.**

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

**Second:** Mr. Weakley

**Motion passed unanimously**

**APPOINTMENTS & RESIGNATIONS:**

**2. Action: Accept the resignation of WIB member, Mr. Steve Hatch, representing Department of Rehabilitation.**

Mr. Werner reported that Mr. Hatch was a founding member of the Monterey County WIB. Mr. Hatch's dedication on the WIB and service as the chair of the WIB's Disability Advisory Committee is much appreciated.

**Motion:** Mr. Brower moved to approve the item as stated.

**Second:** Ms. Webster

**Motion passed unanimously**

**3. Action: Accept the resignation of WIB member, Ms. Rosalinda Batsford, representing Business.**

Mr. Werner stated that Ms. Batsford served on the full Board and Oversight Committee for a year. Mr. Werner stated that he appreciates her time and service on the Board.

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

**Second:** Ms. Carrillo

**Motion passed unanimously**

**4. Action: Accept the resignation of WIB member, Dr. Chris Hasegawa, representing Post Secondary Education.**

Mr. Werner stated that Mr. Hasegawa served on the WIB and the OEDC/WIB joint subcommittee. Mr. Werner stated that he appreciates his time and service on the Board.

**Motion:** Ms. Carrillo moved to approve the item as stated.

**Second:** Mr. Gamotan

**Motion passed unanimously**

**5. Action: Accept the resignation of Youth Council member, Ms. Brianna Acosta, representing Out of School Youth.**

Mr. Werner reported that Ms. Acosta was a founding member of the Monterey County Youth Council. She was very active in the youth program and services of our One Stop system. Mr. Werner stated that he appreciates her time and service on the Youth Council.

**Motion:** Ms. Carrillo moved to approve the item as stated.

**Second:** Ms. Webster

**Motion passed unanimously**

**6. Action: Accept the resignation of WIB member, Ms. Theresa Ream, representing Business.**

Mr. Werner stated that Ms. Ream served on the full Board and Oversight Committee for a year. Mr. Werner stated that Ms. Ream resigned from the WIB to focus on her business. He appreciates her time and service on the Board.

**Motion:** Mr. Gamotan moved to approve the item as stated.

**Second:** Ms. Brickman

**Motion passed unanimously**

**7. Action: Accept the resignation of WIB member, Ms. Barbara Jennings, representing Labor Organizations.**

Mr. Werner stated that Ms. Jennings had to resign from the WIB due to personal reasons. The Central Labor Council has recommended a replacement.

**Motion:** Mr. Gamotan moved to approve the item as stated.

**Second:** Ms. Webster

**Motion passed unanimously**

**8. Action: Accept the resignation of WIB member, Mr. Jose Mendez, representing Labor Organizations.**

Mr. Werner stated that Mr. Mendez served on the WIB and he appreciates his time and dedication. The Central Labor Council has recommended a replacement.

**Motion:** Mr. Gamotan moved to approve the item as stated.

**Second:** Mr. Davis

**Motion passed unanimously**

**9. Action:** Review the credentials and act upon the nomination of Blas Barroso, representing Labor Organizations. *This item has been deferred to the next Executive Committee meeting for consideration and approval.*

**10. Action:** Review the credentials and act upon the nomination of Ken Scherpinski, representing Labor Organizations. *This item has been deferred to the next Executive Committee meeting for consideration and approval.*

**CONSENT CALENDAR:**

**Mr. Bernahl requested a motion to approve the consent calendar referencing items C-1 through C-15.**

**Motion:** Mr. Brower moved to approve the consent calendar as listed.

**Second:** Mr. Weakley

**Motion passed unanimously**

- C-1: **Action:** Concur with the April 3, 2009 Ad&PR Committee action to approve the contract amendment with TMDCreative to provide design and maintenance to the WIB website for \$13,000.
- C-2: **Action:** Concur with the April 13, 2009 Youth Council action to approve the release of the Request for Proposal (RFP) for WIA Title I Youth funds for \$400,000 for program year 2009-10.
- C-3: **Action:** Concur with the April 23, 2009 Oversight Committee action to approve the final monitoring report of Arbor's WIA Title I Adult Program for program year 2008-09.
- C-4: **Action:** Concur with the April 23, 2009 Oversight Committee action to approve the final monitoring report of Shoreline's WIA Title I Adult Program for program year 2008-09
- C-5: **Action:** Concur with the April 23, 2009 Oversight Committee action to approve the final monitoring report of Turning Point's WIA Title I Adult Program for program year 2008-09
- C-6: **Action:** Concur with the May 18, 2009 Executive Committee action to accept the American Recovery and Reinvestment Act (ARRA) of 2009 Rapid Response funds in the amount of \$292,724.
- C-7: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the submission of a \$1,000,000 ARRA grant application to the State of CA EDD for a CA Green Jobs Corps proposal.
- C-8: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the submission of the Disability Program Navigator grant for program year 2009-10 in the amount of \$90,000.
- C-9: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the development of the annual WIB retreat.
- C-10: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the submission of a letter of request for technical assistance to the California Workforce Association (CWA) for Employment Training Panel (ETP) consultant services.
- C-11: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the media proposals and funding recommendations from the Ad&PR Committee for the promotion of the Summer Youth Employment Program.
- C-12: **Action:** Concur with the May 18, 2009 Executive Committee action to approve the transfer of \$500,000 in WIA Title I funds from Dislocated Worker to Adult Programs for fiscal year 2008-09.
- C-13: **Action:** Concur with the May 27, 2009 Youth Council action to approve the final monitoring report for Turning Point's WIA Title I Youth Program for program year 2008-09.
- C-14: **Action:** Concur with the May 27, 2009 Youth Council action to approve the final monitoring report for Unity Care's WIA Title I Youth Follow-up Program for program year 2008-09.
- C-15: **Action:** Concur with the May 27, 2009 Youth Council action to approve the extension of Unity Care's WIA Title I Youth Follow-Up Program in the amount of \$120,000 for program year 2009-10.

**OTHER BOARD MATTERS:**

**Board Member Comments and Referrals:** None.

**Director's Report:** Mr. Werner thanked the WIB staff for their pro-active efforts over the past few months. The first initiative the staff achieved was the completion of a collaborative effort with WCCCC for a green jobs corps grant for \$1 million dollars with a 100% match. The project encompasses several energy efficient projects that aim to serve a minimum of 100 economically disadvantaged youth. He is excited about two partners and expressed thanks to Ms. Helm and Mr. Ignacio Pando for pulling their team together at Hartnell College to incorporate green construction projects into the grant. Other partnerships include Rancho Cielo and the Boys and Girls Club. Monterey County has been very active through the Office for Employment Training to implement the Summer Youth Employment Program. The enrollment goal is 600. Also, WIB members Ms. Webster and Mr. Hutchinson are planning to convene the WIB's Healthcare Advisory Roundtable on June 17<sup>th</sup> for the purpose of doing a labor market analysis, work on grants in allied healthcare and work closely with our local community colleges and WCCCC consortium. The WIB staff is also planning to submit two other grants to include working with the Employment Training Panel (ETP) to provide training dollars for the community to support incumbent workers and also applying for a California Endowment grant to organize the WCCCC partners to align interests and needs. WIB staff also conducted a request for proposal process and successfully vetted seven proposals for consideration to serve economically disadvantaged adults and youth. We are also working with WIB member Dr. Garrison and his team at Monterey Peninsula College (MPC) to put together a program to serve adults and youth during the summer jobs program. Moving forward, Mr. Werner plans to reach out to several of the members to seek replacements for the recent resignations on the WIB.

**11. Action: Concur with the May 27, 2009 Planning Committee action to approve the RFP Evaluation Team funding recommendations for WIA Title I Adult OJT services, totaling \$1,000,000.**

Mr. Werner thanked Ms. Vivian Brennand, Mr. Al Davis and Mr. Erik Cushman for sitting on the RFP evaluation team to review seven proposals. The RFP process was compliant with all County and WIA procurement requirements. Mr. Cushman reported on the selection process. For the adult program, four providers' submitted bids and three were recommended to the Board for funding. Out of the \$1 million dollar funds available, the panel recommended fully funding Shoreline and Turning Point based on their proposal

and previous performance. Arbor was funded with the remaining funds due to their previous contract performance. The providers were invited to give presentations to the panel and all were very well prepared. The RFP review panel did a great job of reviewing the past history and envisioned the future performance of the contracts. Mr. Potter inquired about Arbor's failure to reach performance. Mr. Cushman stated Arbor did not get fully funded and in their contract, their profit was reduced. Mr. Werner stated the WIB's Oversight Committee is responsible for reviewing all subcontracts on a monthly basis to ensure all contracts are in accordance with the planned goals. Providers that fall behind their goal by 15% will be asked to provide a correction action. Mr. Potter thanked Mr. Werner for clarifying the oversight process.

**Motion:** Mr. Potter moved to approve the item as stated.

**Second:** Ms. Webster

**Motion passed unanimously**

**12. Action: Concur with the May 27, 2009 Youth Council action to approve the RFP Evaluation Team funding recommendations for WIA Title I Youth services, totaling \$400,000.**

Mr. Werner thanked Ms. Vivian Brennand, Mr. Al Davis and Mr. Erik Cushman for sitting on the youth RFP evaluation team to review the proposals submitted. County and WIA procurement requirements were followed. Mr. Cushman summarized the recommendation. Three proposals were submitted. The total amounts of all the proposal requests were in excess of the available funds. The RFP evaluation panel tried to determine a cost benefit based on the past experience of all providers. The RFP panel recommended funding \$240,000 to Turning Point because of their past performance and great record of serving the hardest to serve youth. The remaining funds were provided to Unity Care. Mr. Werner stated the RFP evaluation panel did a great job in their analysis. Under the direction of the Youth Council chaired by Ms. Diana Carrillo, these contracts will be monitored on a monthly basis.

**Motion:** Ms. Carrillo moved to approve the item as stated.

**Second:** Mr. Gamotan

**Motion passed unanimously**

**13. Action: Approve the recommendations for the use of the ARRA Youth, Dislocated Worker, Adult, & RR funds.**

Mr. Werner reported on the changes made to the original ARRA funding recommendations that were approved by the Overall Economic Development Commission (OEDC) & WIB joint subcommittee as well as the WIB's Planning and Executive Committees. The primary provider of the youth ARRA funds is the Office for Employment Training (OET). Of the \$2.8 million in ARRA funds, it is estimated that \$2.2 million will be expended on the Summer Youth Employment Program to support 600 youth enrolled in work experience and academic enrichment. Mr. Werner complimented Ms. Dunn and OET's youth program staff for their hard work in obtaining thousands of youth applications to determine their WIA eligibility. For the adult ARRA funds, the WIB has approved funding the Certified Nursing Assistant (CNA) program with Shoreline for \$128,000. Also, Mr. Garrison recommended a life skills training program offered at MPC to connect young adults to understand the needs of employers. The recommendation includes reaching out to all the local community colleges and to work with OET to develop a life skills program with on-the-job training (OJT) and work experience. Mr. Garrison stated that MPC is working with elements within their core curriculum. Ms. Webster liked the program idea and stated if the Board plans to develop an advisory board she is interested in joining. Mr. Gamotan inquired about the difference between this program and OET's life skills course. Mr. Werner stated the community college offers a more comprehensive curriculum that includes vocational skills in comparison to OET. For the Dislocated Worker ARRA funding recommendations, it is anticipated that projects may include existing construction projects that exist in cities and unincorporated areas that intersect with union contracts to reemploy dislocated workers who have exhausted their resources. The project aims at reemploying laid off workers and working with OET to provide outreach and recruitment. Mr. Werner stated the projects will be meaningful and the WIB can promote the benefits for the community. Mr. Robinson stated he is hoping to have a contingency to augment the Temporary Assistance for Needy Families (TANF) program to serve as many people. Additional services will include individual training accounts and OJT's. Mr. Werner stated that \$500,000 in ARRA funds is also reserved for the purpose of providing match contributions for competitive grants. For the Rapid Response (RR) funds, Mr. Werner reported on the recommendation to reserve \$250,000 to develop an RFP for lay-off aversion services. The remaining funds will be used to support existing RR services. Theoretically, the funds will be used to work with businesses before they are at risk of closure or laying off staff. Mr. Cushman stated the Planning Committee believed this type of consultancy funded under the RFP will be targeted to small businesses. Mr. Hutchinson encouraged partnering with CSU and MIIS. Mr. Cushman stated the WIB is charged with workforce development; not economic development and that is the importance of this RFP. Ms. Helm recommended working with the business development team at Hartnell College. Mr. Werner stated the Board is not the primary driver of economic development activities. Mr. Bernahl stated that it's important to balance workforce development and economic development to make an impact on the business community before layoffs. Mr. Gamotan reported on a workshop he attended in Fresno that focused on existing businesses and how experts outreach to businesses to evaluate and assess their business plan to be productive and allow for growth. Mr. Garrison stated the joint OEDC/WIB subcommittee spent their last meeting focusing on the recommendations presented before the Board today. Mr. Garrison stated if there is a request for the OEDC/WIB to discuss the topic of workforce and economic development activities, he would bring it back to the subcommittee to work together to define a charge with options to forward back to the Board for consideration. Mr. Bernahl recommended that the Board members review the bullets and think of ideas when creating partnerships. Mr. Bernahl thanked Mr. Garrison and the WIB's Planning and Executive Committee members for making the time to put these ideas together to create options to balance the focus on the immediate needs of our workforce and community.

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

**Second:** Mr. Munoz

**Abstained:** Mr. Robinson

**Motion passed unanimously**

**14. Information: Discussion regarding the services and activities for the Summer Youth Employment Program.**

Ms. Dunn provided an update on the Summer Youth Employment Program (SYEP). This information was recently reported to the Youth Council. All of the program components with the exception of case management are in progress. This includes eligibility, assessment, pre-employment skills training and worksite referrals. As for the applications received, 149 are from North County, 399 are from South County, 245 are from West County and 1,207 are from the Central County region. They continue to receive applications on a daily basis. At this point, 325 have been approved eligible to enroll under SYEP. Worksite referrals total 153 with over 700 positions available that consist of public and private sites over a wide range of career sectors. Ms. Dunn stated the numbers have already changed based on new contracts and commitments. Training activities include working with Hartnell College for a career track, the Monterey County Office of Education for media training, Shoreline for culinary training, Youth in Focus for social research activities, Regional Occupational Program for co-op credits through Salinas High, a return to natives outdoor program with CSUMB, internships with Behavioral Health, a youth summer employment partnership with Mission Trails and the Probations Dept. The SYEP also includes significant partners listed on the handout to include CASP, Rancho Cielo, Boys and Girls Club, Chambers, MCOE, Center for Employment Training and the Salinas Adult School. OET is planning to serve between 500 to 600 youth. They are offering eligibility sessions four nights a week. Ms. Dunn reported on the work sites of which two thirds represent the public sector and a third represents the private sector. Ms. Dunn stated that she plans to expend \$450,000 in ARRA funds prior to June 30 for start up costs. The average work experience is 6 hours per day for 8 weeks. The cost per youth is \$2,800. OET expects to pay a stipend to youth at \$20 per day for academic enrichment, based on a time sheet to encourage attendance. OET plans to spend an additional \$240,000 on supportive services. Seven temporary staff were hired to support the youth for a period of 20 weeks. Their caseload will be approximately 50 each. The overhead costs are \$2.4 million for the entire department. The cost with overhead averages to \$4,400 per youth, which aligns with the State average. Ms. Dunn stated OET's goal is to serve 600 youth. They have reviewed approximately 1,900 applications. OET's staff has been working evenings and weekends over the past 4 months. Mr. Bernahl requested that OET provide a solid recap of SYEP upon its completion. Ms. Coyne complimented the WIB staff on the successfulness of the radio campaign to promote SYEP to businesses and youth.

**15. Information: Review of the Local Workforce Investment Area budget and One Stop Operational costs for PY 2008-09.**

Ms. Dunn reported on the LWIA budget through April 2009. She recapped the revenue figure which includes both WIA and non-WIA funding. Ms. Dunn referenced her handout and reported on the funding streams, operating expenses, admin, and salaries. Ms. Dunn expects to expend all of the revenue with limited funds carried into the new fiscal year. Ms. Dunn stated ILP stands for independent living program and TAP stands for talent acquisition program with funding allotted by the County HR department which is a temporary program to be developed in-house.

**16. Information: Update regarding the status of Monterey County's local WIA performance measures for PY 2007-08.**

Mr. Werner congratulated the Office for Employment Training, Youth subcontractors Turning Point and Unity Care as well as our Adult subcontractors Arbor and Shoreline for successfully achieving all of the Common Performance Measures for program year 2007-08 above the 80% threshold and exceeding all the goals with the exception of one above 100%. Mr. Robinson stated that it's wonderful to see an increase in the number of participants served compared to other years and on going strong performance.

**17. Information: Update on the WIA Title I funding allocations for Monterey County for fiscal year 2009-10.**

Mr. Werner reported that Monterey County received a 7% increase in our WIA formula funds for fiscal year 2009-10. This represents \$2.1 million for Adult, \$2.6 million for Dislocated Worker and \$2.1 million for Youth programs for a total of \$6.9 million, representing an increase of \$463,000 from the previous fiscal year.

**CHAIR REPORTS:** The Board members agreed to defer the reports to the next full WIB meeting.

**ANNOUNCEMENTS OF EVENTS OR SERVICES:**

Mr. Bernahl announced the next full WIB meeting on August 5, 2009 and the upcoming subcommittee meetings. He requested that WIB members verify their schedules to attend the WIB retreat proposed for the same date as the next WIB meeting. The next HART meeting is scheduled on June 17<sup>th</sup>.

**ADJOURNMENT:**

**Motion:** Mr. Cushman moved to adjourn the meeting.

**Second:** Mr. Munoz

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 9:25am**