

**ADOPTED**  
**Monterey County Workforce Investment Board**  
**Meeting Minutes**  
Marina Library, 190 Seaside Avenue, Marina, Ca  
**December 5, 2012, 7:30-10:00**

**MEMBERS PRESENT:** Anthony Aniello, Wendy Brickman, Robert Chamberlain, Erik Cushman (Chair), Rick Deraiche, Neal Heckman, Cesar Lara, Mary Ann Leffel, Willard Clark Lewallen, Steve MacArthur, Elliott Robinson, Ralph Rubio, Ken Scherpinski, Teresa Sullivan, Brian Turlington, Mark Verbonich and Andrea Zeller-Nield

**MEMBERS ABSENT:** Diana Carrillo, Al Davis, David Dwyer, Dr. Douglas Garrison, Scott Grover, Hunter Harvath, Salvador Muñoz, Dave Potter, Judith Profeta, Kimberly Schnader

**STAFF PRESENT:** Joyce Aldrich, Marleen Esquerra, Flor Galvan and Stephanie Shonley

**OTHERS PRESENT:** Rosie Chavez, Chad Davies, Jim Dion, Chris Donnelly, Yuko Duckworth, Greg Folsom, Wil Moore, Kay Reimann, Eileen Rohlfing and Gene Rogers

**CALL TO ORDER/INTRODUCTIONS:** Mr. Cushman called the meeting to order at 7:42 am and asked for introductions. A quorum was established.

**CHANGES TO AGENDA:** None

**PUBLIC COMMENT:** None

**CONSENT CALENDAR:**

C-1. Action: Approve minutes from October 3, 2012

C-2. Action: Concur with the November 8, 2012 Oversight Committee to approve WIB Policy #2012-03 WIA Training Expenditure Requirements.

C-3. Action: Concur with the November 13, 2012 Youth Council to accept the resignation of Pamela Brown from the Workforce Investment Board Youth Council, representing Juvenile Justice, effective upon approval.

C-4. Action: Concur with the November 13, 2012 Youth Council and the November 14, 2012 Executive Committee to accept the resignation of Maria Castillo from the Workforce Investment Board Youth Council and Workforce Investment Board, representing Labor, effective upon approval.

C-5. Action: Concur with the November 13, 2012 Youth Council to approve the appointment of Jessie Brodie, representing herself as a Youth participant, effective upon approval.

C-6. Action: Concur with the November 13, 2012 Youth Council to approve the appointment of Jose Guizar, representing himself as a Youth participant, effective upon approval.

C-7. Action: Concur with the November 14, 2012 Executive Committee action to accept the resignation of Joanne Webster, representing Business, from the Workforce Investment Board, effective upon approval.

C-8. Action: Concur with the November 14, 2012 Executive Committee action to approve the amendment to the five-county Memorandum of Understanding with Workforce Collaborative of California's Central Coast (W4C) to include the County of San Luis Obispo.

**Motion:** Ms. Leffel motioned to accept the actions as stated.

**Second:** Mr. Chamberlain

**Motion Passed Unanimously**

**BUSINESS MEETING CALENDAR:**

1. **Presentation: Employment Development Department's Experience Unlimited Services.** Ms. Duckworth introduced Mr. Dion from the Capitola EDD Office and the Experience Unlimited Coordinator, Chad Davies. Mr. Dion explained the Job Club "Profile Santa Cruz" offered in Santa Cruz County, which is part of 19 Experience Unlimited chapters throughout the state. Since hearing about the Capital One mass layoff, he thought it would be beneficial to add a chapter in Monterey County. Mr. Davis explained Profile Santa Cruz is built like a small business and is self directed. It provides networking for managerial professionals in the technical universe. He stated this will allow both job seekers and employers to share information along with shortening the amount of time in unemployment. Statistics have consistently shown that 75-80% of jobs attained are due to jobs that have never been posted and all come from direct contact

with other individuals. The fact that these jobs are not announced to the public is another reason for networking. The Job Club provides job seekers to connect with employers and become aware what skill sets are needed. This will allow the job seekers to refine these skill sets and provide work place simulation. For the employers it provides them with pre-selected employees. He stated that the members of the Job Club also volunteer their services.

2. **Presentation/Action: Review and approve the WIB Annual Report for Program year 2011-12.** Ms. Shonley presented the WIB Annual Report for program year 2011-12. She stated it contains activities that were completed over the last year by the One-Stop operator and subcontractors. The Annual Report contains information on the WIB and its primary functions. It also highlights the accomplishments identified by the WIB as its strategic priorities. She stated it contains funding, program, special grant and project information. She summarized the four major priorities of the WIB for 2012 which include: Priority #1 System Effectiveness and Efficiency; Priority #2 Labor Market Intelligence; Priority #3 Connection with Business Community; and Priority #4 Career Path/Ladders.  
**Motion:** Mr. Rubio motioned to accept the action as stated.  
**Second:** Mr. Lara  
**Motion Passed Unanimously**
3. **Action: Concur with the November 14, 2012 Executive Committee action to approve the creation of a Business Services Committee and appoint Chair and members to committee.** Mr. Cushman stated creating the Business Services Committee would fall in line with the new State's Strategic Plan and would be a full standing committee that would provide outreach to the business community. Mr. Cushman stated the following members have volunteered to facilitate the committee to include: Andrea Zeller-Nield, Mark Verbonich, Kimberly Schnader, Wendy Brickman and Ralph Rubio. Mr. Aniello shall serve as Chair of the committee.  
**Motion:** Mr. Rubio motioned to accept the action as stated.  
**Second:** Ms. Leffel  
**Motion Passed Unanimously**
4. **Action: Review and consider amendment to by-laws incorporating Business Services Committee as standing committee and forward to the Board of Supervisors for final approval.** In the bylaws, Mr. Turlington requested clarification on the acronym LWIA and LMI. Ms. Aldrich stated that the bylaws will be updated to clarify Local Workforce Investment Area (LWIA) and Labor Market Intelligence (LMI). Under section 5 "Business Services Committee", Mr. Turlington inquired if item #5 "Champion Work Readiness Certificates – WorkKeys" and item #6 "Report back to the full MCWIB on bi-annual basis" are conjunctive or two different items. Ms. Aldrich explained that all items will be reported back to the full WIB on a bi-annual basis.  
**Motion:** Mr. Rubio motioned to accept the action as stated.  
**Second:** Ms. Leffel  
**Motion Passed Unanimously**
5. **Director's Report:**
  - a. **Discuss California Strategic Workforce Development Plan for 2012-17.** Ms. Aldrich briefly summarized the California's Strategic Workforce Development Plan and local interim guidance that was approved by both the California WIB and Department of Labor. Local boards are required to submit a comprehensive five year local plan on an annual basis. The local plan is meant to mirror the State's plan on the realignment of workforce programs with a strong emphasis on regional partnerships and integrated service delivery systems. The plan also encourages local WIB's to develop a common workforce accountability system. This includes a new bi-annual certification process of four mandated requirements and 16 State requirements, beyond what has been required in previous local plans. The new strategic plan also requires the development of a standing Business Services Committee and business services plan. The State also approved the rebranding of the One-Stop system, to take effect and be incorporated into local systems by July 1, 2013.
  - b. **Update on Capital One.** Ms. Aldrich reported that Capital One issued their first round of layoff notices to 150 associates on October 5, 2012 with a separation date of January 5, 2013. Some associates have accepted transfers to other Capital One facilities in Chicago, Oregon and West Virginia. She stated that

the operators and subcontractors have held workshops and job fairs that have been well attended by associates. She stated that additional workshops are to be held. Ms. Aldrich also stated that she has received a WARN announcement from Santa Barbara Bank and Trust. It's anticipated that Citicorp will lay off 11,000 employees, of which 3,900 reside in Monterey County.

- c. **Update on implementation of CalJobs.** Ms. Aldrich reported that on November 16, 2012 a notice was received that a delay in the new CalJobs was due to reporting and data conversion issues. The State rollout will occur phase I in March, 2013 and the local WIA rollout is anticipated to occur June, 2013, therefore the WIB is adjusting our budget accordingly as we need to continue the Geo Solutions agreement currently in place.
6. **Information: Report on Legislative Platform for 2013-14.** Ms. Aldrich reported that the Economic Development Department was asked to participate in the 2013-14 Monterey County Legislative Platform process. A copy of the Legislative Platform with the Economic Development Department section is included in the WIB agenda packet. This year's focus is on LWIA reauthorization and full funding for youth programs.
7. **Information: Report out on the Monterey Bay Procurement Technical Assistance Center (PTAC).** Ms. Leffel explained the Procurement Technical Assistance Center (PTAC) is now available in our region. She stated a study showed that annually \$600 million was lost in this region because of outside government agencies that contracted in this region. She stated that a contract annually led by the Defensive Logistics Agency is between \$300,000-\$600,000 dollars that requires a local match to create a PTAC. The City of Salinas provided the match needed. The PTAC assists businesses with contract capabilities; complete paperwork to become a contractor or assists contractors already doing business with government agencies that are having difficulty collecting balances. An application was submitted in July 2012 and the County entered into a provisional contract in August 2012 which states that the County would serve the Los Angeles to Oregon area. She stated that the first employee hired has a good knowledge of the entire process. Also hired was an ex-naval post officer who taught procurement at the Naval Postgraduate School for 10 years. She stated the first training session will be held on December 19, 2012 from 11:30-1:00pm. She personally thanked Mr. Bob Chamberlain who helped with securing a knowledgeable company about the accounting software needed to comply with the government contract.
8. **Information: Discussion of the 2013 WIB Strategic Planning Retreat which will be held in February, 2013.** Mr. Cushman stated the February meeting will be a retreat. He stated that the County is in the process of interviewing the Economic Development Director and the WIB Director therefore we will have the permanent directors by February, 2012.

#### **SUBCOMMITTEE CHAIR REPORTS:**

**Oversight:** Ms. Leffel stated that most of the items the committee covered are in the consent agenda portion of today's meeting and included in the Annual Report. She stated through the Oversight Committee, the members are tasked with monitoring the budget which is imperative.

**ANNOUNCEMENTS OF EVENTS:** Mr. Cushman reminded the Board that the Form 700 is due before the February Board meeting. The form will be sent out to the members in January. Ms. Aldrich stated the Statewide Youth Conference is coming up and she asked that any members interested in attending, contact Stephanie or herself. Ms. Leffel reported that the Annual Breakfast for Higher Education would take place on February 22, 2013 from 7:30-10:30am at the Monterey Marriott. Mr. Turlington reported that as the President of the Film Commission, they are in need of board members. He also stated that Scott Grover and he have purchased the Golden State Theater in Monterey and plan to bring live music, plays, etc. Ms. Zeller-Nield stated that the SBDC will be moving to their new location at 106 Lincoln Street in Salinas. SBDC will also be hiring a part-time Program Manager and part-time Budget Analyst. SBDC will also be hosting Cyber Security training on February 1, 2013; March 1, 2013 and April 1, 2013.

**ADJOURNMENT:** Mr. Cushman motioned to adjourn the meeting at 10:03am.

**Motion:** Mr. Turlington motioned to accept the action as stated.

**Second:** Ms. Leffel

**Motion Passed Unanimously**