

ADOPTED
Monterey County Workforce Investment Board
Business Services Committee
Tuesday, December 10, 2013
Marina Library, 190 Seaside Avenue, Marina, CA

Members Present: Wendy Brickman, Kimberly Schnader and Andrea Zeller-Nield (Co-Chair)

Members Absent: Anthony Aniello and Paul Farmer

Staff Present: Joyce Aldrich and Flor Galvan

Others Present: Raymond Barnes and Jerry Hernandez

Call to Order/Introductions: Ms. Zeller-Nield called the meeting to order at 5:11 p.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Action: Approve the August 27, 2013 minutes.

Motion: Ms. Brickman motioned to approve the minutes.

Second: Ms. Schnader

Motion Passed Unanimously

Discussion or review of Business Calendar Action Items:

- 1. Presentation on the Small Business Development Center's national Information Clearinghouse of resources to small businesses.** Ms. Zeller-Nield provided an overview on the SBDC National Information Clearinghouse (SBDCNet), Research and GIS Services. She reported that SBDCNet provides information throughout the network for free to small businesses to include marketing research, data, articles, financial ratios, demographic analysis, patent/trademark search and simple business plan assistance. She reported that from 2005 to 2011, research requests have considerably grown each year. She stated SBDCNet saves a lot of staff time and provides extensive information on multiple industries. The concept of SBDCNet is to drive job creation while using big business tools in the hands of small businesses.
- 2. Report on the delivery of business outreach opportunities and services provided to the business community.** Mr. Barnes reported that from July to November 2013 a total of 322 employers were served; 403 participants were pre-screened prior to referral to placement; 76 job openings were posted in the VOS system; and the Business Services team attended 50 job fair events. Mr. Barnes reported that during this time the team assisted many businesses with recruitments services to include Encore. Mr. Hernandez thanked the Business Services team for being very supportive. He also reported that he continues to outreach and work with businesses in the South County region.
- 3. Report on the Raid Response activities to private sector employers in Monterey County, including small businesses.** Ms. Aldrich reported that the recent Rapid Response orientation at Capital One went well. She thanked the Business Services staff for their efforts in developing an on-site job fair event to support and provide direct job placement to the displaced workers of River

Ranch/Fresh Foods. As a result, 29 employers attended the job fair. Ms. Aldrich reported that she's continuing to work with the State regarding a request for additional Dislocated Worker funds.

4. **Report out on Monterey County's local labor market.** Ms. Aldrich stated that the information provided is the most recent labor market snapshot for the period ending October 2013. She anticipates the next labor market data release from the State will occur after Christmas. As of October 2013, the unemployment rate was 7.5%. The youth unemployment rate continues to stay at 20%, due to the competitive labor market caused by older adults who are now competing for jobs that are typically held by youth, such as fast food restaurants.
5. **Update and discussion on the WIB's Strategic Local Plan goals and initiatives and how they currently align with the WIB's Business Services Plan.** Ms. Aldrich provided the members with a copy of the WIB's Business Services Plan. She reported that Ms. Zeller-Nield's presentation assisted the WIB in commencing Strategy #1 and #5. She requested that the members provide comments by the end of January 2014, with any concerns related to the Business Services Plan.

Announcement of Events: Ms. Brickman reported that the Cowboy Festival will be held the weekend of December 13-15, 2013, at the Monterey Conference Center.

Adjournment: Ms. Zeller-Nield moved to adjourn the meeting at 5:26 p.m.

Motion: Ms. Brickman motioned to approve the adjournment.

Second: Ms. Schnader

Motion Passed Unanimously