

ADOPTED
Monterey County Workforce Investment Board (WIB)
Business Services Committee
Tuesday, June 10, 2014
Marina Public Library, 190 Seaside Avenue, Marina, CA

Members Present: Wendy Brickman, Paula Calvetti, Harvey Dadwal, Paul Farmer, Kimberly Schnader and Andrea Zeller-Nield

Members Absent: Tony Aniello

Staff Present: Joyce Aldrich, Marleen Esquerra, Flor Galvan and Jerry Hernandez

Others Present: Abdul Razzak

Call to Order/Introductions: Ms. Zeller-Nield called the meeting to order at 4:08 p.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Public Comment: None

Consent Calendar:

1. Approve the April 8, 2014 minutes.

Motion: Ms. Schnader motioned to approve the action as stated.

Second: Ms. Brickman

Approved unanimously by those in attendance

Discussion or Review of Business Calendar Action Items:

- 1. Welcome new members Ms. Paula Calvetti and Mr. Harbhajan “Harvey” Dadwal to the Business Services Committee.** Ms. Zeller-Nield welcomed the new members and thanked them for their attendance and interest in the Business Services Committee.
- 2. Presentation on Peninsula Security Business provided to the business community.** Mr. Razzak reported on his experience with hiring candidates through the Business Services Team at the America’s Job Center of California. He stated as a new owner he was unaware of the type of assistance that was available to him within the county and was grateful to the Business Services Team who assisted him with the placement of his employees. As a result, he hired 14 employees through the Job Center.
- 3. Report on the delivery of business outreach opportunities and services provided to the business community.** For the period of July 1, 2013 through May 31, 2014, Mr. Hernandez reported the Business Services Team served a total of 566 employers. A total of 821 job applicants were pre-screened; 169 job openings were posted in the Virtual One Stop system; 900 applicants were referred to employers; and 92 job fairs and custom recruiting events were held and attended by 126 businesses and 1015 job seekers. To date, 101 job seekers were hired. At the last meeting, the members asked if the Business Services Team might be able to track how businesses hear about the Job Center. The goal of asking this question is to try and figure out which promotional or advertising efforts are generating the most leads, which is incredibly useful information for any business. Ms. Nield asked if the Business Services could track how often businesses are being told about the Small Business Development Center.
- 4. Presentation on the Gonzales and Soledad Business & Workforce Synchronist Reports.** Mr. Hernandez reported on South County’s business retention, expansion and workforce. He provided the committee with information on training planned by businesses in the area along with the community dynamics, achievements, strengths, weaknesses and future plans.
- 5. Report on Monterey County’s local labor market.** Ms. Esquerra reported on the local labor market snapshot for Monterey County for the month of April 2014. The unemployment rate is 9.3% and the total labor force is at 219,300 with 198,900 employed and 20,400 unemployed. She explained the snapshot is emailed out on a monthly basis to the WIB and Youth Council members, all staff and general public as requested. The source of the data comes from the State’s Labor Market Information Division and Virtual One Stop system. The data is compiled to help the members understand the labor market of Monterey

County in order to make recommendations on how to allocate our resources. Ms. Esquerra shared a handout that demonstrates a 3-year trend of the peaks and valleys of the employment and labor force demands of our major industries to include Agriculture, Education, Hospitality, Health Care and Social Assistance.

6. Review and discuss WIB's 5-year Local Plan Strategy update and WIB Retreat Strategic Initiative.

Ms. Aldrich reported on the Local Plan strategy updates which demonstrate the work the WIB has been doing this year to achieve its goals since 2013-14. She also broke down the priorities and objectives for the members to review and discuss. The members recommended that the WIB promote its services through social media, newsletter and website. The members asked for talking points such as an elevator speech about the WIB and Job Center services. The members also suggested adding customer testimonials to the WIB website of the businesses community currently being served and using our Business Services. Ms. Esquerra distributed flyers on Business Services available to Monterey County area employers.

Announcement of Events: Ms. Zeller-Nield announced that the SBDC will be holding a Business Matchmaking Forum on June 24, 2014. Ms. Brickman announced that the Beer Festival would be held on June 14, 2014.

Adjournment: Ms. Zeller-Nield motioned to adjourn the meeting at 5:11pm.

Motion: Mr. Farmer motioned to accept the action as stated.

Second: Ms. Brickman

Approved unanimously by those in attendance