

**ADOPTED**  
**Minutes of the Monterey County Workforce Investment Board**  
**Executive Committee Meeting**  
Monday, November 17, 2008, 3:30 pm.  
**Seaside One Stop, 1760 Fremont Boulevard, Building D-2, Seaside, CA 93955**

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
David Bernahl, <i>Chair</i>	Business
Robert Brower	Business
Diana Carrillo	Center for Employment Training
Mary Ann Leffel	Business
Robert Weakley	Business
Erik Cushman	Business
Joanne Webster	Business
Joseph Werner	WIB Executive Director, Ex-Officio Member
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Marleen Esquerra	WIB Staff
Delfia Knighton	WIB Staff
Rosie Chavez	Turning Point

**CALL TO ORDER/INTRODUCTIONS:** Mr. Bernahl called the meeting to order at 3:37pm. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted and distributed a handout regarding the 2008 WIB Retreat work plans for workgroup #2 - "Economic Development and Educational Partnerships".

**PUBLIC COMMENT:** None.

**BUSINESS MEETING:**

**1. Action: Approve the minutes of the September 15, 2008 Executive Committee meeting.**

**Motion:** Mr. Brower moved to accept the minutes as stated.

**Second:** Mr. Weakley

**Motion Passed Unanimously**

**2. Action: Approve the appointment of Youth Council member, Mr. Bob Harper, representing Education for a two-year term to commence November 18, 2008 and end November 18, 2010.**

**Motion:** Ms. Carrillo motioned to accept the action as stated.

**Second:** Ms. Webster

Mr. Werner stated that Mr. Harper is the Director of the Salinas Adult School. He has experience as a WIB member in San Mateo and Santa Cruz and is knowledgeable of youth programs.

**Motion Passed Unanimously**

**3. Action: Accept the resignation of WIB member, Mr. Elza Minor, representing Economic Development.**

Mr. Werner stated that Mr. Minor has relocated to another position up north and submitted his letter of resignation. He thanked the WIB for the opportunity to serve on the board. Mr. Werner is pursuing a replacement and is planning to meet with the Interim Associate VP of Career & Economic Development at Hartnell College.

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

**Second:** Ms. Webster

**Motion Passed Unanimously**

**4. Action: Approve the submission of the ninth year Local Plan Modification of the Monterey County WIB's five-year plan to the State of California for Program Year 2008-09.**

Since the WIA is not re-authorized, Mr. Werner stated that local WIB's are required to submit modifications to their 5-year local plan. The WIB's plan reflects the WIA allocations for Adult, Dislocated Worker and Youth. The expenditures are rolled up with the operating expenses. At present, the WIB's plan is compliant with the requirements of SB293. A copy of the plan was submitted to the State on October 30, 2008 and a signed copy will be sent upon approval from the WIB and Board of Supervisors. Mr. Bernahl inquired about the 30-day comment period and Ms. Esquerra stated it started on November 3 and no comments were received. Mr. Werner explained the modifications include new policies adopted by the WIB, information on the 3-tiered service levels, industry clusters and the One Stop Operators, participant and budget plans and implementation of the Common Performance Measures.

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

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**5. Action: Approve the submission of a \$500,000 proposal for the Employment Development Department and CA Workforce Investment Board, Governor's Gang Reduction, Intervention and Prevention solicitation.**

The Governor released a solicitation for the purpose of helping to reduce gang involvement, and provide intervention and prevention for at-risk youth. Mr. Werner stated the WIB applied for this grant last year, but was not successful. We are applying for the grant this year for \$500,000. For those who were awarded the grant last year, they need to have spent 80% of their grant to reapply for additional money. At present, very few jurisdictions have spent 80% of their grant funds. This will improve our chances of being funded. With this grant, we are proposing to serve 100 at risk youth, ages 18 to 22 years old, through a collaboration of multiple agencies. The Office for Employment Training will be responsible for case management and administration. The Probation and Sheriffs Departments are part of a task force that will be involved in different elements of the grant. We are looking at how we can solve the gang issues in Monterey County. Mr. Cushman inquired about the grant qualifications. According to the Department of Justice (DOJ), California has 3,700 gangs with more than 420,000 gang members concentrated in specific areas of the state. Mr. Werner stated that Monterey County was identified as a designated High Intensity Gang Activity Area, which provides an advantage of 5 points for the grant. Ms. Leffel inquired about the partners and whether or not the proposal identified how the money will be distributed. Mr. Werner stated the existing youth programs at Silver Star, Rancho Cielo, Turning Point and other local community youth centers are a closely-knit group that has existing partnerships and structures in place. Should we receive the grant award, we can develop an infrastructure to identify which partner would work most effectively for job training.

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

**Second:** Mr. Weakley

Mr. Cushman inquired if the grant was submitted by the deadline and Mr. Werner stated yes.

**Motion Passed Unanimously**

**6. Action: Approve the submission of a demonstration grant for \$1,000,000 to the U.S. Department of Labor, Employment and Training Administration that targets the employment and training needs of pregnant and parenting young mothers.**

Mr. Werner stated that this grant is a solicitation for the U.S. Department of Labor. They typically reserve 5% of WIA funds on a national level to do demonstration grants. The goal of this solicitation is to implement strategies, including job training, supportive services, education and placement for the targeted population. A total of \$5 million in demonstration grant funds is available, with a maximum award of \$1,000,000 for each grantee. Eligible applicants include One-Stop Operators who have existing partnerships with a Workforce Investment Board. OET plans to integrate the Cal Learn program, which works with teens and parenting moms. Mr. Weakley inquired about the cost per participant, which is estimated at \$10,000 per client. He stated that's a lot of money needed to support self-sufficiency. Mr. Werner stated that most often teen moms live in poverty for 20 years. This grant opportunity may break the cycle. The grant period is also 18 months long. The cost also includes 10% in administrative costs and one coordinator.

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

**Second:** Ms. Webster

**Motion Passed Unanimously**

**7. Action: Approve the participation and expenditures associated with the attendance of 5 WIB members to attend the National Association of Workforce Boards conference in Washington DC on March 7 – 10, 2009.**

Mr. Werner stated that four members of the WIB's Executive Committee have agreed to attend the NAWB conference in DC. They include Mr. Bernahl, Ms. Leffel, Ms. Carrillo and Ms. Webster. Mr. Werner is seeking approval to ask one more from the WIB and the committee agreed to approve the expenditures associated for 5 WIB members to attend the conference.

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

**Second:** Ms. Leffel

**Motion Passed Unanimously**

**8. Information: Discussion regarding the recertification of the Monterey County WIB by the State of California.**

Mr. Werner stated that the Governor requires local WIB's to complete a recertification and self-certification form every 2 years. This process certifies a local board for each area in the State after determining that the composition of the board meets the required membership criteria and performance standards for recertification. Copies of the completed forms were sent to the State. Mr. Bernahl inquired about the board composition requirements and Ms. Esquerra stated the business majority must be greater than 50% and the labor representatives must be at least 15% of the entire board or 10% for areas unable to meet the labor minimum. Mr. Bernahl inquired if any members are not meeting the attendance requirement and Ms. Esquerra stated the majority of members are compliant. Ms. Leffel requested an update on the attendance at her next Oversight Committee meeting. Ms. Leffel stated that she discussed with Mr. Robinson regarding the lack of MIS data provided at the meetings. Mr. Bernahl requested that an item be added to the next Executive Committee meeting agenda regarding a letter to Mr. Robinson regarding the lack of MIS data. Mr. Brower recommended that the letter be sent on behalf of the full board to Mr. Robinson. Ms. Leffel stated that her committee has offered to move the meetings to coincide when the data is available. She also requested that the data be provided before the meeting; rather than a handout. She wants the record to reflect whether the MIS data is available. For the upcoming WIB meeting, Mr. Bernahl requested that the chairs give updates in terms of what is going on in their respective committees. Mr. Bernahl requested that issues like these be brought to the meetings so they can be discussed openly. Upon inquiry, Mr. Werner stated that the Office for Employment Training (OET) is the administrator of MIS and fiscal data. The WIB can require the receipt of information in a manner that is timely and accurate for presentation to the WIB and it's subcommittees. Mr. Bernahl requested that Ms. Leffel provide an update to the WIB

meeting regarding the status of this issue. Mr. Bernahl invited the MIS administrators to attend the Executive Committee meeting. Ms. Leffel inquired if the grants were posted online. Mr. Werner stated the posting of grants is standard practice for the WIB.

**9. Information: Discussion regarding the notice received from the Employment Development Department (EDD) regarding the discontinuance of EDD's physical presence in the City of Monterey.**

Mr. Werner stated that the EDD office in Monterey has been in existence for over 28 years. This office is considered a stand-alone center and over the last 5 years, it was sparsely attended by the public. The time has come that the State decided to close this center. According to the attached EDD correspondence, they have included several options of services. The primary UI telephone will be located at the Salinas One Stop for individuals to use to make arrangements for their unemployment benefits. Mr. Weakley stated that Shoreline has offered space at their Marina site, under their satellite proposal. Mr. Werner briefly described the services offered by EDD to include a job club for professional workers, CalJobs listing online of open positions throughout the State, unemployment data, tax information and services for veterans. Mr. Cushman inquired if OET can provide this information and Mr. Werner stated yes, but they have to be trained. Mr. Cushman stated that this is a bad time to close an EDD Employment Center due to the increase in unemployment. Ms. Leffel stated that EDD should've been located at the Seaside One Stop. Mr. Cushman stated that it's worth the conversation because its much more convenient to have an EDD branch located at both the Seaside and Salinas One Stops. Mr. Bernahl inquired if Mr. Werner had conversations with EDD to provide services at the Seaside One Stop. Mr. Werner stated yes and that it's on the Planning Committee meeting agenda to be discussed this week. Mr. Cushman inquired if the WIB had authority to require EDD's presence at the Seaside One Stop and Mr. Werner stated no unless they update their memorandum of understanding.

**10. Information: Update regarding the WIB's Employer Recognition event on Oct. 23, 2008 in partnership with MCCEPD.**

Mr. Bernahl reported that he enjoyed the recognition event. Ms. Webster stated that she missed seeing the employees being recognized, as done in the past. Mr. Werner stated that the partner agency is sensitive about disclosing the nature of a person's disability. Should the WIB decide to host another event, Ms. Webster recommended that we include the employees to show how they have adapted to the work environment just like everyone else. Mr. Werner thanked the board members for their support at the event and acknowledged the publicity received from the event to include a featured article in the Herald and a post-ad in the Monterey County Weekly that featured the youth that was awarded a \$500 scholarship from the Office for Employment Training.

**11. Information: Discussion regarding the 2008 WIB Retreat work plans and status of timelines.**

Mr. Bernahl thanked the workgroup leaders for finalizing their work plans with timelines. He stated the tasks listed are mostly ongoing and big picture activities. He recommended that the members read the status and timelines just put together for their meeting. Mr. Bernahl stated that there is so much information; it is great to look at. Mr. Cushman inquired about the work plans for the Economic Development and Educational Partnerships group and Ms. Leffel stated the handout provided is the latest copy. She reviewed the status of the tasks listed and reported on the joint OEDC and WIB subcommittee meetings. She had a discussion with Mr. Robinson in which he asked her if the subcommittee is worth convening since the only people meeting are the WIB members. Ms. Leffel stated that Mr. Doug Garrison is an awesome chair and she reported that Ms. Webster has embraced the Work Readiness Certification program, which is key to getting employers involved. Ms. Leffel stated that there is an ongoing need for labor market studies. Mr. Cushman agreed and reported that this is the first time that Pebble Beach Company is not running a recruitment ad in the Monterey County Weekly. Also, the US Open is scheduled for January 2010 and employers will be gearing up to staff their organizations. Ms. Leffel requested that the WIB work on building a matrix similar to the Building Industry developed by Ms. Flinn on the WIB staff. Ms. Leffel asked WIB staff to send the matrix to Kim Ha with the Monterey County Business Council (MCBC) to figure out a way to analyze where the training programs exist. Mr. Bernahl stated that the Employment Training Program List is very helpful and it provides training statewide. Ms. Leffel stated that she is looking for a portal to upload training providers with their course offerings. Mr. Werner inquired if MCBC can serve as a portal for this through the Clusters project and Ms. Leffel stated yes.

**ANNOUNCEMENTS OF EVENTS OR SERVICES:**

Ms. Leffel provided an update regarding the proposal to be funded by the Economic Development Association (EDA). She is working with CSUMB and Ms. Mary Claypool to get the grant completed to raise \$150,000 to do a planning study, which will help to make way for a \$5-8 million dollar building project. The project will involve a center for innovation and economic development. She reported on the New School of Business at CSUMB. Mr. Bernahl requested that he would like to hear testimonials from the people and businesses served throughout our system at the next WIB meeting. He requested that the chairs provide status reports on their committees as well. Ms. Carrillo stated at the last Youth Council meeting, DOL provided a presentation regarding the development of a study for migrant seasonal farmworker youth. They stated that they are impressed with our Youth Council. Ms. Webster stated the WIB Healthcare labor market study helped her to get into a position to become the chair of the Workforce Development Committee on the California Hospital Association. Mr. Bernahl announced the next Executive Committee meeting on Dec. 15 and the next WIB meeting on Dec. 3, 2008.

**ADJOURNMENT:**

**Motion:** Ms. Webster motioned to adjourn the meeting.

**Second:** Mr. Weakley

**Motion Passed Unanimously**

**Mr. Bernahl adjourned the meeting at 5:07 pm**