

ADOPTED
Minutes of the Monterey County Workforce Investment Board
Executive Committee Meeting
Monday, May 18, 2009, 3:30 pm.

Seaside One Stop, 1760 Fremont Boulevard, Building D-2, Seaside, CA 93955

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Bob Brower	Business
Robert Weakley	Business
Mary Ann Leffel	Business
Erik Cushman	Business
Diana Carrillo	Center for Employment Training
Joseph Werner	WIB Executive Director, <i>Ex-Officio Member</i>
MEMBERS ABSENT	REPRESENTING
Joanne Webster	Business
OTHERS PRESENT	REPRESENTING
Marleen Esquerria	WIB Staff
Miguel Banda	WIB Staff
Stephanie Shonley	WIB Staff
Delfia Knighton	WIB Staff
Mary Concepcion	Arbor Career Center
Wil Moore	Shoreline
Rosie Chavez	Turning Point
Lynda Dunn	Office for Employment Training
Harry Gamotan	Office for Employment Training
Ignacio Pondo	Hartnell College

CALL TO ORDER/INTRODUCTIONS: Mr. Bernahl called the meeting to order at 3:41pm. 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 approved to pulled action items 8 and 9, due to the lack of WIB membership applications for Mr. Blas Barroso and Mr. Ken Scherpinski. Mr. Bernahl approved the budget and participant handouts for item #15 to approve the \$500,000 transfer in WIA funds for FY 2008-09.

PUBLIC COMMENT: None.

BUSINESS MEETING:

1. Action: Approve the minutes of the March 16, 2009 Executive Committee meeting.

Motion: Ms. Carrillo motioned to accept the minutes, as stated.

Second: Ms. Leffel

Motion approved unanimously

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

Motion: Ms. Carrillo moved to accept the action as stated.

Second: Mr. Weakley

Motion approved unanimously

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

Motion: Ms. Leffel moved to accept the action as stated.

Second: Ms. Carrillo

Motion approved unanimously

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

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Weakley

Motion approved unanimously

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

Motion: Ms. Carrillo moved to accept the action as stated.

Second: Ms. Leffel

Motion approved unanimously

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

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Weakley

Motion approved unanimously

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

Motion: Ms. Leffel moved to accept the action as stated.

Second: Ms. Carrillo

Motion approved unanimously

8. Action: Review the credentials and act upon the nomination of Blas Barroso, representing Labor Organizations.

Due to the lack of WIB membership applications, this item has been deferred to the next Executive Committee meeting.

9. Action: Review the credentials and act upon the nomination of Ken Scherpinski, representing Labor Organizations.

Due to the lack of WIB membership applications, this item has been deferred to the next Executive Committee meeting.

10. Action: Accept the American Recovery and Reinvestment Act of 2009 Rapid Response funds in the amount of \$292,724.

Mr. Werner reported that Rapid Response (RR) funds are technically part of Dislocated Worker funds. The funds are used to provide assistance to employers and groups of workers affected by mass layoffs and permanent business closures. Now, the services associated with supporting businesses from closing are allowable and are consistent with ARRA activities to preserve jobs. Mr. Bernahl inquired about any positive stories that have turned around businesses as a result of the RR activities. Mr. Werner stated that the WIB has sponsored cluster projects and labor market studies. In addition, we received a \$500,000 grant implemented through SBDC where we hired special consultants to analyze target markets to determine service strategies to create a return on investment on \$3 million dollars. This year we ran out of Rapid Response funds in March. These funds will allow us to continue the services. Mr. Bernahl stated it would be nice to come up with some start to finish stories of how effective the RR services are. Testimonials are great to see from a business standpoint. Mr. Werner stated the services that come out of the One Stop are generally focused on when businesses are closing. Those services are not really job preservation services. Mr. Gamotan stated his primary focus is working with businesses that are closing or have major layoffs. Mr. Bernahl stated it would be good to have the information to highlight the amount of work done in the community. Mr. Weakley stated at the Planning Committee meetings, he reviews the Rapid Response activities and logs.

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Brower

Motion approved unanimously

11. Action: Approve the submission of a \$1,000,000 American Recovery and Reinvestment Act grant application to the State of CA Employment Development Department for a California Green Jobs Corps proposal.

Since approving the four-county consortium at the last meeting, Mr. Werner reported that the consortium is in the process of bringing in Santa Cruz and San Benito Counties. The State of CA EDD released a solicitation for proposals for qualifying regions to apply. Applicants are encouraged to work with the Conservation Corps and City Core to train a minimum of 100 youth ages 16 through 24. Monterey County will serve as the lead applicant and fiscal agent, which include 10% of the grant for administrative purposes. Plans are underway to collaborate with Hartnell College and their green build program. Mr. Werner introduced Ignacio Pondo of Hartnell College. He is taking a leadership role on developing the construction course. Additional partners include Rancho Cielo and their crews. Ms. Dunn through OET will do the outreach and recruitment. This grant requires a \$1 million cash or in-kind match. Each of the four-county areas will receive \$225,000 and Monterey County will receive an additional \$100,000 for admin. The in-kind contribution will be kept in-house. A portion of the ARRA funds would go to support Hartnell College, the Boys and Girls Club, Big Sur Land Trust, and Rancho Cielo. The proposal aims at supporting new green projects. Mr. Werner expressed special thanks to the WIB staff; Ms. Esquerra, Ms. Shonley and Mr. Banda as well as Ms. Dunn from OET, and the other counties who plan to support the grant. The grant will pay the wages of a minimum of 100 youth over a period of 20 months.

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Brower

Motion approved unanimously

12. Action: Approve the submission of the Disability Program Navigator grant for Program Year 2009-10 for the 7th year in the amount of \$90,000.

Mr. Werner stated this grant would fund the portion of an OET analyst and navigator who works at the Salinas One Stop to coordinate with partners to identify those with disabilities who need training and supportive services. The grant has several deliverables, which include reaching out to the business community and providing information such as tax benefits. The program also supports the recognition event.

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Cushman

Motion approved unanimously

13. Action: Approve the submission of a letter of request for technical assistance to the California Workforce Association (CWA) for Employment Training Panel (ETP) consultant services.

Mr. Werner stated that CWA received a \$250,000 grant from ETP to link local boards to utilize ETP. The funds furnished under ETP are tax dollars contributed from businesses set aside to be returned to businesses to provide training for new and incumbent workers. To lessen the administrative burden, CWA is encouraging local areas to submit a letter of intent seeking support through a consultant to minimize the risk. We are hopeful to gain businesses and economic development agencies to reach out and train workers. We will be hopeful to train staff to develop infrastructure and marketing strategies successful to implement the program.

Motion: Ms. Leffel moved to accept the action as stated.

Second: Mr. Brower

Under discussion, Ms. Carrillo inquired about the successfulness of the program. Mr. Werner reported on several businesses such as Pebble Beach, Dole, and others who used ETP for training. Ms. Leffel stated the training is needed by small businesses. The Monterey County Business Council was in place to serve small businesses, but someone has to administer the program and its labor intensive. Ms. Leffel stated the City of Santa Ana had a staff that provided economic development and completed the paperwork for businesses. Mr. Cushman suggested using the extra funds saved from the Green Jobs Corps grant to administer ETP. Mr. Werner stated that four local boards would be selected to receive technical support with the opportunity to send staff to sit in on the training. A second round of funding will be offered in the fall.

Motion approved unanimously

14. Action: Review and approve the media proposals and funding recommendations from the Ad&PR Committee for the promotion of the Summer Youth Employment Program.

Mr. Werner thanked Mr. Chris Chidlaw for reaching out to the media to get proposals for the most effective recommendation to Ad&PR. This recommendation funds a \$7,000 proposal with KION/KCBA to broadcast six (6) 15-second TV commercial spots, \$6,400 to fund a radio campaign through KWAV to air for four (4) weeks starting on May 18 and \$1,500 for print advertising with the Monterey County Weekly to run two ads on May 21 and 28 to promote the SYEP activities funded by ARRA. Mr. Bernahl stated KSBW has 3 times the reach compared to KION/KCBA. The members asked that KSBW be considered in future proposals. Ms. Dunn reported on the progress of SYEP. OET has received sufficient businesses and a total of 1,700 youth applications were received as of today. Ms. Dunn stated 500 jobs would be available. The members inquired as to how many are private sector businesses. Ms. Dunn stated that many are not private sector. For example, 75 to 80 youth will attend Hartnell College for a special project. Mr. Cushman asked for clarification on the number of youth eligible. Ms. Dunn reported that 200 worksites have been logged into the system to date. There are often two or more jobs at one worksite. The positions are special in nature to include an educational component. The members encouraged reaching out to the private sector. Ms. Leffel explained the importance of keeping a good database to keep track of the program to measure how effective it is. Mr. Bernahl stated the SYEP would be a good idea and message to promote. In the future, Mr. Bernahl requested that the Executive Committee prior to the broadcast review all media campaigns. Ms. Esquerria stated when the spots are completed; they can be emailed to the members prior to release.

Motion: Mr. Brower moved to accept the action as stated.

Second: Mr. Weakley

Abstained: Mr. Cushman

Under discussion, Ms. Leffel stated that she admired the fact that WIB staff took the initiative to promote the SYEP program, based on the news she heard in Washington to spend the ARRA funds quickly and wisely. Upon inquiry, Ms. Dunn stated she was not sure about the number of private sector worksites. She stated that Mr. Powell thinks its 50 – 50. Upon inquiry, Ms. Dunn stated OET keeps the worksites to a minimum because there are so many others to serve. In addition, it is the choice of the youth to pick their jobs. Mr. Werner stated the Youth Council chair submitted questions for a status report update at the next Youth Council meeting.

Motion approved unanimously

15. Action: Review and approve the transfer of \$500,000 in WIA funds from DW to Adult Programs for FY2008-09.

Ms. Dunn reported on the transfer request. The funds would be charged to initial core services for customers coming into the One Stop system. In addition, due to the subcontracts a substantial portion of the adult funds is reduced. Ms. Dunn explained the reporting of the LWIA plan that includes projected participant numbers and the budget. She stated this request describes a change to the original plan. Ms. Dunn stated that there are twice as many customers than what was reported last year. Ms. Dunn stated the figures vary from year to year depending on reported layoffs and how often they occur. Ms. Leffel stated it would help to make a comparison if we had last year's numbers to determine the adjustments. Ms. Dunn reported on the comparison for the budget plan summary for adult and dislocated workers. She stated that OET has adjusted the figures or otherwise call it creative accounting. Mr. Bernahl asked Ms. Dunn to elaborate on her statement. Ms. Dunn stated when she says creative accounting; she means that OET is doing their best to allocate the funds where they are best spent. Ms. Dunn stated the need for flexibility is vital to the customers OET serves. Ms. Dunn stated that it is important that our area spends a minimum of 80 percent. Upon inquiry, Ms. Dunn stated the plan has no more than 10 percent reserved for admin functions. At this point, OET and WIB have both spent only 7%. Mr. Bernahl stated as we go forward it is important to discuss adjustments to the budget.

Motion: Mr. Brower moved to accept the action as stated.

Second: Ms. Leffel

Motion approved unanimously

16. Action: Approve the WIB retreat for August 5, 2009.

Mr. Werner stated the WIB Retreat is typically scheduled during the first meeting after the start of the fiscal year. With the Executive Committee's approval, WIB staff will move forward with planning the Retreat. The members requested that all vacancies be filled by the date of the meeting. Additionally, the members requested that WIB staff send out an email to check the availability of all the members to inquire if the August 5, 2009 date works.

Motion: Mr. Weakley moved to accept the action with a recommendation to query the full WIB on their availability to meet for the WIB Retreat on August 5, 2009.

Second: Ms. Leffel

Motion approved unanimously

17. Information: Review the recommendations for the utilization of the ARRA Youth, DW, Adults, and RR funds.

Mr. Werner stated the attached ARRA funding recommendations were reviewed by the OEDC/WIB Joint Committee for comment and suggestions. Mr. Werner stated that he gave an oral presentation first then followed up with the recommendations in writing. The recommendations were discussed and approved with some caveats. Mr. Bernahl requested to hear highlights from the joint meeting from both Mr. Werner and Ms. Leffel. Mr. Werner reported on the youth funding recommendations to include SYEP. Upon inquiry, Mr. Werner stated the \$2.8 million in youth funds could be used for summer and year-around youth programs. He anticipates that approximately \$2.2 million will be used for SYEP. For the adult programs, \$140,000 is reserved for the CNA program. There is a significant need for vocational and life skills training. Mr. Werner stated that MPC has developed curriculum for life skills. Both community colleges have reached out to provide vocational and life skills. Mr. Werner stated if OET does not want to provide it during their work experience component, then we will work with the community colleges to get individuals into the labor market. The plan is to get a commitment from employers to allow participants to work 2-3 days a week through On-the-Job Training contracts. The participant's wages are reimbursed 50 percent. Ms. Dunn stated the benefits of work experience and OJT is that it provides businesses the opportunity to see if having a worker for 6 months helps to increase their profit margin. Mr. Cushman inquired about what is taught in the life skill class. Mr. Werner stated skills on how to interview, build/write a resume is included. Ms. Dunn stated that she would like to expand their program to provide different support to customers to pay their wages while going to school. She stated that the supportive services policy will be brought to the WIB to loosen up. Mr. Bernahl stated that he thinks this program is fantastic and creative. He recommended that it be closely monitored to find out where the participants end up. Mr. Bernahl stated this would make a great success story. Mr. Werner reported on the dislocated worker programs to include the community restoration project. He explained the work and special projects that could not otherwise be done. Examples include inquiring with the cities to submit projects from their areas of the county to spread the resources. The prevailing wage may be paid. Mr. Bernahl inquired if it made sense to pay the prevailing wage. Mr. Werner stated the prevailing wage is \$12-18 per hour. Ms. Leffel stated instead of keeping one who has a job, she suggested filling it with a dislocated subsidized worker. Ms. Dunn reported that other states are placing recently unemployed people. Mr. Weakley stated the Boys and Girls Club in East Alisal would be a great community restoration project. Mr. Werner reported on the ITAs and OJTs. Ms. Dunn reported that she is contracting with the Salinas Adult School to work with two full time instructors at the Salinas One Stop to provide ESL and GED training, administer WorkKeys assessments, and WIN training. She negotiated a 2-for-1-instructor deal. Mr. Werner stated the ARRA matching funds could be used for grants such as the Green Jobs Corps. The Lay-off aversion may include a bid for services for consultants who have expertise in providing services to businesses. Ms. Leffel stated that she has some economic development ideas to include in the list of lay-off aversion projects. Mr. Werner stated the recommendations will be brought to the Planning Committee for further discussion. Ms. Leffel agreed to email the economic development ideas to add to the recommendation prior to the Planning Committee meeting. Upon inquiry, Ms. Leffel stated the OEDC/WIB joint committee meets on the first Tuesday of each month at 2:30pm. Mr. Bernahl requested that Ms. Leffel connect with Mr. Cushman to work out the details for him to attend.

18. Information: Update regarding Monterey County's LWIA performance for program year 2007-08.

The member's congratulations all the providers for achieving successful performance outcomes.

19. Information: Update regarding the 2008 WIB Retreat work plans.

Mr. Bernahl stated that he and Mr. Cushman would connect to draft a letter to the Board of Supervisors. Ms. Leffel stated that she is still concerned about the lack of availability of the VOS vendor. Mr. Bernahl requested an email update from Ms. Dunn on the status of the VOS and MIS system issues with potential resolutions. Mr. Bernahl also requested access to the VOS system.

ANNOUNCEMENTS OF EVENTS OR SERVICES:

Ms. Leffel announced on June 8 a Small Business Financing Workshop will be offered with SBA and USDA. A panel of local bankers will be present. In addition, on June 18 the Monterey County Business Council's annual economic forum is scheduled. The plan is to honor small businesses in the county that have survived and thrived.

ADJOURNMENT:

Motion: Mr. Weakley motioned to adjourn the meeting.

Second: Ms. Leffel

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 5:50pm