

ADOPTED
Minutes of the Monterey County Workforce Investment Board
Executive Committee Meeting
 April 19, 2010 – 4:00pm
 Monterey County Business Council, 1732 Fremont Blvd., Seaside, CA 93955

MEMBERS PRESENT	REPRESENTING
Erik Cushman	Business
Joanne Webster	Business
Diana Carrillo	Migrant and Seasonal Farm Workers
Mary Ann Leffel	Economic Development
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
MEMBERS ABSENT	REPRESENTING
David Bernahl	Business
Robert Brower	Business
Robert Weakley	Business
OTHERS PRESENT	REPRESENTING
Rod Powell	OET
David Lundberg	Santa Cruz County WIB
Yuri Anderson	WIB Staff
Miguel Banda	WIB Staff
Marleen Esquerra	WIB Staff
Gloria Torrez	WIB Staff

CALL TO ORDER/INTRODUCTIONS: Mr. Cushman called the meeting to order at 4:15pm. He welcomed those in attendance and called for introductions. A quorum was established.

CHANGES TO THE AGENDA: None

PUBLIC COMMENT: None

BUISNESS MEETING:

1. Action: Approve the minutes of the March 24, 2010 Executive Committee meeting.

Motion: Mr. Webster moved to accept the minutes, as stated.

Second: Ms. Leffel

Abstention: Ms. Carrillo

Motion Passed Unanimously

2. Action: Accept the resignation of Robert Harper, representing Education, from the Youth Council, effective March 31, 2010.

Mr. Cushman asked why Mr. Harper had resigned. Ms. Flinn replied that he accepted a position with the Campbell Union High School District.

Motion: Ms. Leffel moved to accept the motion, as stated.

Second: Ms. Carrillo

Motion Passed Unanimously

3. Action: Accept the resignation of Diane Berry-Wahrer, representing the Department of Rehabilitation, from the WIB effective April 1, 2010.

Motion: Ms. Leffel moved to accept the motion, as stated.

Second: Mr. Webster

Motion Passed Unanimously

4. Action: Concur with the March 18, 2010 CTTR action to approve a reimbursement of \$10,000 to the Monterey-Santa Cruz Counties Building Trades Council.

Mr. Banda stated that 13 students, including 4 women are moving on to the carpentry portion of the training. He added that the program has partnered with Habitat for Humanity. Ms. Leffel asked if all participants were from Monterey County. Mr. Banda answered yes, stating that the majority are from the Seaside area. Mr. Cushman asked what the capacity of each cohort was. Mr. Banda replied that the program aims for 15 per cohort, which allows for some attrition.

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

Second: Ms. Webster

Motion Passed Unanimously

5. Action: Concur with the April 2, 2010 Community Outreach Committee (COC) action to approve \$3,000 sponsorship of the Monterey County Business Council “Best Places to Work” annual event.

Ms. Esquerra presented the motion, stating that this would be the third time the MCWIB had sponsored the event, which is being held on June 25. Ms. Esquerra commented that the money will be spent on marketing the event. Ms. Webster asked if there is an extra fee for board members to attend. Ms. Esquerra replied that there usually isn't, but she would ask.

Motion: Ms. Webster moved to accept the motion, as stated.

Second: Ms. Carrillo

Abstention: Ms. Leffel

Motion Passed Unanimously

6. Action: Concur with the April 2, 2010 COC action to approve the expenditure of \$15,000 to promote the 2010 Summer Youth Employment Program.

Ms. Esquerra stated that this year's summer youth employment program will serve 1,200 youth. She added that the money will be spent on print, radio, and television advertisements. She also stated that she will be able to track visitors to the WIB website. Ms. Leffel offered to distribute information regarding the program at the MCBC/AMBAG economic forum.

Motion: Mr. Leffel moved to accept the motion, as stated.

Second: Ms. Leffel

Abstention: Ms. Cushman

Motion Passed Unanimously

7. Action: Concur with the April 2, 2010 COC action to approve the expenditure of \$9,600 to promote the One-Stop Career Center.

Ms. Leffel commented that she has seen the airport belts with advertisements. She continued by saying that although it is an unusual concept it could bring in clients. Mr. Cushman asked if a conflict of interest would be created if the WIB approved the action because the proposal was submitted by a company owned by a board member. He then asked how the proposal was recommended to the WIB. Ms. Esquerra replied that Mr. Chidlaw presented the proposal to Ms. Dunn who suggested that he present it to the WIB. Mr. Cushman expressed the view that talking to employers is a better way to spend the money. He would prefer our services not be the experiment for this type of marketing. Ms. Leffel asked if there was a way to track how many people would come to the One-Stops from the belts. Ms. Esquerra commented that the tracking will be from the website. Ms. Webster asked if the conveyer belts could be modified to promote new programs. Ms. Esquerra replied that they could. She commented that they would promote the Summer Youth Employment Program and all of the One-Stop services. Ms. Webster expressed her concern that placing the belts in stores in Salinas would be too narrow an audience. Ms. Carrillo asked if ads would be bilingual. Ms. Esquerra replied that they will be available in Spanish and English. Ms. Webster asked if there would be an additional expense for the design of the belts. Ms. Esquerra stated that she was unsure, but she would email the committee the details. Ms. Webster recommended that brochures of the One-Stops be made available at the sites. The committee requested the following information: what the content of the ad will be; feedback or testimonial of previous users; and whether the cost of the design was included in the quote.

Motion: Ms. Carrillo motioned to table the item pending the provision of additional information

Second: Ms. Webster

Motion Passed Unanimously

8. Action: Review and approve the WIB response to the Monterey County Board of Supervisors (BOS) regarding the PY2008-08 WIB Annual Report.

Ms. Flinn explained that members of the BOS had requested additional information on the WIB's annual report. They were specifically interested in employment wage data, what jobs are provided to dislocated workers, and additional information on geographic distribution of services. Ms. Flinn stated that historically 93907 zip code has been a problem since residents can say that they are from Salinas even when they live within in the boundaries of North County. She added that increasing services in North and South County are priorities. Ms. Leffel commented that wages in Monterey County tend to be low due to the agriculture and hospitality industries. Mr. Cushman asked that WIB staff submit a report in June to the BOS. Ms. Flinn added that she will not be able to add the performance data until after October but she is committed to preparing the narrative of the report by June.

Motion: Ms. Webster moved to accept the motion, as stated

Second: Ms. Leffel

Motion Passed Unanimously

9. Information: Discussion regarding the April 13, 2010 joint meeting with the Santa Cruz County WIB Executive Committee.

Ms. Flinn introduced David Lundberg, Santa Cruz County WIB Executive Director. Mr. Cushman explained that the Monterey and Santa Cruz County WIB's had met to discuss opportunities for collaboration. He continued to say that they discussed grant opportunities the two counties might collaborate on and the relationships with One-Stop Operators. Mr. Cushman stated that he would like to see consistency among the regional operations in recruiting businesses and clients. Mr. Lundberg stated that every county has a different name for their career centers. He stated that having a recognized name among the counties could create consistency in the way a participant feels about workforce services in the region. Mr. Lundberg commented that he would like to continue the monthly meetings. Ms. Flinn commented that another opportunity for collaboration would be labor market studies. Ms. Webster asked how

many residents commute across counties to work. Mr. Lundberg stated that according to 2000 census data about 5,100. Mr. Cushman asked the committee to provide him with any questions and input.

10. Information: Discussion to outline a draft 2010-11 MCWIB strategic work plan.

Ms. Flinn provided an updated to PY09-10 strategic work plan. She added there is a drafted plan for PY10-11. She plans to add it to the agenda for May. The committee agreed to have a full Board meeting on June 2, 2010 and strategic planning meeting in July date to be determined. Ms. Anderson commented that she will email board members possible dates.

11. Information: Presentation on regulations outlining the MCWIB's responsibility and authority to ensure the operation of a One-Stop Career Center.

Ms. Anderson stated that while working with WIB member to revise the MOU she was asked to include a presentation to the Executive Committee on the responsibility and authority of the WIB to operate One-Stop Career Centers. She first explained the difference between the One-Stop delivery system and the One-Stop Career Centers. The WIB is responsible for overseeing the delivery system which must include at least one career center. Additionally, the WIB has the authority to designate One-Stop Career Center Operators. Mr. Cushman stated that the delivery system depends on services provided and there is a possibility to grow the system by changing the structure. Mr. Cushman asked Ms. Anderson to email the committee the organization chart that had been developed as part of the MOU.

12. Information: Discussion on strategic efforts to identify and recruit candidates to fill MCWIB vacancies.

Ms. Anderson presented a matrix to assist the WIB in its effort to recruit new members. Ms. Leffel stated that applications have been received and will be brought to next month's meeting. Ms. Webster commented that the chart is very helpful. She added that board members should be recruiting new members. Ms. Webster asked why some board members are not assigned to subcommittees. Ms. Flinn replied that WIB bylaws state that subcommittee assignments need to be approved by the WIB Chair. Ms. Webster recommended that the assignments be added to the Executive Committee agenda.

13. Information: Update to Executive Committee 2010 meeting calendar.

Ms. Anderson explained that the conference room at the Seaside One-Stop has been converted to a computer lab/interview space for participants; Executive Committee meetings will now be held at the Marina Public Library, with the exception of July 21 and September 15, which will be at the Monterey County Business Council.

ANNOUNCEMENTS OF EVENTS OR SERVICES: None.

ADJOURNMENT:

Motion: Ms. Carrillo motioned to adjourn the meeting.

Second: Ms. Webster

Motion Passed Unanimously

Mr. Cushman adjourned the meeting at 5:32pm