

**Notes**  
**Monterey County Workforce Investment Board**  
**Executive Committee Meeting**  
February 23, 2012; 8:00am  
Shoreline Workforce Conference Center  
249 10<sup>th</sup> Street, Marina, CA

**Members Present:** Anthony Aniello, Diana Carrillo, Cesar Lara and Mary Ann Leffel

**Members Absent:** Erik Cushman (excused), David Potter (excused) and Joanne Webster (excused)

**Others Present:** Rod Powell (OET), Rosie Chavez (Turning Point), Virginia Jameson (Supervisor Parker's Office) and Eric Johnsen

**Staff Present:** Joyce Aldrich, Jim Cook and Flor Galvan

**Call to Order/Introductions:** A quorum was not established, therefore discussion was held on agenda items.

**Changes to the Agenda:** None

**Public Comment:** None

**Committee Updates:**

- WIB Retreat debrief: Mr. Cook informed the members that the work program will be focusing on four primary themes.
  - Labor Market Analysis: Being intelligent about the system needs both from the employer and the participant. Sit down with the business community to engage and vet the information through them. Putting together focus groups and partnering with the Economic Development Committee to promote cross fertilization between the two groups.
  - Stronger Connection with Business Community: Moving from a social services model to a business model when approaching the workforce system. However, we not abandon the low and very low income people in the community who need the services we provide as a safety net.
  - Career Paths of Economic Opportunity: It is not enough to just place a person in a job but put them in a training opportunity and provide them with the education.
  - Enhancing Performance of the Overall System: Enhancing performance system-wide in a way that promotes open, honest communication. Unless there is true identification of the issues and opportunities, it is hard to move forward. We want to move toward a more collaborative model so when there is an audit, we share the audit and work with partners to address the findings and use the Oversight Committee as the new planning body to look at that information and participate in the enhancement program.

We will not formalize our work program until we complete the Youth Council Retreat and we are also recommending an Oversight Committee Workshop due to the reorganization of that committee, it is now financial and planning as well as the Oversight functions. They are the working committee that deals with aligning the resources in accordance with the broad base strategic plan. We want to make sure the work program is comprehensive in its approach.

Mr. Aniello suggested looking at clean industry due to the problems with the water issue in the Peninsula because you cannot put a manufacturing facility in this area. Mr. Aniello has participated in meetings with software companies that are willing to relocate to this area if we can find them a location at a reasonable price. Ms. Leffel suggested Seaside and Marina as possible locations. Ms. Leffel informed the members of another technology company with 100 personnel that is relocating to Ryan Ranch for the broadband capabilities.

Ms. Leffel stated she agrees with the four themes. However it is extremely beneficial if she has LMID information along with the County analysis since the information is repeatedly requested when doing Economic Development. She asked staff to provide this information to the WIB on a continual basis as this differentiates the WIB from any other organization.

Mr. Cook stated if we could use our position as Labor Market Experts to transmit the information out to the partners it enhances their ability to do their job that fits into the whole idea.

Ms. Leffel informed the members that she has two new potential members (stronger business connection). One is business and one is government, Community Development Director, Tom Truskowski from the City of Gonzales. Mr. Truskowski speaks daily with businesses in that area about the businesses needs. Ms. Leffel stated south county is very important and Mr. Lara agreed and stated membership is needed from someone in South County. Ms. Leffel stated Ocean Mist is another business that would like to place a member on the WIB who has a vast knowledge of finances. Ms. Leffel stated if Staff would inform her how many more members are needed she will be more than happy to locate members. Mr. Lara stated he has a potential member, the HR Director of NewStar who is interested in becoming a member.

Mr. Aniello asked Staff to put an action item on the agenda about the extreme need for recruiting membership. However, Ms. Leffel stated the WIB needs members that are employers of businesses. Mr. Aniello stated he would ask Peter Savale, General Manager of Porsche and BMW if he would be interested in becoming a WIB member as he knows business very well.

Ms. Leffel understands Supervisor Salinas' statement of continuing to serve participants however she feels the WIB went too far in that direction that the WIB lost sight of the business community and it would be good to go over the roles and responsibilities with each member.

Ms. Carrillo agrees with Ms. Leffel with the social and business aspect however stated that you really cannot serve that community without involving the business otherwise you keep them in social services. You have to involve business if you are going to truly serve the community.

Ms. Leffel stated that in other WIB jurisdictions, a requirement is drug testing participants. We pay an exorbitant amount to work with participants and send them out to jobs and the participants cannot pass the drug testing. When Target and Safeway opened they utilized 122 of our participants who passed the written test and only 14 of those participants passed the drug test. If you are a company and utilizing our participants it reflects negatively on us and shows that our participants are not qualified to do the work. She believes that if we want to be valuable to our community that is something the WIB should do.

Mr. Powell stated that they notify the participant if that is required by the employer. He explained that the drug testing can be done as part of supportive services however OET does not mandate this as it is a grey area and very personal.

Mr. Cook explained that the County did have a policy at one time wherein all new employees were mandated to take a drug test however challenges were made and the County did not want to challenge. It is a broader discussion and we would need to make sure it is in line with County policy.

Ms. Carrillo added that from the training aspect it is becoming apparent that there are more applicants that have a medical marijuana card so that becomes an issue because now we are having to explain to participants that they are not allowed to come to training if on medical marijuana. However many participants believe that because they have the card they are entitled to attend and can possess a job.

Ms. Chavez stated that Turning Point has an advantage because their participants are probationers/parolees and are notified that they will be tested prior to even working with the participant however if staff feels they are using they call the Probation Department or State Parole to provide the test.

Mr. Aniello stated that all his 5,000 employees and President, Vice President and CEO of the company were all required to take a drug test as part of employment.

Mr. Powell brought up the issue of the cost of drug testing. However Ms. Leffel felt that after spending \$4,000 on a participant and the participant is not able to retain a job then what was accomplished. Ms. Leffel states that the WIB really needs to start looking at it from the business perspective.

- Meeting locations consistency: Mr. Cook stated that Staff is looking at having the meeting at a set location. Oversight and Executive Committee's meeting will take place at Shoreline Workforce Development as it is a central location, does not have any parking issue and is relatively easy to get to. The WIB's meetings would be held at the Marina Library. It makes it easier for all involved as members know where to go and for staff it helps alleviate some of the work of calling around looking for a meeting location.

Ms. Leffel agreed that it would best as members are extremely busy and often are on auto pilot when attending meetings. Mr. Aniello and Mr. Lara also agreed with the meeting location consistency.

- Youth Council Strategic Retreat Update: Ms. Aldrich informed the members that Ms. Shonley, she and Ms. Carrillo are currently developing the Youth Council Strategic Retreat to be held on March 15, 2012 at Shoreline Workforce Development. It will be a great opportunity to work on strategies, developing purpose for this next year and the future. Also helping the Youth Council members understand their roles and responsibilities as well as what the vision, mission and goals are going to be next year. It will bring together Youth Council members so they really understand their purpose and really get engaged.

### **Business Meeting Calendar:**

1. **Action: Approve the minutes of the January 18, 2012, Monterey county workforce Investment Board Executive Committee meeting.** *Due to a lack of a quorum, this item has been deferred to the next Executive Committee meeting.*
2. **Action: Endorse the concept and agree to hold a special meeting of the Executive Committee for the review/approval of the Workforce Innovation Fund Grant proposal in the amount of \$3-6million over a 40-month period.** Mr. Cook informed the members of three remarkable grant proposals that the WIB is focusing on at the present time. One is what is called a "Pop-up One-Stop" which includes four to five phases. The initial phase is focusing on getting providers from behind the desk into the community by working with a community based organization by doing an in-depth assessment and outreach to the existing community residents in the area. Formulate the information as to whose lives in the area, what are the businesses and workforce needs, what are the skill sets of the workforce and work with the business technical providers to go in and assess the small business and develop a plan for growing the businesses and residents in the area. The next phase would be to help the residents/business with great ideas by sending them to CSUMB Business Innovation Center or other partnerships. The last phase is performing an evaluation after a certain time to create a model that you can utilize. Also, we submitted a grant application for building capacity in the field of geriatrics. Ms. Aldrich will be meeting with WIB Directors from San Benito and Santa Cruz County. We have had discussions with Ventura, Santa Barbara and San Luis Obispo about collaborating on this grant too.

Ms. Aldrich stated overall the grants' purpose is to be more creative, innovative and effective in building not only the services but the system overall so we have more sustainability when we are done with grants so we can continue forward beyond what this grant allows.

Type A: Project that has not been tested or tried is awarded \$1-3 million dollars over a 36-month period.

Type B: Project has been tried but has not evolved is awarded \$3-6 million over a 40-month period.

Type C: Project tried but needs to be grown and enhanced is a \$6-12million over a 40-month period.

3. **Action: Consider an Innovation grant fund proposal partnership with the Workforce Collaborative of California's Central Coast (W4C) supporting Ventura County as Lead applicant providing greater opportunity for Youth through a Youth Corps model focusing on older youth.** Ms. Carrillo stated that she and Ann Kilty attended a conference wherein Ventura Youth Corps facilitated a workshop and it was a wonderful presentation and is very supportive of the grant application. Ms. Carrillo would love to see a replicate of the same program here in Monterey County.

Mr. Cook advised the WIB has an opportunity to partner with other WIB's to implement a job core training program for the youth. Mr. Cook met with Manny Real, Chief Probation Officer for the Monterey County Probation Department and discussed the Silver Star Program. Mr. Real agreed to use the Silver Star Program as the fundamental structure for Monterey County's participation in the Youth Core venture. Mr. Real has also agreed to revise the service model to reflect additional outreach in South, West, and North County to broaden the geographic focus of the effort and has also agreed to discuss the possibility of

working not just with kids that are in crime or close to crime. The Silver Star Program is a delivery system that is already set up and working. Mr. Cook also met with Loyanne Flinn; Director of Development at Hartnell College who stated it is possible to set up a junior college mentoring program that will trail into that concept. Mr. Real has agreed to meet with Joyce Aldrich to convene a meeting with the participants in the program and the WIB would like to extend an invitation to Ms. Carrillo to participate in that dialogue. There is another opportunity to partner up with Ventura County on another application that Ventura County will be heading however by focusing on the Silver Star Program and addressing people served in the geographic areas we can solve a couple of different problems that popped up recently.

4. **Action: Request that WIB Consultant and Director of the Office for Employment Training develop plan of action for the utilization of Monterey County's Workforce Investment Act (WIA) Adult and Dislocated Worker formula fund allocations for Program Year 2011-12 towards training in the amount of \$363,843 for approval at the next meeting on March 21, 2012.** Ms. Aldrich informed the committee of her request to work with Barbara Verba, Director of OET to discuss and create a plan of action concerning the \$363,843 to be brought back before the Executive Committee for review. Mr. Aniello agrees that Ms. Aldrich move forward with implementing a plan of action.
5. **Action: Approve the submission of the Office of Statewide Health Planning and Development (OSHPD) Mini-Grant Application for the planning of a South County, high school, allied health and nursing career exploration fair.** Ms. Aldrich informed the committee that Ms. Shonley was presented with the mini-grant application and informed Ms. Aldrich that the WIB has applied for this grant in the past. Ms. Shonley would like to hold a South County health care career fair as South County does not have a funding stream to provide this to the residents. Ms. Leffel commented that we really need facilitators that are in each rung of the career ladder. Ms. Leffel mentioned speaking with Mee Memorial and Max Cuevas from Clinica de Salud about possibly supporting this event.
6. **Information: Staff Report – (a) WIB Bylaws, (b) Membership, (c) Oversight Committee Workshop.** Ms. Aldrich provided a Staff Report to the committee to keep them updated as to progress and behind the scene work. Staff is currently working on an amendment to the bylaws for clarification concerning the composition, appointments, Oversight and Planning committees merging and adding the Maddy Act language so there are no questions. The WIB wants to make sure there is a template for membership when member is not attending meetings. The WIB would like to plan an Oversight Committee workshop so members have a clear understanding of roles and responsibilities.

**Adjournment:** The meeting adjourned at 9:47am.