

Ricardo Olalde  
WIB Chairman

Rob Field  
Assistant County Executive Officer, EDA

Felicia Flournoy  
WIB Director

Thomas Donahue  
WIB Vice Chairman



Maria Muldrow  
CP Manager

Rilla Jacobs  
Secretary

*Infinite Opportunity, Lasting Prosperity*

## Executive Committee February 17, 2010

Chairman Ricardo Olalde called the meeting to order at 11:30 a.m.

### Members in Attendance

Ricardo Olalde	Thomas Donahue	Robert Little	Cindy Roth	Shelagh Camak	Lee Haven
Morris Myers	Robert Frost	Jamil Dada			

### Members Absent

Laurie McLaughlin					
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### Guests

Chuck McDaniel	Pueblo Foster	Charles Walker	Miriam Guerreo		
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### Staff

Felicia Flournoy	Maria Muldrow	La Tonya Johnson	Wendy Frederick	Pascual Guardado	Pat Ramos
Kathy Boyer	Rilla Freeman	Sheneka Gordon			

### **Administrative Item: 1.1 Approve December 16, 2009 Minutes**

**Motion: Approve the December 16, 2009, minutes.**

Moved by Cindy Roth Second by Lee Haven

Status Approved ; Ricardo Olalde and Thomas Donahue abstained

Discussion .

### **Administrative Item: 1.2 Council for Youth Development (CYD) Appointment of New Members**

**Motion: Approve the appointment of 3 new CYD members.**

Moved by Lee Haven Second by Shelagh Camak

Status Approved

Discussion The committee asked if the new members had been pre approved by the CYD and the response was yes. Carrie Harmon, Paula Payne and Guillermo Henry were approved for membership into the CYD.

### **Administrative Item: 1.3 2010 Summer Work Experience Program Funding**

**Motion: Approve the allocation of American Recovery and Reinvestment Act (ARRA) Youth funds for the operation of the 2010 Summer Work Experience Program (SWEP) and authorize the Director of Workforce Development or her designee, to negotiate and execute agreements within 10 percent of the funding recommendations.**

Moved by Lee Haven Second by Morris Myers

Status Approved

Discussion Of the \$9.4 million in funding received in, 2009, 70 percent of it was spent, as mandated by federal guidelines, within the year. There is \$3.9 million in funding remaining to run the 2010 summer program. Currently there is legislation in Congress for and additional \$9.5 million, which may increase our funding to \$13.4 million. The current proposal highlights a range of options to run the summer program from lowest to highest funding received. We will present the ranges to the Board of Supervisors and select the lowest range if the legislation does not pass Congress and have the option to move to a higher range should we receive additional funding at a later date.

If we receive additional funding it will be used to request bids for additional providers for the summer program. The additional providers will offer services to other areas of Riverside County. This will broaden our provider list and help us to assist more youth.

### **Administrative Item: 1.4 Business Visitation Funding Program**

**Motion: To approve American Recovery Reinvestment Act funding of \$338,000 for Program Year 2009-2011 for services to identify the needs of businesses in Riverside County, and authorize the Director of Workforce Development, or her designee, to negotiate and execute agreements within 10 percent of the funding recommendations.**

Moved by	Jamil Dada	Second by	Morris Myers
Status	Approved: Lee Haven and Robert Little abstained		
Discussion	<p>Three new vendors have been approved to receive the funding: Economic Development Center of Southwest, City of Beaumont, and Coachella Valley. Members questioned if there would be surveys conducted for tracking purposes. The response was that the cities would be conducting their individual surveys collecting data on industries that are not the countywide 5 targeted industries and will share their results with Riverside County. Riverside County will conduct its own survey which will compile information on the countywide 5 targeted industries.</p> <p>During the surveys, if the cities find businesses that are experiencing challenges they are to alert the Workforce Development Center in their areas within 24 hours. Riverside County is working in collaboration with San Bernardino County to draft the survey and it should be ready within a month or sooner. The survey is also constructed to help identify recession resistant industries countywide.</p>		

### **Administrative Item: 1.5 Press Enterprise Newspaper in Education**

**Motion: Approve \$250 public outreach effort to support the dissemination of the Press Enterprise newspaper to Riverside County secondary schools to improve student reading skills.**

Moved by	Lee Haven	Second by	Shelagh Camak
Status	Approved		
Discussion	<p>Approve the \$250.00 outreach effort to support the dissemination of the Press Enterprise newspaper to Riverside County secondary schools to improve student reading skills. This effort reaches kindergarten through 6<sup>th</sup> grade students by providing access to newspapers in the classroom. Last year two schools were able to provide newspapers for a nine week period.</p> <p>Students improve their literacy skills and show tremendous improvement in standardized testing through their exposure to the newspaper. This meets the WIB's goal to help close the skills gap for businesses and workers</p>		

### **Administrative Item: 1.6 5<sup>th</sup> Annual Path to Success Tour**

**Motion:**

Moved by		Second by	
Status	<b>This item was pulled. The program was able to secure alternate funding.</b>		
Discussion	None		

### **Administrative Item: 1.7 Workforce Investment Board Bylaw Amendments**

**Motion: Approve amendment to the WIB bylaws to allow public sector replacements identification by terminating or resigning WIB members for Riverside County Board of Supervisors appointment.**

Moved by	Jamil Dada	Second by	Robert Frost
Status	Approved		
Discussion	<p>This amendment will allow the WIB to identify public sector members for appointment and reappointment to the WIB after receiving notification of public sector members' resignations from the WIB. This will prevent outside governances, policies and procedures interference, and give the WIB flexibility in identifying potential public sector nominees to the Board of Supervisor for consideration and appointment.</p>		

### **Information Item: 2.1 Character Counts Award Ceremony**

#### **Discussion**

Sheneka Gordon	<p>The Fifth Annual Character Counts Award Ceremony will be held April 23, 2010, at the Riverside Marriott. The Save the Dates announcements went out on January 28, 2010, the official invitations will go out on February 25, 2010. The nominations applications are arriving and the panel review process will be on March 2, 2010.</p>
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### **Reports :**

Regional Committee Updates

West	<p>The west reported on: the Communities Learning In Partnership program, formalizing the Education Coalition for Hire Opportunities, and the Roadtrip Nation project. The National Association of Workforce Boards (NAWB) Annual forum will be held in Washington D.C. March 6-10, 2010. Congress approved the Jobs Bill but there have been some Senate cut backs.</p> <p>NAWB will be coming to Riverside County for its June Board meeting June 10<sup>th</sup> – 12<sup>th</sup> 2010. Staff and WIB members will assist with planning and logistics. A two hour meeting with Undersecretary of Education, Martha Kanter and the DOL was hosted by the Riverside County Workforce Investment Board, to discuss education: K-12, community colleges, universities, business perspectives and federal legislation.</p>
East	<p>The east will begin to focus on recruiting more private sector members to join the East Committee. The Coachella Valley Blueprint is ongoing and they are in the process of recruiting a Director. More information will be coming.</p> <p>College of the Desert completed its windmill turbine training and 100 percent of their class completed the training hours and graduated. A second class is in process and a third class is scheduled to begin in March. A meeting to discuss a web portal for Healthcare is being arranged.</p>
Mid-County	Begin recruiting private sector business industries to join the Mid County Committee.
Southwest	Southwest has been working on three job clusters industries: healthcare, manufacturing and utilities. They elected to focus on one industry healthcare. They want to have a healthcare job fair in June.

#### **Council for Youth Development Liaison**

	<p>CYD held its annual elections and The 2010 Chairman is Rosa Penalzoza and the Vice Chairman is Craig Van Houten. Three new members have been nominated and forwarded to the Executive Committee for approval. The Housing Workgroup is investigating ways to secure additional funding to provide housing grants for emancipated foster youth. The Youth Consortium received a presentation from the Small Business Association.</p>
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#### **Chairman's Report**

	<p>The Chairman stated we need more people and he asked that the committees look at core services in their areas and meet with them and get them involved with the WIB. The City Riverside State of the City hosted 950 attendees. The State of Education will be held Friday, February 25, 2010. Jamil Dada was the spokes person at the Inland Empire Economic Partnership's Annual luncheon.</p>
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#### **Director's Report**

	<p>May 12, 2010, 8:00 a.m. – 2:00 p.m. is the Strategic Planning Session lead by Lori Strumpf. Outcomes from the Information and Analysis committee will be discussed at the next Executive Committee meeting. The issues with California Training Bill and Unemployment Insurance are being addresses. The State Legislative is working on new language for Bill Action Notice, a template letter is being written and coming to us for dissemination. Felicia will find out who is authoring the letter.</p> <p>The State Green Job Council is making progress to position California to receive federal funding to support our efforts in Green Technology and will have data available to support our decisions. The report will be shared once it is complete.</p> <p>Our current jobseeker client data has been converted to the VOS system and staff have completed their training on the system. The system is scheduled to go online by March 1, 2010. Monster.com is ready to go online and staff has completed training to assist jobseeker customers in its use. Executive Pulse Business Management System is complete.</p>
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#### **National Associations of Workforce Board Chairman's Report**

	<p>Member Initiative: Business conducting trades in import/export are experiencing challenges and the County is in danger of these businesses leaving the area. Additional Border patrol and Customs Agents are needed. Riverside Board of Supervisor's support is needed to approve 150,000.00 a year in funding to assist and nine other cities will assist in raising the necessary funds. More conversations will be held to plan and present a solution. Jamil will head up a team for this issue and requested Executive Committee support for the effort.</p> <p>Television station CBS is willing to do Public Service ads for WIBs at a minimum cost of \$300,000. San Bernardino County has given 25,000.00, Los Angeles County has given 10,000.00 will Riverside County WIB give 10,000.00 towards the Public Service ads. Approval to furnish the funds was given by the Executive Board.</p>
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<b>Moved by</b>	Robert Little	Second by	Cindy Roth
<b>Status</b>	Approved		