

Ricardo Olalde
Chairman

Robert Field
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

Maria Muldrow
CP Manager

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1151 Spruce Street, Conf. 1 – Riverside, CA 92507

Executive Committee Meeting May 11, 2009

The Riverside County (County) Workforce Development Board (WDB) Executive Committee held a general business meeting on Wednesday, May 11, 2009. Chairman Ricardo Olalde called the meeting to order at 10:30 a.m.

Members in Attendance

Robert Frost
Laurie McLaughlin

Robert Little
Ricardo Olalde

Cindy Roth
Shelagh Camak

Jamil Dada
Lee Haven

Members Absent

Felicia Flournoy

Loren Sims

Staff

La Tonya Johnson

Rilla Jacobs

Guests

ADMINISTRATIVE ITEM #1.1: Summer Work Experience Program Funding

Motion: That the Riverside County Workforce Development Board Executive Committee approves the sole source allocation of American Recovery and reinvestment Act (ARRA) funds for the operation of the 2009 summer Work Experience Program (SWEP) with the option to negotiate the final amounts within 10 percent of the funding recommendations.

Discussion: Loren Sims reminded the Executive Committee that on April 15, 2009, it approved 10 providers to operate summer programs for the 2009/2010 program year and they represented about \$3 million in funding for 1,390 participants. This response was to our Request for Proposals (RFP) in March and providing our operators of the Youth Opportunity Centers (YOCs) with funding to operate programs in their areas.

We did not get the anticipated response to our RFP and this left a few areas within the County without summer programs. We went back to select areas and cities in the County and other providers who could offer countywide services to specific areas. We went back and received a positive response from 4 of the 6 providers we asked to

provide programs. They were:

- Moreno Valley Unified School District
- City of Riverside
- Riverside College District
- County Office of Education

The second sheet of the recommendation is for these 4 additional providers in the amount of \$2,455,562 to serve 1,060 participants. Our goal was to reach 2,500 participants; however, the federal government requires that you spend the majority of the ARRA funding within the first year. With our estimated overhead costs this puts us at 65 percent expenditures for the first year and will bring our participant total to 2,450. The remaining 50 participants will be negotiated into our current providers. We have a 10 percent flexibility to negotiate with service providers to finalize the contracts.

Jamil Dada, Lee Haven and Felicia Flournoy thanked Loren and his staff for their efforts and the way they distributed the funding. Per the administrations stipulations, we needed to spend at least half or a more of this funding and we did.

Lee asked to have the RFP process explained to him and who the RFPs went to specifically he asked about Desert Hot Springs. Loren responded our initial RFP was released on March 5, 2009, and we received a response from 11 providers and from these responses the only proposal we declined was Desert Arc which left us with 10 providers.

Our staff did ask Desert Hot Springs to submit a proposal and they were unable to do so. Wendy Frederick, the Indio Workforce Development Center Regional Manager, worked closely with Desert Hot Springs and they did not want to be a fiscal agent. They tried to work with Palm Springs Unified School District and they were not willing to be fiscal agent either.

Lee asked if everyone was made aware of the RFP opportunity, Loren responded they were all given ample time. We already have a contract with Palm Springs Unified School District. I meet with Fern Rod to go over their agreement. They will agree to expand their program by 10 percent to serve some students from the Desert Hot Springs area.

Lee asked is this something we as the WDB should follow up with and extol to the region, Felicia responded yes. Everything happened fast and furiously this year and there was a small window of time to get the word out into the communities. We publicized the program as much as we could within our designated timeframe. The plan for next year is to plan for more time to get the word out.

Also this year we are doing a marketing campaign and outreach of the program through press releases and billboards. This will show the business community what is available and help them become aware of the program and decide how they would like to participate. By branding the program, next year's summer program should have a more improved process.

We want to start some advocacy work regarding why it is so important to have a

summer component when we go for WIA reauthorization. To enable us to become authorized to use funding through WIA for summer programs instead of stimulus dollars.

Jamil stated this has been part of the challenge of the system's branding. We should be telling people this is what your local workforce does for you. Most people do not know what we do. We as members should be out informing people. We need to discuss the branding more.

Cindy Roth asked if the \$5.3 million total include administrative fees. Loren stated on their behalf our overhead is estimated at \$500,000 to \$600,000 thousand which is not included in this amount. The \$5.3 million represents the previous recommendation made on April 15, 2009. Cindy said we should be aware that the administrative fees are over the amount going out otherwise it looks like there are no administrative fees.

Ric asked about the six entities that were approached. Loren said Corona/Norco Unified School District was also approached to submit a proposal and they did not. Ric asked the ARRA funding could be used to bring temporary staff in to assist with the workload. Loren responded we are using the funding to hire temporary staff. We have volunteered to be a worksite for the Rubidoux Youth Opportunity Center.

Ric asked about the number served and the difference in the funding. Loren responded in cost per participant the background regarding why the cost is lower or higher is tied to three predominant factors which drive the cost up. They are:

- If the program itself has other components tied to it, such as, vocational training, additional training hours are needed to hire someone to do the training.
- The amount of work experience hours the providers plan to do. Our range is 120 to 240 hours per person and depending on how many hours the provider will give the participant could drive up the cost.
- The contractors staffing, if they propose hiring more staff the request needed to be reviewed and determined to be reasonable.

Ric asked if the providers contracted for the East region would be servicing the West region also. Would the workforce division have any impact on how the balance of service is distributed or is that decided during negotiations? Loren responded I had the providers submit a plan for their areas to determine how service would be distributed. This helped to give services to regions that did not have a good service RFP response.

Moved by Jamil Dada, seconded by Robert Frost, Shelagh Camak abstained because RCC was a provider on the list.

Status: **Approved**

DISCUSSION ITEM #2.1: Workforce Development Board Private-Sector Membership Criteria

Ric stated he asked for this discussion because it has become an issue. He went on to ask Felicia to lead the discussion. Felicia stated there has been some confusion regarding our private sector membership criteria as it related to the number of employees a private sector member needed to have to qualify. The reason it became questionable is because we had grandfathered some individuals in who had less than the requirement of 20 employees.

Then there were questions regarding some additional people we were going to disqualify from board membership because they did not meet the minimum of 20 employees. When this was brought to my and La Tonya's attention we began to search because nowhere in the bylaws was there any reference to the number of employees needed to qualify. We then looked back through all of the past action items and could not find anything. One of the reasons we could not find anything was because the board has taken action a few times over the past couple of years to make amendments to the bylaws but they never made it through the tremendous process to get past the Board of Supervisors (BOS).

Finally, Rilla through searching found back in 2007 there was an action taken by the board dealing with the application packet process on the nomination form. We were unable to find it anywhere else. In the June 17, 2007, the Executive Committee meeting members provided input on the draft a private sector membership application packet. There was action taken on the packet but we cannot find where it says the WDB bylaws shall be changed or that the board approves this action item. So we are bringing this item back for clarification.

Some of this has to do with the fact we really wanted private sector members who had strong businesses not just consultants. We did not want it to appear we only had consultants on our WDB. We wanted private membership that would be in a position to inform us about the training and skills they needed for their workforce.

Ric added that another reason is that with the amount of funding dedicated for us to receive many entities are trying to join our WDB to have interaction with our members. While we do have some consultant members, they were grandfathered in. At this point, we wanted to disqualify members who do not meet the criteria and took the issue before the BOS who asked to see the bylaws and rules which after the search we found we do not have.

Bylaws are extremely difficult to go through the entire process and change. I believe the past directors wanted to make it a policy so that it could be changed by the Executive Board when necessary without going through bylaw revisions via the BOS. I recommend we make criteria a policy, which gives more flexibility, but we need to determine what we want. There is a clause which states if an applicant does not have the required amount of employees they must justify to the board why they should be appointed to the WDB. We must be very careful about imposing this rule because the stimulus dollars will attract entities that may not have the WDB best interests in mind.

Robert Frost asked what if a member has less than the required number of employees but is affiliated with an entity that has hundreds of employees. Will they be disqualified or unable to become a board member? Felicia responded this is why the clause exists regarding employees. Jamil asked if they are all appointed by the BOS, Felicia responded not all. The policy, which never came before the WDB, states there should be a clause in the application packet. The Executive Committee took action stating that there should be a clause which states that a business with less than 20 employees and as long as they can demonstrate that they should be accepted to the WDB. There should be an exception to the 20 employees.

Jamil agreed a decision should be made and it should be done through policy rather than bureaucracy. In Washington, the Monday Morning Group and myself were there fighting for a business lead workforce investment boards. The intent of the Workforce Investment Act (WIA) was for it to be business majority. But these have to be legitimate businesses that employ people. The policy should allow the Executive Committee to address someone who has been grandfather in and no longer meets the requirements.

Also County has many small businesses and we should consider reducing the number of employees from 20 to perhaps 15. Laurie McLaughlin asked what happens when someone joins and meets the current criteria but loses them because of economic circumstances. Cindy agreed that the number should be part of the policy and reduced because many businesses employ 20 employees or less and you need a voice for small and large businesses.

More discussions were held regarding how the policy reads and the amount of employees. Felicia asked the Executive Committee if they wanted to keep the employee requirement at 20. The response was 15.

Jamil moved to accept the policy but change the employee requirement to 15. Felicia reminded everyone that whatever the number was we have never brought all of the nominations to the Executive Committee before they went to the BOS she asked do you only want the ones who fall below the criteria to come to the Executive Committee first or do you want all nominations brought before you remembering that you only meet every other month. They agreed that all nominations come before the board.

Laurie inquired about representation and how it would be handled. Felicia stated we are mandated by law to have certain representatives on our board and they will be there but 51 percent of our members have to be private sector. The recommendation is that the number of employees be 15 and all private sector members who want to be appointed to the board come before the Executive Committee prior to being sent to the BOS. Jamil stated this way the private sector will go before the BOS with a recommendation from the Executive Committee instead of staff.

Laurie and Jamil voiced their concerns that there is no healthcare representative. Felicia stated we have two interested parties, Kaiser wants to be involved and California Hospital Association is interested.

Lee Haven asked if policies could be established by the Executive Committee, Felicia responded yes as long as it fits within the WIA regulations requirements. Rick asked the Committee what should be done with the grandfathered in members. The decision was to remove the grandfathered members. Felicia asked the Committee if it can be done when a members' term is up. The WDB responded yes.

Felicia also asked to clarify the policy regarding independent consultants. Cindy suggested that the Chairman and Vice Chairman meet with the independent consultants and clarify the requirements of a WDB member.

Moved by Jamil Dada, seconded by Shelagh Camak

Status: **Approved.**

DISCUSSION ITEM #2.2: Workforce Development Board Branding

Felicia stated we are working on branding as a system and as a WDB. She proposed that the WDB's name be changed to Workforce Investment Board (WIB) to conform to the rest of the WIBs throughout the United States. Everywhere you go advocacy work is centered around a WIB and because of our name we have to always explain any advocacy work we do.

Cindy asked if there were any downsides to the change and Felicia responded no we just have to change our logo.

Moved by Jamil Dada, seconded by Cindy Roth.

Status: *Approved*

REPORT ITEM #3.1: Chairman

Ric reported on the Council for Youth Development, Character Counts Youth Awards Ceremony. With Supervisor Jeff Stone and over 150 people along with it was a well attended event. One young lady received a \$5,000 scholarship from Pathways to Success. There were art displays from the YOCs and an award winning poet who gave a live performance of his work.

REPORT ITEM #3.2: Director

Felicia reported we are putting hard work and energy into using the ARRA funding effectively and efficiently. While we are receiving a large amount of funding and being told to spend it, we still must adhere to the rules and regulations that come with this funding. This is the procurement, the tracking and everything else that comes along with receiving the stimulus funding. We are working with the State to get clear direction so we can begin getting the funding out to contractors to have increased training opportunities for our clients.

Next week, we will have a hiring fair with human resources to begin filling the positions we need. This will build our staff capacity so they can begin to better serve the huge numbers of clients coming through our doors. This fair will take place Wednesday, May 20, 2009.

We are finalizing plans for the Riverside WDC's relocation to 1325 Spruce Street and to open up our new Murrieta WDC and training facility. I received a phone call from Kaiser Permanente who is very interested in partnering with us to look at the Allied Health Bill (Bill) and the types of training they need in the Bill and matching dollars to provide the training. They are also looking at additional training for their existing staff and new hires.

REPORT ITEM #3.3: National Association of Workforce Board (NAWB) Chairman Report

Jamil asked to have his title on the agenda for NAWB corrected from President to Chairman. Jamil asked Cindy to announce the Riverside Chamber of Commerce event. Cindy stated tomorrow night from 5 to 8 p.m., the Riverside Convention Center is holding the small business fair. This is in conjunction with the Press Enterprise, the City of Riverside and the County of Riverside has five tables. We have over 50 exhibitors that will provide resources for small businesses and workshops to be held in the other half of the convention center. The workshop will provide information on how to do business with the County, the City, and education and health institutions. A plethora of information will be made available for all and it is free to get in. Cindy will also be submitting a Public Outreach application to the Executive Committee for the College and Career Fair. This year, the Fair has been expanded to include the Jurupa Unified Group. This will be an action item for the June Executive Committee Agenda.

Jamil told the Executive Committee that things are extremely busy in Washington, D.C. with moving the stimulus funding which amounts to \$311 billion and told to spend it quickly. Many government departments received stimulus funding such as Health and Human Services, Housing for Urban Development, Department of Energy, Department of Education, Department of Labor and others.

Jamil met with:

- the Whitehouse Office of Economic Policy,
- the Whitehouse Intergovernmental Agency,
- the Office of Governmental Affairs,
- the Whitehouse Office of Public Liaison,
- Senator Patty Murray, Chair of the Subcommittee and Appropriations for the Health Committee for the Senate, and
- Senator George Miller.

Discussions were held on the WIA reauthorization and to make sure WIBs remains private sector led. The discussions also included the stimulus funding and telling local Workforce Investment Boards and mandated partners to get the ARRA funding out into their communities.

The NAWB has hired a new director and their name will be announced at the end of the week.

ADDITIONAL COMMENTS

Robert Frost: jobs are being readied in the electrical industry. There is approximately \$700 million in funding for the water district for infrastructure. Projects need to be ready to start when the stimulus dollars come through. Unfortunately, many projects were ready to go but regular funding was tabled and everyone is waiting to see if stimulus dollars will be made available for their projects. This caused a number of individuals to be out of work during this time. Jobs will build up and we anticipate that 100 individuals will be hired per project.

We have other jobs such as the Polo Square Project which is a shovel ready project to put 1,800 construction workers to work for 54 months. If projects like these can have the financing guaranteed for the construction portion it would help out. This has nothing to do with the WIBs or the National Association of Workforce Boards but there are jobs in the area. We also need to find ways to get projects through the court systems.

Felicia Flournoy mentioned we are hearing from the State Energy Commission what they have to accomplish with the money they have. They will create a large amount of jobs that they will not have a skilled workforce to perform. They want to give us money to train individuals for jobs like energy retrofit, energy audits, weatherization and other energy technical jobs. The healthcare industry is turning to partners to recruit information technology savvy employees and gain information technology training programs.

Our agency was appointed to be the stimulus czar for County so all county departments must come through us so we can coordinate our plans and ensure we are working collaboratively together as County projects began. Felicia stated she will advocate for hiring local any skilled workers who are needed for the projects.

Cindy Roth asked if County has a local preference policy like the City of Riverside (City), Felicia responded she did not think so. Ricardo Olalde added that a letter is being prepared to send out to the cities. Cindy stated the City has a local preference policy that incorporates the need for jobs to stay locally by a certain percentage amount. Also when the stimulus funding is received, we have to promote their use in project. We have to tell people this is your County putting the stimulus funds to work. We have a need for press coverage on this to ensure the public remains informed to make them knowledgeable of the stimulus funds and funded projects. Felicia responded, part of this is being done through SWEP and we have a plan to do e-mail blasts to our local legislators.

PUBLIC COMMENTS

The May 11, 2009, WDB Executive Committee meeting was adjourned at 11:45 a.m.