

Jamil Dada
Chairman

Robin Zimpfer
Assistant County Executive Officer, EDA



Kathryn Fortner
WDB Director

La Tonya Johnson
WDB Liaison

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1325 Spruce Street, 5B – Riverside, CA 92507

Executive Committee Meeting December 5, 2008

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on December 5, 2007. Chairman Jamil Dada called the meeting to order at 12:08 p.m. The newest member appointed to the Workforce Development Board, Dr. Sharon Duffy, the Interim Dean of Extension for the University of California Riverside, was introduced to the Executive Board. She will be serving on the Executive Committee in the Education slot.

Members in Attendance

Jamil Dada	Cindy Roth	Ricardo Olalde	Bob Little
Robert Frost	Sharon Duffy		

Members Absent

Jim King	Mark Smith
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Staff

Deanna Larson	Kathy Fortner	Felicia Flourney	Loren Sims
Melissa Reid	Robert Lucas	Laura Harris	La Tonya Johnson
Jennifer Smith	Rilla Jacobs		

Guests

None

DISCUSSION ITEM 1.1: Comprehensive Economic Development Strategy Meeting

Robert Lucas began the discussion saying that originally this item was to be an Action Item but from the time he initiated the research, the regional statistics have changed so he is in the process of updating the report to offer more information. He will send the updated information to the Executive Board for review so that the Comprehensive Economic Development Strategy will be an Action at the next Executive Meeting.

Status: *Report will be reviewed by Executive Board Staff and approved as an Action for the January 16, 2008, Meeting*

ADMINISTRATIVE ITEM 1.1: Approve October 15, 2007 Minutes

Motion: Ricardo Olalde expressed questions and comments. He asked members to turn to page 1 of the October 15 minutes and asked for clarification and interpretation regarding Item #1.1 "Riverside and Alvord Unified School District" ...nothing with Jurupa at this time. It was explained that the Chamber hosted the Third Annual College and Career Fair and we work with Alvord and Riverside Unified School Districts. Ric asked if Cindy worked

with the Jurupa Unified School District. Cindy replied, "At this time we do not, however, it should be noted that we received students from all over, but when we promote the districts we only promote Alvord and Riverside."

Ricardo Olalde had members turn to page 2 of the October 15, 2007, minutes and asked if there had been follow up on the transposed numbers in the budget. Kathy Fortner said the numbers were wrong in the budget plan approval. Loren Sims explained that adjustments were made. One of the numbers was put in wrong and is now corrected.

On page 4 Carla Noonan's name was misspelled, also, Governor's Representative name is Larry Grable. The amendments and changes were made and it was moved to approve the October 15, 2007, minutes. The motion was seconded by Cindy Roth.

Status: *Motion approved*

ADMINISTRATIVE ITEM 1.2: Approve Meeting Schedule for 2008

Motion: LaTonya Johnson presented the 2008 Quarterly Meeting Schedule to the Board for approval. The dates are

January 16 April 16 August 20 December 3

Ricardo Olalde moved to accept the schedule and Robert Little seconded.

Status: *Motion approved*

ADMINISTRATIVE ITEM 1.3: Integration of Coachella Valley Economic Partnership

Motion: Felicia Flournoy reported on the merger of the East Regional Committee with the Coachella Valley Economic Partnership (CVEP) Education. Both of the committees that reside in the East County have very similar goals. They are to create stronger relationships with the educational systems, businesses and impact how we are preparing our future workforce. At the last couple of Eastern Regional Committee meetings, there were discussions on approaching CVEP with the merger concept. Felicia reported on her conversations with John Soulliere, the President and CEO of CVEP, who agreed that the merge would further the work of both agencies. There will be further discussions and more participation at the Eastern Regional Committee meetings with this merger. At the last Eastern Regional Committee meeting there was a vote and the merger was approved to bring before the Executive Committee for final approval.

The guidelines of the merger are that CVEP will be able to appoint up to seven and not less than five private sector business members from their Educational Force Committee to serve on our Eastern Regional Committee. This will be a good opportunity for the WDB to recruit private-sector business members to serve on the committee. CVEP will make annual appointments to seats to fill vacancies as needed. One of the private-sector members appointed by CVEP, if approved by the Supervisor Wilson, shall serve as a 4th District Supervisor appointee. The President and CEO of CVEP shall serve on the WDB as an economic development representative John Soulliere has agreed to serve on the WDB.

Issues of importance to CVEP's Education Committee shall be brought to the Eastern Regional Committee for action and/or concurrence and forwarded to the WDB Executive Committee only when appropriate. Administrative services and logistics will

remain with the WDB and WDB staff. The merger of the two committees shall not cause the committee to drop activities from the CVEP Career Pathway Initiative or its consultants or staff members. Basically, the WDB cannot supervise CVEP's staff. Felicia also reported that the WDB bylaws will need to be amended to allow for this merger.

There was discussion regarding the vacancies of a Chairman and Vice-chairman in the Eastern Regional Committee. It was made known that none of the members presently serving on the committee wanted to become the Chair or Vice-chair. So this is another issue that the merger with CVEP will help to resolve. The remaining members of the Eastern Regional Committee have strong support for the merger.

There was a motion from Cindy Roth and a second from Bob Little to approve the integration of the East Regional Committee with CVEP's Education Committee. The vote was taken and the merger was approved.

Status: *Motion Approved*

ADMINISTRATIVE ITEM 1.4: Transportation and Logistics Support Sponsorship

Motion: That the WDB Executive Committee approves the \$5,000 public outreach opportunity at the 2008 Inland Empire Transportation & Logistic Summit. Ricardo Olalde was contacted by the San Bernardino Valley Community College through their Business and Education section. Ricardo Olalde requested the Executive Board purchase an outreach and participation package for \$5,000.00 at the summit. There will be key representatives from major trucking and transportation industries. The impact we make as a region is very important.

Discussion was held regarding the frequency of requests to the Executive Committee for funds to market at different organizations' events. Inquiries were made about the Board's participation in past events. After discussion regarding the limited amount of marketing and outreach funds, Ricardo Olalde moved to approve the Chair working with staff to determine if a smaller outreach package was available for this event and authorizing its purchase. Sharon Duffy seconded

Status: *Motion Approved*

ADMINISTRATIVE ITEM 1.5: Individual Training Account (ITA) Policy Approval

Discussion: Passage of Senate Bill 293 in California requires the WDB to develop local policy on the amount and duration of Individual Training Accounts based on local training market rates. ITA policy limits the amount to \$3,000.00 over a 24-month period within the occupations in the region. SB 293 requires that the WDB Executive Committee approve the policy.

Job seekers apply for the funds at the Workforce Centers and must meet the specific requirements to receive the funds. Also applicants must exhaust all other financial aid options before they are allowed to access ITA funds. A question was asked regarding prescreening of an applicant and the answer was prescreening is done before an applicant is allowed to request the funds. A brief recount of the process was done by Kathy Fortner.

Cindy Roth asked if there are any reports that can be accessed after the funds have

been used to see how well the process worked. An annual report will be made available to provide the process outcomes. Loren Sims explained that the policy will be updated as modifications occur. Cindy Roth moved to approve the ITA Policy with the inclusion of the requirements an applicant must meet within the process. Bob Little seconded. The vote was taken and the policy was approved with the requirement.

Status: *Policy approved with change to include requirements*

ADMINISTRATIVE ITEM 1.6: WDB Member Initiatives

Discussion: None

DISCUSSION ITEM 2.1: National Association of Workforce Board Conference

Discussion:

Kathy Fortner shared the National Association of Workforce Board (NAWB) Conference is an event where WDB always has a very strong presence. The 2008 conference is scheduled for February 23 – 26. WDB attendees spend about a day and a half on hill visits (February 27th and 28th). The delegation usually includes stakeholders, community leaders and private-sector members. Private-sector members are very instrumental in meeting with legislators to discuss the macro economic challenges and other issues in the respective legislative areas. WDB attendees usually meet with a variety of officials and their staff - Senators, Congressmen, the Governor's staff and other boards from California.

This is our chance to make an impact and provide a message to our local legislators that workforce is important. This year our position paper will be on "What Would We Like in the Bill that Will Take the Place of WIA". Kathy has asked that WDB members, staff and stakeholders to provide input on what elements should be highlighted in the position paper. Jamil shared that the group will meet with Senators Feinstein and Boxer, Jerry Lewis, Ken Calvert, George Miller, Buck McKeon and Linda Ulrich (Director of the Governor's Office). We will also have a meeting with the White House Executive Office.

Kathy Fortner stated we will have a binder similar to last years'. It will include business cards of all the delegation, information on each of the Congressmen areas. We can show the impact WDB has in their areas. La Tonya Johnson was identified as the contact person.

The delegation is comprised of the following individuals: Shelagh Camak, Riverside Community College Chancellor; Danielle Coats (Rick Bishop appointment), WRCOG; Susan Loew, Department of Public Social Services; Deanna Lorson, Managing Director for EDA; Cindy Roth, Greater Riverside Chamber of Commerce President; Jamil Dada, WDB Chairman; Ricardo Olalde, WDB Vice Chair, and a private-sector member from the east region of Riverside County. Maximum private-sector participation is vital in getting the attention of the legislators. If they do not hear from private sector business people regarding their workforce needs and problems then they do not know there is a problem. Getting business people involved in voicing their problems is a challenge because they do not have much time to devote to these types of efforts. WDB is prepared to provide the private-sector attendees with information, discussion points, and whatever is needed to help them address as many of their issues as possible at the NAWB conference.

The San Bernardino County Workforce Investment Board began going with the Riverside County Workforce Development Board to meet with officials on the Hill for the last two years. We need to meet with the San Bernardino delegation and arrange our priorities and talking points. This ensures a better use of time.

REPORT ITEM 3.1: East Regional Committee

Kathy Fortner: Biggest item for the East is the merger with CVEP.

REPORT ITEM 3.2: Western and Southwest Regional committees

Kathy Fortner discussed the Western and Southwest committees are working on the idea of an intermediary for business people who want to help young people and other workers prepare for the workforce and educational institutions desiring to share input and involvement with the business communities. Creating a structure in the middle where neither has to go through the frustrations of trying to connect with one another. There have discussions in the Western and Southwest committees regarding how they would like to see this work. Felicia plans on meeting with the New Ways to Work organization that has successfully setup these types of intermediary entities.

REPORT ITEM 3.3: Mid-County Regional Committee

Bob Little reported Jerry Lewis will be attending his Rotary Club meeting and he will speak to him about WDB. Additionally, he mentioned his going to the consultant who is helping Banning find a new Superintendent and will try to get them involved in our WDB central area.

REPORT ITEM 3.4: Council for Youth Development (CYD)

Ricardo Olalde reported the CHARACTER COUNTS Youth Award Ceremony welcomed over 200 attendees. Almost nineteen thousand dollars in contributions was raised with 10 awardees receiving recognition for exemplary character this year and we appreciated everyone's support. Ricardo also shared Jerry Lopez from the Riverside County District Attorney's office spoke at the last CYD meeting on the District Attorney's Gang Taskforce and how his group tries to intervene with young people before they become involved with gang activities. Additionally, Mr. Lopez agreed to discuss with Scott Trujillo the possibility of providing the same type of presentation to families, educators and others in the desert.

The CYD workgroups have been working diligently on all their respective work. The workgroup updates are as follows:

- The Gang Prevention and Intervention Workgroup is still recruiting more members while inviting speakers to the CYD meetings to fulfill their action plan on making CYD members aware of the various taskforces present throughout Riverside County. The workgroup will begin concentrating on collaborating with the present Riverside County Gang Taskforce to not recreate the wheel and bring valuable information back to the CYD members and Youth Opportunity Centers. The workgroup members are working on developing a plan for connecting youth serving organizations, business, and educators to successfully provide the badly needed services to intervene and prevent gang involvement.
- The Mentor Workgroup asked Mr. Lopez to speak at their next meeting. In addition, the mentor workgroup is developing language for a mentor policy and procedure which is progressing nicely.
- The Housing Workgroup inspected and reported on a few houses. The intent of this group is to provide transitional housing for youth who come out of the Foster Youth system needing a place to live that will provide safety and stability to carry them to the next step in their development. This is more complicated than we anticipated so we have more work to do in this area, but everything is positive. Ten youth were placed in housing using Section 8 Vouchers to obtain housing with grants that Riverside has acquired for this purpose.

REPORT ITEM 3.5: Chairman

Jamil Dada: Nothing further to report

REPORT ITEM 3.6: Director

Kathy Fortner reported Melissa, Felicia and staff are working with a number of stakeholders to submit a Gang Prevention Grant that is coming through the Workforce Investment Act Governor's 15% Discretionary money. Riverside County is one of the high impact areas on the list which will give us a chance at receiving this funding. We are working with Riverside Community College, the District Attorney's Office, and the Youth Opportunity Centers in writing this grant. We will have this grant ready by December 21, 2007. The deadline to submit is January 4, 2008.

Finally, the last two weeks of November have been bad for employment in Riverside County. WDB got WARN Notices from Abbott and National RV. National RV was laying off employees at a rate of 85 or more a week. Quite a few of National RV's former employees have been coming to us for processing. We will be talking with the State, if we need additional financial assistance to serve the workers from these reductions in force to request a State 25% grant to take in these people. There is a possibility we can take them from RV, manufacturing and dairy jobs to logistics and distributions. Sharon Duffy informed the Executive Committee that after the layoffs occurred, the UCR Extension did a study on the types of certificates programs that these people could do. The study showed that programs could be created within a week or two and if more than 12 people participate in a group they could try to customize the program to make it more intensive. Eric Blum is the person who organized the study.

There were discussions on various issues and challenges the County is currently working on. There have been close to 1,500 layoffs within in the last three weeks. A judge will make a ruling on the lawsuit against TESCO, which everyone is hoping does not happen because TESCO is looking to expand to their operations to include 1,500 employees.

The Chamber is working with the Governors Office for Fleetwood regarding their spray paint booth issues with outdated technology. The necessary upgrades will cost \$6 million. Fleetwood has operated at a loss for the last six years including 1,900 people in Riverside County.

Kathy reported that we are working to have new and expanding companies attend job fairs and meetings with former employees from downsizing companies so we can get people back to work quickly.

PUBLIC COMMENTS

None

The December 5, 2007, Executive Committee meeting was adjourned at 1:15 p.m.