

Jamil Dada
Chairman

Robin Zimpfer
Assistant County Executive Officer/EDA

Jerry Craig
EDA Managing Director/WDB Director



Kathryn Fortner
WDB Administrator

Sandi Jesser
Executive Assistant

Laura Harris
WDB Liaison

**Workforce Development Center @ Indio
1151 Spruce Street – Riverside, CA 92507**

**Executive Committee Minutes
August 16, 2006**

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on August 16, 2006. Chairman Jamil Dada called the meeting to order at 12:10 p.m.

Members in Attendance

John Azzaretto Michael Bracken Jamil Dada Bob Frost Jim King Ric Olalde

Members Absent

Thomas Tomkins

Staff

Kathryn Fortner Felicia Miller Olga Cornejo Holly Reeves Laura Harris Sandi Jesser

Guest

None

Administrative Action Item 1.1: PY 2006-07 7TH YEAR EXTENSION MODIFICATION TO THE 5-YEAR STRATEGIC PLAN FOR TITLE I OF WIA PUBLIC HEARING

Motion: That the Riverside County WDB Executive Committee conduct a public hearing for the Program Year (PY) 2006/2007 7th Year Extension Modification to the Five-Year Strategic Local Plan for Title I of the Workforce Investment Act (WIA) of 1998.

Moved by Bob Frost, seconded by Ric Olalde.

Discussion: Since no public were in attendance, and Olga Cornejo informed that no comments via fax and/or email were received, the public hearing was closed.

Status: *Motion approved.*

Administrative Action Item 1.2: APPROVE THE 6/21/06 EXECUTIVE COMMITTEE MINUTES

Motion: That the Riverside County WDB Executive Committee approve the June 21, 2006 Executive Committee minutes.

Moved by Michael Bracken, seconded by Ric Olalde.

Discussion: None.

Status: *Motion approved.*

Administrative Action Item 1.3: PROGRAM YEAR 2006/07 7TH YEAR EXTENSION MODIFICATION TO THE FIVE-YEAR STRATEGIC LOCAL PLAN FOR TITLE I OF WIA

Motion: That the Riverside County WDB Executive Committee approve the Program Year 2006/07 7th Year Extension Modification to the Five-Year Strategic Local Plan for Title I of WIA of 1998 and authorize the WDB Chairman to execute the document.

Moved by Bob Frost, seconded by Michael Bracken.

Discussion: Olga noted the additions to the 7-Year Extension Modification:

- Narrative identifying how the local areas are incorporating the four key priorities to engage businesses that have high growth, high wages and career opportunities; updating labor market information; and, targeting businesses for employment opportunities
- Identify local vision and strategic plan efforts as related to services to business
- Develop life-long learning
- Identify continuous quality improvements
- Updated budget plan and participant plan summaries
- Copies of MOUs with local partners
- Local WIA grant recipient listing

Kathy Fortner added that the 7-Year Extension Modification was necessitated due to the fact WIA Reauthorization did not get approval. The state Employment Development Department (EDD) is emphasizing business services so the Workforce Development Division's reorganization bodes well with the state's intent. EDD has also placed emphasis on continuous quality improvement so the agency is definitely on the right track.

Status: *Motion approved. Forwarded to the Board of Supervisors.*

Administrative Item 1.4: MEMBER INITIATIVES

Chairman Jamil Dada congratulated Felicia Flournoy on her recent marriage.

Vice Chairman Ric Olalde informed that he has been requested to chair the Mentoring Committee for the Women's Transportation Seminar. This international group comprises all types of transportation representatives at all levels and is supported by the transportation industry. He also reported that based on a recent survey, 76% of the CEOs, COOs, etc. surveyed expressed concern in our service sector because of the lack of math and science skills.

Motion: That the WDB Executive Committee issue a letter to Ron Visser thanking him for his years of service, dedication and contributions to the WDB Executive Committee and excuse him from further service with the Executive Committee.

Moved by John Azzaretto, seconded by Michael Bracken.

Discussion: As background information, Chairman Dada informed that at the beginning of the year, Ron Visser was elected the chairman of the WDB Career Development Committee

(CDC), but the CDC has been disbanded due to the WDB reorganization. Historically, committee chairs were members of the Executive Committee. Mr. Visser has expressed his desire to Chairman Dada to terminate his Executive Committee membership.

Michael Bracken recommended changes in the WDB Bylaws, referring to the fact that Jamil Dada holds two seats on the Executive Committee since he serves as the WDB Chairman and the West Regional Committee Chairman. He suggested staff amend the Bylaws to state that if the WDB Chairman is also a subcommittee chairman, the subcommittee vice chairman sit on the Executive Committee representing the subcommittee.

Chairman Dada also noted that currently, WDB Vice Chairman Olalde also holds two seats on the Executive Committee: one as the WDB Vice Chairman and one as the Council for Youth Development (CYD) Liaison. He directed staff to come back with a recommendation as to the WDB Executive Committee composition.

Status: *Motion approved.*

Information Item 2.1: WORKFORCE DEVELOPMENT 2006 SUMMIT UPDATE

Goal #4: Branding

Kathy informed that the proposed site for the October 13 Summit is the Loma Linda Convention Center Conference Center. This would be a good location because of the proximity to both Riverside and San Bernardino Counties. She also informed that futurist Rohit Talwar, Fast Future CEO, will be the keynote speaker. Bids are out for a facilitator with the Summit planning group in terms of looking at commonalities among strategic plans around economic development. The Summit will be held from 9am-1pm. This will allow sufficient time for people to spend looking at strategic plan findings commonalities among themselves and establishing planning efforts. The targeted audience will be from 150-200. Another meeting is planned next week, and a 'save the date' postcard will be mailed soon to chambers and economic development entities.

Kathy reported that Rapid Response (RR) project money is available so based on the Summit findings, the Summit planning group is suggesting to submit a joint Riverside/San Bernardino Counties proposal to obtain RR funding. The money would be used to create a panel comprised of both counties' board members to look at declining/stagnant growth and emerging/growing industries and ascertain the skill sets that cannot be transferred to one another and feed that information to our community colleges and universities. That would allow for the development of programs to move people quickly from declining to growing industries. As an outgrowth of the economic development piece of the Summit, this project would have significant economic impact on the two counties.

Location of the proposed project should be at a particular entity's site where both Riverside and San Bernardino Counties are affiliated. Kathy added that the location needs to be regional in order to impact to all the education entities. The RR monies could also be a funding source for future summits.

Chairman Dada noted that a joint summit along with the proposed economic impact panel illustrates our regional efforts to the state and Department of Labor.

Kathy will keep the members informed of the Summit's progress.

Information Item 2.2: STATE OF THE INLAND EMPIRE-WDB ADVERTORIAL

Laura Harris distributed copies of the draft Workforce Development Week ad and advertorial for the *Business Press*' State of the Inland Empire supplement. Last year's catch phrase was 'stepping up' using a step ladder, and Chairman Dada has suggested this year's phrase be 'moving forward' showing an airplane.

Laura requested members email her regarding their input on the concept and suggested changes, additions, etc. She noted that different size fonts will be used. Members suggested pictures included with the advertorial be of youth, nurse, show diversity and no military. It was also suggested to have the words 'moving forward' be placed in the aircraft's contrail. Laura will work with the *Business Press* to incorporate the suggestions.

Vice Chairman Olalde mentioned that at ethics training he recently attended, members need to be cognizant regarding emails. If an email is sent to all members and 51% of the members respond, that equates to a meeting.

Regarding the advertorial, John Azzaretto noted the article should not begin on a negative tone and suggested the agency's marketing division be involved in the writing of the article to put on a more positive spin. He recommended starting off with statistics that show the percentage of people coming to our centers looking for career opportunities who end up with employment, percentage of those finding higher paying jobs, etc. Then the article could talk about how the Workforce Development Board will continue to meet the demands of certain sectors and continue to assist in the improvement of high school students' skills that may be lacking in a new economy. Kathy will work with Laura and Sarah Mundy who heads the marketing team.

Mr. Bracken advised that some of the readers represent businesses that might be expanding or relocating to the county so they need to see the proactives not the negatives.

Information Item 2.3: CHARACTER COUNTS! (CC!) DINNER & AWARDS UPDATE

Goal #2: Increase Labor Supply

Goal #4: Branding

At the last Executive Committee meeting, staff proposed a budget of \$15,000 for the CC! Dinner & Awards event but were directed to cut the costs down to \$5,000 and solicit sponsorships for the event. Felicia Flournoy reported that staff researched locations for the October 18 event to make sure it will be a gala event for the attendees and the sponsors and determined three sites: Mission Inn \$9,576; Marriot \$7,668; and, Riverside Convention Center \$7,306. She distributed budget sheets for the three sites and informed that staff have chosen the Marriot.

While the Marriott's costs are slightly higher than the Convention Center, the Marriot is providing the Grand Ballroom for the event and their costs includes equipment, decorations, flowers, banner to advertise the logos of businesses supporting the event, invitations, programs, balloons and paper supplies. Additionally, they have indicated they would like to be a sponsor which would reduce the total costs. Because of the relationship the Marriott has with the Culinary Academy, Kathy will speak with the hotel's general manager to see about further reducing costs.

Felicia distributed the CC! Dinner and Awards sponsorship brochures created by staff which is a marketing piece to solicit businesses' participation in the event. She asked members that if they know of any business interested in be a sponsor to contact LaTonya Johnson.

Felicia noted that the CYD's goal is to raise all of the money to support the entire event and hope to

make this an annual event. It has been the CYD and WDB's goal to bring CC! to the forefront and commented that a large number of the county school districts have taken on CC!, become members of the Coalition and use CC! as part of their elementary and middle school curriculum. Additionally, each of the Youth Opportunity Centers (YOC) has the CC! pillars and posters displayed and are required to do activities around CC! Week.

Dr. Azzaretto urged the WDB to do as much feasible to provide a cash award to the youth recipients and put together some type of packet to be presented in order to make this award really meaningful. He suggested establishing a baseline of at least \$100. Bob Frost recommended providing the award recipients with a \$500-\$1,000 college scholarship. Chairman Dada suggested having Mervyn's WalMart, etc. provide gift certificates. Kathy informed that part of the sponsorship money can be set aside for awards, but WIA funds cannot be used for that. Felicia noted that recipients will be receiving a certificate and a glass plaque. A press release will be submitted to the newspapers.

From a business standpoint, Jim King informed that businesses usually establish their entire budget a year in advance, so some businesses may not sufficient funds available to be a sponsor. He suggested decreasing the sponsorship levels and denote that businesses can choose to pay for 'x' number of dinners. He added that the brochure should state that checks be made out to the 501(c)(3).

Felicia reported that the 501(c)(3) currently does not have any money. Details are still being worked out to obtain IRS determination, which entails providing IRS with two years' worth of budgets. Staff is working with County Counsel to work through the details.

Regarding the brochure, Felicia noted that it was completed by our marketing team. The brochures are not being mailed because face-to-face meetings by staff are being scheduled with the individual businesses, with some meetings already completed. At the time of the meetings, staff can ask for a smaller sponsorship amount o a smaller amount. A list of sponsors was provided by the marketing division.

Bob Frost informed that he knows of three businesses that might be interested in sponsoring the event at the middle range.

Vice Chairman Olalde advised that staff should reach out to the WDB members and at a minimum, ask the private sector representatives to sponsor one dinner. Mr. Bracken and Vice Chairman Olalde pledged \$250 each.

Chairman Dada directed staff to send an email to all WDB members asking them if they would sponsor the event. He commented that once the 501(c)(3) is up and running, staff would be able to ask for more money from our business partners.

Felicia noted that the five youth honored last year are doing well and will be invited to the event.

Information Item 2.4: RIVERSIDE COUNTY CULINARY ACADEMY UPDATE

Kathy reported that the Board of Supervisors approved funding for Riverside Community College's (RCC) Access Center on August 15. This item will now go to the Board of Trustees for approval. By September 1, WDB will not be directly providing financial support to the Culinary Academy.

Reports Item 3.1:**EAST REGIONAL COMMITTEE**

Mr. Bracken reported that for the next year, each of the meetings will have an industry focus group to bring education, workforce training providers and specific industry representatives together to engage in a roundtable discussion related to industry specific needs and how education and training providers can meet those needs. The May meeting focused on the construction industry; the healthcare industry was the topic at the July meeting, and, the September meeting will focus on the hospitality industry. The East Regional Committee's goal is to increase the knowledge for the workforce development communities and break down the barriers in order to get the requisite people to the table.

Once engaged in conversations about specific needs, the outcome is to help people match up and get them talking with each other. The other anticipated outcome is to increase the committee. The goal is that after every industry focus group roundtable, an industry representative will become engaged enough to join the committee.

Dr. Azzaretto suggested the East Regional Committee acknowledge and take credit for the concrete things that come out of the committee, i.e., successful matches. This information should be disseminated to the communities.

Mr. Frost noted that with assistance from the committee and staff at the Indio WDC, he has conducted job fairs at the center for the last six months. As a result of those, six new apprentices have been hired. There are 12 new applicants that are coming in to test, and once they have passed the test, a job is waiting for them. In the meantime, the first apprenticeship class since 1985 will start in October. He extended kudos to the WDC staff in Indio for their assistance in helping to re-establish relationships with the contractors in order to bring them back into using our apprenticeship program.

Mr. Frost informed that representatives from Granite Construction and Meredith & Simpson would like to attend and be part of the next construction industry focus group roundtable.

Chairman Dada indicated he will attend the September 18 meeting.

Reports Item 3.2: WEST REGIONAL COMMITTEE

The West Regional Committee is currently focusing on the banking and finance industry. RCC did a study on that industry so they had representatives attend the July meeting and present their results. Mr. Bracken commented that the banking/finance industry will be added to East Regional Committee schedule.

Chairman Dada noted that he reminded members at the West Regional Committee meeting that the WDB is behind with Link-with-a-Legislator, Connect-with-a-Chamber and Collaborate-with-a-City projects. Mr. Bracken suggested having a chamber mixer at the WDC.

Mr. Bracken and Chairman Dada will discuss via email about what is going on with each other's committee. The goal is to get the right people engaged and walk away with something tangible, be able to connect and see the value.

The Executive Committee of each chamber meets quarterly, and it was suggested to make a presentation at their next meeting. Cindy Roth will be contacted to find out the date of the next quarterly meeting. Mr. Frost also suggested addressing the League of Cities' quarterly meetings.

Reports Item 3.3: COMMUNITY & GOVERNMENTAL RELATIONS COMMITTEE

The committee focused their discussion on the upcoming Summit.

Report Item 3.4: COUNCIL FOR YOUTH DEVELOPMENT

Vice Chairman Olalde reported that the CYD has identified youth challenges and strategies and is aggressively pursuing their strategic plan. The Jurupa and Hemet YOCs are scheduled for Continuous Quality Improvement recertification. He informed that participants at the Oasis YOC recently completed a mural located by the Perris library. Felicia distributed pictures of the mural that accompanied a newspaper article.

He recently took youth from YOC to visit Riverside Flood Control to attend a meeting regarding storm water education. Flood Control is collaborating to work with the YOCs to get the youth involved with flood control issues. In addition, the youth can assist Flood Control in the preparation of packets for different events. The packet materials can also be contributed to the individual YOCs for their use. By doing so, Flood Control is providing the youth with a function and contributing money towards storm water education. In addition, youth may obtain some employment opportunities, internships and skills development.

Vice Chairman Olalde informed that his personal goal is to visit all seven of the YOCs by the end of the year. Mr. King requested staff send members a listing of the YOCs with addresses and a contact person. Felicia noted that staff will assist in the coordination of YOC visits as well as escorting the members during the visit.

Felicia reminded that the East Regional Committee had shown interest in having one of their meetings at the Oasis YOC. Mr. Bracken indicated that the November 20 meeting could be housed at the YOC with the focus on the construction industry.

Report Item 3.5: CHAIRMAN

Members had requested staff to invite state EDD Chief Patrick Henning to the September WDB meeting. After receiving the invitation, Mr. Henning replied that he may be on vacation during the September 20 meeting, but if his plans change, he would attend.

Vice Chairman Olalde attended the recent event honoring the Secretary of State and was surprised by the lackluster attendance. As business leaders, WDB members should encourage their colleagues to engage in those events that showcase or honor dignitaries. Chairman Dada informed that the low turnout could have been caused by the fact that the Inland Empire Economic Partnership, who was in charge of the Secretary of State event, had chosen the event to be a small gathering.

Chairman Dada reported that Kathy and he went to the Mt. San Jacinto College Menifee Campus on August 15 to accompany Congressman Jerry Lewis and Chancellor Drummond on a tour of the college's nursing program. The nursing program was awarded a \$1.49 million grant from the state's Nurse Education Initiative aimed at easing the nursing shortage. WDB/EDA was a partner in that grant.

Chairman Dada will be attending the September California Workforce Association's Meeting of the Minds conference in Monterey. The state Workforce Investment Board will pay for his expenses since he is a member of their board. Immediately following the conference, Chairman Dada will travel to Washington, DC to attend the National Association of Workforce Boards' Board of Directors meeting.

He noted that when he is in Washington, DC, he meets with Congressman Lewis and/or his staff, Congressman Calvert and Congresswoman Bono regarding workforce development issues.

Reports Item 3.6: ADMINISTRATOR

Kathy announced that Kathy Boyer has been promoted to principal development specialist/regional manager for West County. In terms of the WDC reorganization, she will be in charge of all the business and customer services for West Riverside County.

Staff is working with RCC on developing a logistics training institute based on requests from the Chancellor's office to regionally collaborate. Staff is also collaborating with San Bernardino County on a regional hospitality proposal concentrating on the casinos.

PUBLIC COMMENTS

None

The August 16, 2006 WDB Executive Committee meeting was adjourned at 1:45 p.m.