



# SAN BENITO COUNTY

KATHRYN FLORES  
DIRECTOR

Health & Human Services Agency

COMMUNITY SERVICES & WORKFORCE DEVELOPMENT

1111 SAN FELIPE ROAD, SUITE 108 • HOLLISTER, CA 95023

(831) 637-9293 • FAX (831) 637-0996

**San Benito County**  
**Workforce Investment Board (WIB)**  
**August 11, 2009, 3:00 p.m.**  
**Executive Committee**

**MINUTES**

**Present:** Alex Arias, Esequiel Arrizon, Mary Damm, Carrie Fosdick, Nancy Martin

**Absent:** Kendra Bobsin, Ruben Garcia, Kathy Hough

**Staff:** Andi Anderson, Enrique Arreola, Sylvia Jacquez

Co-Chair, Mary Damm, called the meeting to order at 3:13 P.M.

I. **Public Comment Period:** No public comments were received

II. **Agenda Items:**

A. **Roll Call:** Roll was taken to determine excused absences for attendance requirements. Members who called in were excused by the co-Chair.

B. **Approval of Minutes:** The minutes of the July 14, 2009 full WIB meeting were approved as presented. *M/S/C\* Mary Damm/Ruben Garcia.*

C. **WIB Membership:**

1. The term of private sector member, Sylvia Sanchez is scheduled to expire on September 30, 2009. She has agreed to continue serving on the board for another term. After discussion the Executive Committee approved forwarding the name of Sylvia Sanchez to the Board of Supervisors for re-appointment to the full WIB. *M/S/C Mary Damm/Carrie Fosdick.*
2. Two applications were received for consideration for the YEP Council for in-school youth representative; one from Kylie Sullivan, and Sandra Romero. The YEP Council approved the applications at August 4, 2009 Special meeting and requests ratification from the WIB. After review and discussion the Executive Committee ratified the YEP Council recommendation to appoint Kylie Sullivan & Sandra Romero as an in-school youth representatives to the YEP Council. Their applications will be forwarded to the Board of Supervisors for final appointment to the YEP Council. *M/S/C Mary Damm/Carrie Fosdick. Ruben Garcia abstained.*

COMMUNITY ACTION BOARD & WORKFORCE INVESTMENT BOARD  
SERVING SAN BENITO COUNTY SINCE 1978



The County CSWD is an equal opportunity employer/program

EQUAL HOUSING  
OPPORTUNITY

The County CSWD is an equal opportunity employer/program. - The County of San Benito complies with the Americans with Disabilities Act (ADA) by assuring that auxiliary aids for services are available upon request to persons with disabilities. Persons with hearing disabilities can call the TDD/TTY phone (831) 637-3265. Persons requiring any special needs for access to should call the CSWD office at 831-637-9293 at least five business days before the needed date to arrange for the special accommodations.

3. WIB Members and staff reported on recruitment efforts being conducted to fill the vacant positions. Enrique Arreola mailed out several member applications and is waiting for responses. Esequiel Arrizon spoke with an interested party and is waiting for them to turn in an application.
4. No applications were received to be considered for appointment to the WIB to fill the mandated public and private sector positions.

**D. The American Recovery and Reinvestment Act of 2009 (ARRA):**

1. **ARRA Rapid Response:** Discussion continued on ways to best use ARRA Rapid Response funds. A summary was enclosed for discussion.
  - a. **Geo Mapping:** Enrique Arreola feels it would be beneficial to the county as well as EDC. Full software will be kicked off in September or October. Discussed was waiting until San Benito County info is entered before subscribing.
  - b. **Marketing Strategy:** Enrique Arreola explained that by having more professional marketing materials it gives the One-Stop more visibility and credibility. Discussed developing brochures as well as a DVD which highlights the services provided. Enrique provided a sample. Discussed was not moving forward until staff receives the go-ahead from the procurement department. The bid process was explained. Staff will provide a scope of what is to be accomplished in order to make sure the abilities of the candidate meets the need. Nancy Martin will connect with Leslie Parks to get some ideas as well as other sample materials. Esequiel Arrizon suggested developing separate packets for employers & employees explaining rapid response services. Discussed holding round table to see what employers want. Nancy Martin has relocated and is now in the middle of employers and it is easier for them to attend meetings and increase level of awareness. Nancy Martin suggested utilizing Facebook, twitter, etc. as ways of marketing. Enrique Arreola will connect with rapid response staff to come up with ideas. Ruben discussed the Trade Adjustment Act (TAA) information. (When a company closes down due to foreign competition). Discussed the layoff aversion program.
  - c. **RR Workforce Conference or Job Fair:** Discussed was: 1) Are there jobs, to plan a job fair? 2) Waiting for spring to hold a job/resource fair. 3) Post Expo: How does job fair fit with expo? 4) What about March/April time frame?
  - d. **Workforce Booklet:** Enrique Arreola provided a sample from Orange County and stated that theirs is more comprehensive and more than what San Benito County would need. Focus would include workforce, school, government, etc. Nancy Martin stated something like this might cost \$40,000 and that it should be natural to partner with EDC. University Pacific has a person who tracks San Benito County numbers and Nancy is working with them to assist with the information needed. Discussed selling advertising in the document to offset the costs. Nancy Martin would be willing to head this project. Discuss combining item 2&4 for marketing. Staff will discuss and bring back to the table.

- e. **Technology for One-Stop Vehicle:** Discussed our WIB providing the technology, but not staffing the vehicle, gas and other operating expenses. Enrique Arreola stated that the library has limited funding to sustain operational costs and he feels this may restrict its use. Executive Committee members suggested not utilizing funds for the mobile vehicle and redirect funding for other priorities.

It was recommended that the Program/Planning committee meet to discuss the ideas presented and moving forward with those ideas

- E. **Youth Employment Program (YEP) Council:** The YEP Council members provided a brief update on the youth programs and activities.
  - 1. **Two Youth:** Two youth have submitted applications and they have attended the last two meetings.
  - 2. **YEP Directories:** Quotes were received to have the YEP Youth Services Directories reprinted. The YEP Council approved the lowest bid and staff will be moving forward.
  - 3. **Discussed Marketing:** Discussed including YEP Council information on the San Benito High School web-site, bulletins and at rallies. Discussed developing a video about summer youth employment program, and what the youth council is.
  - 4. **Meetings at High School:** The YEP Council is now meeting at the High School in room 172 and the meetings times were changed to 3:15 P.M.
  - 5. **Amended Youth Stipend:** Discussed the Youth Stipend funding that was approved by the YEP Council on August 4, 2009. Enrique Arreola explained that the stipend was to be ratified by the Executive Committee however; this item was inadvertently excluded from the agenda.
- F. **New Member Orientation:** The new member orientation was conducted on Wednesday, July 22, 2009 at 5:30 p.m. Staff will continue to schedule on-going orientations for new members. The orientation presentation was included in the agenda packet. Suggested was conducting an orientation for new YEP Council members.
- G. **Rapid Response Allocation:** For your information, attached was the Formula Rapid Response Funding Awards for 2009/2010.
- H. **WIB Officers and Committees:** Staff reviewed the roles of each WIB officer and committees. The chair of the board will solicit volunteers for open committee opportunities. A brief summary is included. Enrique Arreola reviewed the bylaws and one thing they say is that the secretary should be taking the minutes. Overview and discussed the roles of the committees:
  - 1. **Ex Committee:** Esequiel Arrizon will appoint the committee members.
  - 2. **Programs Planning Committee:** Esequiel Arrizon will appoint the committee members.
- I. **2009 CWA Meeting of the Minds Conference:** Scheduled to take place on September 8-10, 2009 in Monterey. Please notify staff if you are interested in

attending the conference as CSWD will pay for board members registration. Enrique Arreola will be attending. Ruben Garcia will go if there is no one else willing to attend.

- J. **State Monitoring:** The State's Compliance Review Division conducted a fiscal and procurement monitoring during the week of July 20-23, 2009. Staff provided a brief update. Their focus was on the Youth program. Monitors were impressed with program in place. 141 youth were employed this summer. Proud of staff for job well done. CSWD will receive the official finding in a month or two.
- K. **Unemployment Report:** The EDD Unemployment Report for June 2009 is attached for your review and information.
- L. **Additional Information:**
  - 1. **CWA Summer Youth :** Enrique Arreola stated that staff will be attending the California Youth at Work Celebration, in Sacramento in the next few weeks and that a youth will be attending with the goal of them sharing their experience. Staff from West Marine, one of our employers, will be attending as well.

The meeting adjourned at 5:06 P.M. *M/S/C Mary Damm/Nancy Martin.*

**Next Meeting: September 8, 2009 at 3:00 p.m.**

\* Motion/Second/Concur