



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)

April 13, 2010, 3:00 p.m.

Full WIB

MINUTES

Present: Kristi Alarid, Alex Arias, Esequiel Arrizon, Warren Barry, Kendra Bobsin, Jess Bosquez, Sherrean Carr, Mandi Culala, Kathy Flores, Carrie Fosdick, Ruben Garcia, Connie Herndon, Jerry Muenzer, Mimi Laurent, Nancy Martin, Soila Rojas, Loree VanBebber, Brenda Weatherly, David Wright

Absent: (All Excused) Todd Farr, Maria Fehl, Kathy Hough, David Mirrione, Stan Rose, Steven Tuma, Sylvia Sanchez, Mike Walters

Staff: Amber Allerton, Andi Anderson, Enrique Arreola, Juanita Calderon, Sylvia Jacquez

Guests: Corby Anderson, Kathy Schipper

Chair, Esequiel Arrizon, called the meeting to order at 3:05 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 and individuals who called in were excused by the chair.

B. **Approval of Minutes:** The minutes of the March 9, 2010 were enclosed in the agenda packet for board review and approval. Jerry Muenzer questioned why the full WIB is approving the Executive Committee minutes when all the members weren't present. Kathy Flores stated that was a good question and has never been posed before. Staff will check with County Counsel before moving forward with the board approving the minutes.

C. **Youth Employment Program (YEP) Council:** The minutes of the January 19, 2010 YEP Council meeting were enclosed for ratification. The minutes of the March 16, 2010 YEP Council have not been approved by the board, however they are included your information. As with item B above, staff will check with County Counsel before approving the minutes.

D. **Guest Speakers:** Kathy Schipper and Corby Anderson of Schipper Design presented the One Stop Career Center Video and marketing materials. Copies of the materials were distributed to the board. Kathy Schipper stated all the material is being translated into Spanish. She discussed the video and how it will used to promote the

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services available at the One-Stop and will also be accessible via the One-Stop Career Center web page. A Draft video and profile was shown to board members and WIB Members provided feedback stating everything was well done and much more professional than they expected! Nancy Martin also stated all of the marketing materials will be used as a tool for Economic Development, etc. Sherrean Carr suggested making the video available on the Gavilan channel. Nancy Martin suggested holding a viewing/thank you party for those who participated in the video project.

E. **WIB Membership:**

1. The YEP Council received and approved an application from former Youth Participant, Chris Koroluk, for appointment to the YEP Council, however; due to a possible conflict of interest as he is currently a County employee. Staff is seeking clarification from County Counsel and once clarification has been received, staff will report back.
2. No applications were received to be considered for appointment to the WIB to fill the mandated public and private sector positions. Current vacancy is in Organized Labor and a Private Sector member.

F. **Committee Updates:**

1. **Programs/Planning Committee:** Program/Planning Committee reported on the 2009/2010 LWIA plan modification. The fifth year extension has been issued to CSWD's existing Five Year Strategic Local Plan. Only those items that are new or additions to the initial plan or subsequent modification will be included in this modification. Enrique Arreola stated the planning committee provided good suggestions. The items outlined below are the only items that were modified. There is a 30-day public comment period and as of this date, no comments have been received. No public comments have ever been received in the past. A motion was made to approve the LWIA Plan Modification pending any comments received by the public. *M/S/C Kendra Bobsin/ Jerry Muenzer.*

Modifications are as follows;

- Cover Page, Table of Contents & Signature Page which allows the local area to indicate the revisions being made to the plan
 - Budget Plan Summaries
 - Participant Plan Summary
 - Negotiated Levels of Performance Chart
 - LWIA Grant Recipient Listing
 - ARRA Local Plan
2. **Strategic Retreat:** Discussed was identifying potential dates for a WIB Strategic Retreat. Purpose of the retreat would be to educate board members on the purpose of the WIB and their role. Enrique Arreola stated it would be a good time to conduct/draft a strategic plan on how the board should move forward. Discussed developing a mission statement. Ruben Garcia stated he has a contact name of an individual who has conducted retreats in the past and he will forward the name to CSWD staff. Esequiel Arrizon asked if would be possible to get some retreat agenda from surrounding WIBs that are similar to our workforce area to see what they are doing and if those could be used as a model for a local retreat. Board

members will discuss the agenda further at the next meeting. Discussed was holding the retreat in October or November.

2. **Bylaws Committee:** Staff will provide an update on the recommended changes to the bylaws. Enrique Arreola explained the minor changes to the bylaws. After discussion the full WIB approved the changes to the bylaws as presented. *M/S/C Nancy Martin/Kendra Bobsin.*
- G. **RR Marketing Materials:** Enrique Arreola explained the extra expenditures that were not originally included the RFP for the marketing materials but were needed, (rack card translations, extended video, etc), and is requesting the approval of the revised ARRA Rapid Response expenditures which includes an increase in contract services with Schipper Design in the amount of \$5,350. The City of Hollister made a commitment for \$5,000. After discussion the full WIB approved increasing the ARRA Rapid Response expenditures by \$5,350. *M/S/C Brenda Weatherly/Ruben Garcia.*
- H. **Elevate America Program:** Amber Allerton reported on the Elevate America program and stated 41 vouchers have been issued. Apparently there is a glitch with the vouchers and some of the ones that have been issued will need to be re-issued and she is waiting for the State to forward those to her. Information was included in the agenda packet. Amber explained how the vouchers can be used and how to receive the certification. Must be activated by June 8th and used within one year. Open to the public. Amber discussed the self assessment to direct clients as to which program training they should take. Andi Anderson will resend the information to the WIB.
- I. **CA New Start Program – Prison-to-Employment:** Because the Statewide funds have not been utilized per State’s expectation, the funds have been rescinded.
- J. **Work Keys:** Information on WorkKeys and WIN were included in the agenda packet for board review and information only. A Work Keys representative provided an overview of program & services last October. Since then, a presentation has been given to staff. Enrique Arreola explained the program, set up fees, etc. Staff will be meeting with tri-counties next week to learn more before re-presenting to the board and discussing whether or not Work Keys should be made available as a resource at the One-Stop.
- K. **The American Recovery and Reinvestment Act of 2009 (ARRA):** Staff will provide an update on: see One-stop notes.
 1. **Adult Services:** Sylvia Jacquez reported that 19 contracts have been completed, and seven are pending approval from County Counsel, two clients were hired on permanently after completing the program, one was offered a permanent position, however; due to their military commitment, they had to decline.
 2. **Dislocated Worker Services:** 32 participants are enrolled in the ITA program, Work Experience or OJT.
 3. **Rapid Response (RR):** On March 30, 2010 the County of San Benito took a big step forward by hosting it’s first ever "Employer Round Table" at San Juan Oaks in Hollister. The goal of the Round Table was to identify the One-Stop Career Center as a resource to employers and how center staff can address employer needs. The Round Table also provided an opportunity for staff to have an intimate

discussion which directly affects our local employers. The topic of the first Round Table was Allied Health. Over 14 employers participated in the one hour event. The next two round tables have been scheduled: 1) May 26th with a focus on Small Businesses and 2) June 23 the focus will be on the Manufacturing Industry. Info to be posted on One-Stop Career Center website.

L. **Grant Update:** The grant update will be available at the next meeting.

M. **Additional Information:**

1. **Statement of Economic Interest Form:** WIB members should have received the Form 700-Statement of Economic Interest for annual filing the due date of April 1st. Please submit the form if it has not been submitted. Andi Anderson will e-mail form to WIB members in the event they did not receive their copy.
2. **Unemployment Report:** The Unemployment Report for February is attached.
3. **Article on CA and its counties have high stress levels:** Informational - County is in top 10 of highest stressed areas in the nation.
4. **One-Stop Career Center Newsletter:** The Newsletter was to be distributed at the meeting, however, there has been an issue with partner agencies not meeting their obligation of article submissions. This was discussed at the One-Stop Career Center meeting and will hopefully be available by next week. Discussed was making a schedule for future editions.
5. **Ethics Training:** Several members have not submitted their Ethics Training Certificates. Please have those completed and submit to Andi Anderson. Reminder that members can be fined for not completing the Ethics Training.
6. **One Stop Career Center Marketing Materials:** Materials were distributed during the meeting.
7. **Spotlight on Hollister:** Staff provided an update on the Expo/Job Fair scheduled for May 13, 2010 at the Vets Building. KSBW8 is now a sponsor and is working on promoting. Hoping to have Adobe or Google present. Website: www.sbexpo.com.
8. **Community Action Board Survey:** Please take the survey online. Explained the survey and encouraged participation in taking the survey. Andi will resend the survey to the full WIB members and will include a printable format. The survey is also available on-line at: <http://www.zoomerang.com/Survey/WEB22AADB5T9F>
9. **Gavilan College Water Technology Program:** Sherrean Carr distributed information.
10. **Small Business Development Center:** Nancy Martin stated that the Small Business Development Center is now located at the EDC offices. Small business is anything under 400 employees. Working on developing workshops with the Hollister Downtown Association.

The meeting adjourned at 4:32 P.M. *M/S/C Brenda Weatherly/Nancy Martin.*

Next Executive Committee Meeting: May 11, 2010 at 3:00 p.m.