EXECUTIVE BOARD MEETING  
Workforce Development Board Conference Room  
Workforce Development Department Administration Office  
290 North D Street, 6th Floor, San Bernardino, California  

WEDNESDAY, JUNE 14, 2017 at 8:30 a.m.

This agenda contains a brief description of each item of business to be considered at today's meeting. In accordance with the Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting on the Workforce Development Board website and on the official Workforce Development Board Bulletin Board outside of the Workforce Development Department Administration Office at 290 North D Street, 6th Floor, San Bernardino, CA 92415. The agenda, its supporting documents and all writings received by the Board related to these items are public records and available for review during regular business hours at the WDD Administration Office at 290 North D Street, 6th Floor, San Bernardino, CA, 92415. The agenda and its supporting documents can be viewed online at www.sbcounty.gov/workforce. However, the online agenda may not include all available supporting documents nor the most current version of documents. Items listed on the Consent Calendar are expected to be routine and non-controversial and, unless the Board directs that an item be held for further discussion, the entire Consent Calendar will be acted upon as the first item of business on the Discussion Calendar.

Members of the public may address the Board on any item on the agenda and on any matter that is within the Board's jurisdiction. To address the Board regarding an item that is on the agenda, complete and submit the purple form entitled "Public Comment". These requests must be submitted to the Executive Secretary to the Board prior to the time the item is called for consideration or prior to the public comments section on the agenda. The Chair will call speakers forward to present their comments at the appropriate time.

Conflict of Interest Advisement

WDB members please be advised: If an item on the Agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made $250 in campaign contributions to you during the last twelve months, or if approval or disapproval of an Agenda item would have a foreseeable material effect on an economic interest of you, your immediate family, or the entity you represent, then please follow these procedures:

"When the Agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Board's consideration of the Agenda item."

AGENDA

OPENING

1) Chair Call Meeting to Order and Adoption of Agenda

CONSENT

2) Approve Minutes from April 12, 2017 Executive Board Meeting

DISCUSSION

3) Agreement with Spaulding Thompson & Associates
4) Next Steps on Executive Board Strategic Action Goals

INFORMATION

5) Expenditure Report
6) ITA Report
7) PR Report
8) County Report

PUBLIC COMMENT

ADJOURNMENT

In conformity with Government Code section 54957.5, any writing that is a public record, that relates to an item listed on the Agenda, and that will be distributed to all or a majority of the Board less than 72-hours prior to this meeting (or is distributed at this meeting), will be available for public inspection at the time the writing is distributed. This inspection may be made at the office of the Workforce Development Department, 290 North D Street, 6th Floor, San Bernardino, California 92415, or during this meeting.

The Workforce Development Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Board Secretary at least three (3) business days prior to the Board meeting. The Board Secretary's telephone number is (909) 387-9886 and the office is located at 290 North D Street, 6th Floor, San Bernardino, California 92415. California Relay Service 711

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities.
MEETING DATE: June 14, 2017
ITEM: (2)
SUBJECT: Approve Minutes from April 12, 2017 Executive Board Meeting
PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)
CONSENT ___ X ___ DISCUSSION ___ INFORMATION ___
RECOMMENDATION: Approve Minutes from April 12, 2017 Executive Board Meeting
BACKGROUND: See attached Minutes
MINUTES

1) In attendance:

<table>
<thead>
<tr>
<th>Committee Members Present</th>
<th>Committee Members Absent</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tony Myrell</td>
<td>B.J. Patterson</td>
<td>Mariann Ruffolo, Deputy Director</td>
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<tr>
<td>Jon Novack</td>
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<td>Miguel McQueen, Deputy Director</td>
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<td>Phil Cothran</td>
<td></td>
<td>Gina Beltran- Executive Secretary</td>
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<td>Tony Myrell</td>
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<td>Fred Burks- Administrative Supervisor II</td>
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<td>William Sterling</td>
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<td>Sandy Harmsen, Project Executive</td>
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<td>Robert Loeun</td>
<td></td>
<td>James Johnson, Business Services Manager</td>
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</tbody>
</table>

OPENING
Chair called meeting to order at 8:35 am

CONSENT
ITEM 2- Motion to approve Minutes from March 1, 2017 Meeting
Tony Myrell called for a motion to approve the minutes from the March 1, 2017 meeting.

Jon Novack motioned to approve the minutes. Will Sterling seconded the motion.

None opposed. Motion carried.

DISCUSSION
ITEM 3- Discuss Next Steps on Executive Committee Strategic Action Goals
Mariann Ruffolo presented this item. There was a recent conference call with Ron Painter and John Baker to discuss the WDB strategic planning retreat. Mariann reminded the board that these strategic action goal sheets were what the board put in place last year and this year and part of the conference call discussion was on how the board can continue to build on what they have been working on.

The Regional Plan & Local Plan has been submitted.

The AJCC MOU templates for Phase II have been reviewed by the WDB and will now be going to the County Board of Supervisors (BOS) for approval. Once the templates have been approved by the BOS they will be given to our partners.

INFORMATION
ITEM 4 -- Expenditure Report
The Board looked over the expenditure reported provided to them in their binder. The Fiscal Supervisor was not present at the meeting to answer questions, however, the Deputy Director of Administration was able to give the board a brief overview of what was on the report. Page one of the report outlined WIOA funding and some items discussed were the percentages for the June Adult and Youth grant and the Slingshot funding. The second page outlined the Non-WIOA funding.

ITEM 5 – ITA Report
The ITA handout was reviewed by the board members and the Deputy Director of Administration went over the report briefly with the board members.
ITEM 6 – PR Report by 20/20 Network
Steve Lambert presented this item. He reported on the March 20/20 PR Report and how it will be updated every month. He reported out how many hits his social media posts receive and how many unique users the department has. The focus in moving forward is to try and sustain and grow job seekers with an emphasis on businesses and to have more activity on Facebook and Twitter.
His only area of concern is the length of time it takes for an article to get approved and when it does it may be “old” news. He will continue to work with WDD staff on the approval process and moving articles.
He would like to work on connecting businesses and asking for feedback on how we can gather information from people coming out of training, how we can get information on people graduating from training into the media. As well as, how we can reach businesses with this kind of information.
One idea from staff and the board was to come up with some sort of monthly newsletter announcing current trainings and graduation dates and include the MOU partners. Steve will look into this idea and work with staff on what that would look like.

ITEM 7 – County Report
Maral Hernandez from the County of San Bernardino Legislative Affairs gave the board a brief update on the Transportation Bill SB1 which passed before Legislation and is now at the Governor’s desk for signature. The funds tied to this bill can only be used for transportation and if passed, this tax will go into effect in November 2017. Fees for vehicle registration will increase starting January 1, 2018.
Mariann Ruffolo presented the County Report and mentioned there will be a Slingshot Steering committee meeting next week. There are plans to have two Ad Hoc committee meetings to discuss the recommendation and selection of the One Stop Operator and City of San Bernardino RFP on Youth Providers and their contracts.
There is an Economic Development Agency (EDA) flyer in board’s binder with a few different meeting dates and locations for an Aerospace and Defense meeting and the board are all invited to attend. Please work with Gina Beltran on the RSVPs.
We’ve applied for the Slingshot funding and are anticipating it will be approved. Riverside County has applied to be the Regional Organizer for this project.
Staff are working on documenting what they have been doing that is in alignment with our local plan and working on a plan to see where they will be going over the next three years.

PUBLIC COMMENT
There was no public comment.

ADJOURNMENT
Tony Myrell called for a motion to adjourn. Will Sterling motioned to adjourn. Jon Novack seconded the motion.

None opposed. Motion carried. Meeting adjourned at 9:56 a.m.

The next WDB Executive Board Committee meeting is scheduled for Wednesday, June 14, 2017 at 8:30 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, Ca 92401.
MEETING DATE: June 14, 2017

ITEM: (3)

SUBJECT: FUNDING REQUEST FOR PROFESSIONAL COMMUNICATION AND MEDIA COORDINATION SERVICES BY SPAULDING THOMPSON & ASSOCIATES

PRESENTED BY: Reg Javier, Deputy Executive Officer
               Workforce Development Board

CONSENT __X__ DISCUSSION____ INFORMATION____

RECOMMENDATION: Approve funding in an amount not to exceed $150,000 for professional communication and media coordination services provided by Spaulding Thompson and Associates from August 17, 2017 through June 30, 2019 for the Workforce Development Department.

BACKGROUND: This funding request for Professional Communication and Media Coordination services by Spaulding Thompson & Associates will expand outreach while promoting increased awareness of the County’s workforce services and programs among the general public. The scope of work complements that of the 20/20 Network and integrates with current services provided to the County by Spaulding Thompson and Associates. The firm has been instrumental in achieving annual circulation impact in excess of 10,000,000 and more than $300k in organic or unpurchased media advertising exposure. The agreement will add $75,000 annually each fiscal year for required services. This item will be presented to the full board at its August 2017 meeting.

WDB Committee Action:
Motion: Second:
Affirmative: Negative:
Abstention:
DATE:
MEETING DATE: June 14, 2017

ITEM: (4)

SUBJECT: Next Steps on Executive Board Strategic Action Items

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT ___ DISCUSSION X INFORMATION ___

RECOMMENDATION: Next Steps on Executive Board Strategic Action Items

BACKGROUND: See handout
<table>
<thead>
<tr>
<th>Goal (Strategic or Committee - S/C)</th>
<th>Activity</th>
<th>Assigned to</th>
<th>Target date</th>
<th>Progress (Updated 6/8/17)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Powerful Well Regarded Brand (S)</strong></td>
<td>Branding outreach (use approved elevator pitch in sponsored events)</td>
<td>All WDB</td>
<td>on-going</td>
<td>12/6 - Members received WDB business cards to help with outreach</td>
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<td></td>
<td>Members use pitch at other meetings, events, etc.</td>
<td>All WDB</td>
<td>on-going</td>
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<td><strong>Shared w/ EDBR, Lead-Exec</strong></td>
<td>Industry Alliances (Convene meetings, Chamber meetings)</td>
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<td>on-going</td>
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<td></td>
<td>Regional Plan</td>
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<td>3/15 - Regional Plan submitted to the CWDB - response/approval set for May 2/6 - Regional Plan posted for 30 day public comment period on 1/26, set for Exec approval on March 1 and full board on March 15 1/4 - MaryAnn Franke scheduled to present an overview to Riv Co and SB Co Exec Boards on 1/11 1/17 - Regional Plan meeting with all regional partners will be held on 1/16 10/11 - Regional Plan set to be completed 11/30 9/12 - Riverside County &amp; SB County WDs met to begin planning</td>
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<tr>
<td><strong>Identify &amp; Establish Strategic Alliances (S)</strong></td>
<td>Local Plan</td>
<td></td>
<td>3/15/2017</td>
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<td></td>
<td>AJCC System MOU</td>
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<td>5/26 - Now obtaining signatures and finalizing MOUs with each partner using the templates 5/17 - Staff presented at full WDB on Phase I &amp; II and the tie in to the One-Stop Operator 5/2 - BOS approved templates 3/15 - Templates for Phase II approved by full WDB, set to go to BOS on 5/2/17 Phase II - 9/1/2017 - Template for Phase II has been drafted, 4th meeting with MOU partners scheduled for 1/12 10/11 - First Phase II meeting scheduled for 10/12, follow up on 11/3. MOU Phase II training provided by CWA will take place on 10/26 9/12 - Phase II Gurrance pre-released from the state at CWA MMM. Phase II will begin this month 9/13 - Phase I MOU approved by BOS on 9/13/16 and submitted to the state</td>
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<td><strong>Fiscal Sustainability of New Non-Profit (S)</strong></td>
<td>501c3: Gather information from other 501c3s</td>
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<td>501c3: Close consultan</td>
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<td>501c3: Buy in from BOS</td>
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<td>501c3: Begin formation process/legal</td>
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<td>501c3: Develop governance</td>
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<td><strong>Well Defined KPI (S)</strong></td>
<td>Recruit interest group</td>
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<td>Research who is doing what</td>
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<td>Explore non-conventional data gathering</td>
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<td>Define what we want to measure/track/trend</td>
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<td><strong>Establish Enterprise Forum (S)</strong></td>
<td>Meet with Mike Stull/Dean Rose</td>
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<td>Ray Casey, Yucaipa City Manager, Business Incubator</td>
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<td>Engage IREP, Econ Dev. &amp; Chambers</td>
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<td>Engage tech coast angels</td>
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