GENERAL BOARD MEETING
Lake Arrowhead Resort and Spa
PO Box 1699 27984 Highway 189
Lake Arrowhead, CA 92352

WEDNESDAY, MAY 4, 2016 – FRIDAY, MAY 6, 2016

MINUTES
WEDNESDAY, MAY 4, 2016

1) Chair Called Meeting to Order at 6:14 pm. At the direction of the Chair, Phil Cothren led the board in the pledge of allegiance. Members introduced themselves. In attendance:

**WDB Members Present**
- Tony Myrell
- Phil Cothren
- William Sterling
- B.J. Patterson
- Jonathan Weldy
- Henry Shannon
- Robert Loeun
- Ken Boshart
- John Andrews
- Cheri Greenlee
- Anita Tuckerman

**WDB Members Absent**
- Dale Marsden
- Joseph Williams
- Mike Gallo
- Jon Novack
- Laurie Stalnaker
- John Gauthier
- Rene Castellanos
- Terry Klenske

**Staff and Special Guests**
- Sandy Harmsen- Executive Director
- Kristi Sandberg- Executive Secretary
- Fred Burks- Administrative
- Supervisor II
- Miguel McQueen- Deputy Director
- Brad Gates- Deputy Director
- Stephanie Murillo- Staff Analyst
- Gloria Moore- MaryAnn Pranke
- Consulting

Members ate dinner and participated in team building exercise facilitated by John Baker.

8:00 PM BREAK FOR THE DAY

THURSDAY, MAY 5, 2016
8:35 AM RECONVENE MEETING

CONSENT
Chair gave brief introduction and direction for board to stay focused and on agenda throughout the meeting. Members in attendance:

**WDB Members Present**
- Tony Myrell
- Phil Cothren
- William Sterling
- B.J. Patterson
- Mike Gallo
- Dale Marsden
- Jon Novack
- Ken Boshart
- Robert Loeun
- Cheri Greenlee
- Anita Tuckerman (departed at 3:30 pm)
- Henry Shannon (departed at 12:30 pm)
- Joseph Williams
- John Andrews
- Jonathan Weldy

**WDB Members Absent**
- Laurie Stalnaker
- John Gauthier
- Rene Castellanos
- Terry Klenske

**Staff and Special Guests**
- Sandy Harmsen- Executive Director
- Kristi Sandberg- Executive Secretary
- Fred Burks- Administrative
- Supervisor II
- Miguel McQueen- Deputy Director
- Brad Gates- Deputy Director
- Stephanie Murillo- Staff Analyst
- Gloria Moore- MaryAnn Pranke
- Consulting

Item 4- Approve Minutes from the March 27, 2016 Workforce Development Board Meeting
Motion to approve by William Sterling. Second by B.J. Patterson. Motion carried. Joseph Williams abstention.
DISCUSSION
Discussion items facilitated by John Baker, Corefactors

Overview of the Retreat and Board Anticipations
“Freshening Our Perspective” is theme of strategic planning meeting
The purpose of the retreat is to look at the work of the board and how to be a catalyst for change

- Anticipations-
  - (MGallo) organizational structure, transitions
  - (KBoshart) what is NOT working
  - (PCothen) where best to invest resources
  - (JNovack) are we tied into County vision and aligned with what’s happening in County
  - (DMarsden) move the dial on unemployment
  - (TMyrell) how do we respond to California legislation

Board Member to Board Member Orientation

- Accomplishments
  - PCothen- Helping Reauthorize WIA/WIOA by establishing comm, researching, leg. visits, helping drafting legislation (TMyrell- 1/20 out of the 552 boards nationals that took active role)
  - TMyrell- 3 NACO awards in last 2 years
  - KBoshart- performance numbers, success stories (quantitative & qualitative)
  - WSterling/BPatterson- KPI (key performance indicators), ROI
  - SHarmsen- MOUs
  - KBoshart- moral and leadership
  - DMarsden- reputation of board and ability to influence high level

- Outcomes/Activities
  - Jobs saved
  - Jobs created
  - Elevated skills
  - Transforming lives
  - Business visits
  - Strategic alignments

- Possibilities

Roles
Members broke up into groups to answer the question: what types of roles can we imagine playing moving forward to better target & enhance our impact?
Major common themes-
*convene/link(age)/broker
*marketing
*LMI- demand sectors/occupations
*WDB is controller

Values
*COURAGE
-WIT & WISDOM (brains)
-PASSION (heart) (individual/collective)
-SELF-AWARENESS
-TRUTH-TELLING
-ACCOUNTABLE
-STRATEGIC
-ALIGNED
-OUTCOME DRIVEN

[*WIZ: Integrity/Wisdom/Courage
*HEART: Caring/Opportunity/Improving People’s Lives
*STRATEGIC PURPOSE: Strategic Focus/In Sync with Countywide Vision/Relevancy to all stakeholders
*SUCCESSFUL OUTCOMES: Breed Success/Positive ROI/Consistent High-Quality Service
*ALIGNMENT: Relationship Outreach/Focus on Convener and Connector]

12:15 PM BREAK FOR LUNCH
1:30 PM RECONVENE MEETING

Practical Vision/Goals
Answers the question: What do we want to see in place as a board as a result of our efforts in the next 2-3 years?
Examples: Training curriculum meeting the needs of employers, Key industry champions in place

- **1-POWERFUL WELL-REGARDED BRAND:** Complete awareness of WD resources/Effective Marketing and Branding/ Remote Technology Access/Kiosk & Recognized as the “go to” for workforce & business /Greater market awareness/More than “hidden gems” (go to for engagement)/Increase AJCC access points
- **2- BETTER CAREER READINESS, DEVELOPMENT, & RETENTION:** Formalized Linked Learning Partnership/K-12 workforce alignment/Mentorship program/Youth career pathways/ID underemployed customers/increase training services for them/Pre-release training with guaranteed OJT upon release
- **3- I.D. & ESTABLISH STRATEGIC ALLIANCES:** Strategic Alliances/ Leveraged resources with key partners & stakeholders/Industry champions in all sectors/Economic development connection Deep engagement with unidentified partners
- **4-WELL DEFINED KPI:** KPI 6-pack (identify 6 KPI’s)/Results of activities translated to outcomes/Shared data/lower un/underemployment/Standardized performance criteria
- **5-FISCAL SUSTAINABILITY OF NEW NON-PROFIT:** Form a non-profit/Funding Doubled/Increase funding
**6-BROAD, DIVERSE GROUP OF ENGAGED & COMMITTED COMMITTEE MEMBERS:** Committee value

**7-ESTABLISH ENTERPRISE FORUM:** Incubator/Innovation Centers

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**5:12 PM BREAK FOR DAY**  
**8:35 AM RECONVENE MEETING**

**Members in Attendance:**

**WDB Members Present**  
- Tony Myrell  
- Phil Cothran  
- William Sterling  
- B.J. Patterson  
- Mike Gallo  
- Dale Marsden  
- Jon Novack  
- Ken Boshart  
- Robert Loeun  
- Cheri Greenlee  
- Joseph Williams  
- John Andrews (left at 12:06)  
- Jonathan Weldy

**WDB Members Absent**  
- Laurie Stalnaker  
- John Gauthier  
- Rene Castellanos  
- Terry Klenke  
- Henry Shannon  
- Anita Tuckerman

**Staff and Special Guests**  
- Sandy Harmsen- Executive Director  
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- Brad Gates- Deputy Director  
- Stephanie Murillo- Staff Analyst  
- Gloria Moore- MaryAnn Pranke Consulting

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**Asset Identification** (Individuals, Organizations, Networks, Associations, Clubs)

Members spent time identifying networks/alliances, and individuals they are already connected to and how to utilize those connections with strategic activities.

<table>
<thead>
<tr>
<th>Individuals</th>
<th>Organizations</th>
<th>Networks/Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Mike Stull/Dean Rose</td>
<td>CSUSB-UCR</td>
<td>City EDAs &amp; councils</td>
</tr>
<tr>
<td>2 Logan Olds</td>
<td>Comm. Colleges</td>
<td>SBCCD-SBVC-CHC</td>
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<tr>
<td>2/3 Lowell Kings</td>
<td>IEEP</td>
<td>SBDC/IEWBC/SBA/SCORE</td>
</tr>
<tr>
<td>3 Jerry Almendarez</td>
<td>Inland Action</td>
<td>SBCSS</td>
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<tr>
<td>3 Steve Pontell</td>
<td>Colton Chamber &amp; other chambers</td>
<td>Alliance for Education</td>
</tr>
<tr>
<td>3 Mary Jane Olhasso</td>
<td>MCIE</td>
<td>Corp. Foundations (general)</td>
</tr>
<tr>
<td>3/7 John Husing</td>
<td>Gazelle Institute</td>
<td>NAWB/CWA</td>
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<tr>
<td>3/2 DePhil Levarso</td>
<td>Service Clubs (Kiwanis)</td>
<td>Community Colleges</td>
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<tr>
<td>3 Phil Feghali</td>
<td>LLUMC</td>
<td>CEA (Calif. Employers Assoc.)</td>
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<td>2/5/7 Tamica Foots-Rachal</td>
<td>Hospitals</td>
<td>MIT Enterprise Forum, San Diego</td>
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<tr>
<td>1 Paul Granillo</td>
<td>DOR</td>
<td>AEBG/AB104 Regional Consortium</td>
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<td>3 David Eagan</td>
<td>SCOD</td>
<td>Irvine Foundation</td>
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<tr>
<td>3 Acquaranta Warren</td>
<td>IRC</td>
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<tr>
<td>3 Bill Hawkins</td>
<td>NAIOP</td>
<td></td>
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<tr>
<td>3 Jamil Dada</td>
<td>CEAC</td>
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<tr>
<td>1/3 Dick Hart/J.C. Belliard</td>
<td>EDD</td>
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<td>1/3 Congressman Pete Aguilar</td>
<td>CTA</td>
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<tr>
<td>1 20/20 Network</td>
<td>CSEA</td>
<td></td>
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<tr>
<td>5/4/6 Audrey Mathews</td>
<td>Geo Solutions</td>
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<tr>
<td>1/3/4 Tim Rainey</td>
<td>Chmura</td>
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<tr>
<td>2/3 Lynne Kennedy</td>
<td>Nat’l Latina</td>
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<tr>
<td>1/3/4 Ron Painter</td>
<td>Business Women’s Assoc</td>
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<td>1/3/4 Bob Lanter</td>
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<td>5 Jim Erickson</td>
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<td>3 Mark Takano</td>
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<td>SBC BOS</td>
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<td>3/7 Mike Morell</td>
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<td>4- Virginia Hamilton</td>
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**Strategic Directions**

*numbers in above chart correspond to practical visions/goals above and groups listed below*

Group work on strategic activities (1, 2, 3, 4, and 5)
- Look at Next Steps (90-120 days)
- Obstacles
- Milestones

**Group 1 (B.J. Patterson and Stephanie Murillo) (Jon N, Ken, Phil)**
**Group 2 (Joseph Williams, Robert Loeun, Mike Gallo)**
**Group 3 (Jon Novack, John Andrews, Cheri Greenlee, Miguel McQueen)**
**Group 4 (Jonathan Weedy) (Jon, Mike, Dale)**
**Group 5 (Tony Myrell, Phil Cotrhan, Will Sterling) (Ken)**
**Group 7 (Ken Boshart, Dale Marsden, Brad Gates) (Tony, Rob, John A, BJ, Will, Joseph)**

<table>
<thead>
<tr>
<th><strong>Groups</strong></th>
<th><strong>Next Steps (90-120 days)</strong></th>
<th><strong>Obstacles</strong></th>
<th><strong>Milestones</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group 1</strong></td>
<td>1. contract in place</td>
<td>1. WIOA</td>
<td>1. contract &amp; game plan</td>
</tr>
<tr>
<td><strong>POWERFUL WELL-</strong></td>
<td>2. meet with 20/20 (game plan-</td>
<td>2. revisit old efforts</td>
<td>2. publishing &amp; use of “elevator</td>
</tr>
<tr>
<td><strong>REGARDED BRAND</strong></td>
<td>brand analysis)</td>
<td>3. changing perception</td>
<td>pitch”</td>
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<tr>
<td></td>
<td>3. develop “elevator pitch“ for</td>
<td>4. breaking paradigms</td>
<td></td>
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<td></td>
<td>members to use</td>
<td></td>
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<td></td>
<td>4. branding outreach (use pitch in sponsored events)</td>
<td></td>
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<tr>
<td><strong>Group 2</strong></td>
<td>1. asset resource mapping</td>
<td>1. “hard to break in”</td>
<td>1. agree on a shared vision</td>
</tr>
<tr>
<td><strong>BETTER CAREER</strong></td>
<td>2. targeted MOUs (create</td>
<td>2. hard to serve</td>
<td>(KPI)</td>
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<tr>
<td><strong>READINESS,</strong></td>
<td>system alignment)</td>
<td>3. lack of organization</td>
<td>2. Asset mapping complete</td>
</tr>
<tr>
<td><strong>DEVELOPMENT,</strong></td>
<td>3. ID/close gaps in service</td>
<td>4. fear- loss of funding</td>
<td>3. Econ. Analysis- employ</td>
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<tr>
<td><strong>&amp;</strong></td>
<td>4. ID KPI</td>
<td>5. disengaged</td>
<td>sectors- demand sectors-</td>
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<td><strong>RETENTION</strong></td>
<td>5. Policy &amp; admin practice change- move towards</td>
<td>6. lack of values</td>
<td>growth industries</td>
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<td></td>
<td>advocacy</td>
<td>7. fragmented services/lack of cohesion</td>
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<td></td>
<td>6. increase community engagement</td>
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<td></td>
<td>7. meet with key partners (i.e. linked learning)</td>
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<td><strong>Group 3</strong></td>
<td>1. industry alliances (convene</td>
<td>1. time constraints</td>
<td>1. industry alliances with all</td>
</tr>
<tr>
<td><strong>I.D. &amp; ESTABLISH</strong></td>
<td>meetings, chamber meetings)</td>
<td>2. lack of awareness</td>
<td>sectors in strategic plan</td>
</tr>
<tr>
<td><strong>STRATEGIC ALLIANCES</strong></td>
<td></td>
<td>3. don’t understand benefits</td>
<td></td>
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<tr>
<td><strong>Group 4</strong></td>
<td>1. recruit interest group</td>
<td>1. define what we want to</td>
<td></td>
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<tr>
<td><strong>WELL DEFINED KPI</strong></td>
<td>2. research who is doing what</td>
<td>measure</td>
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<td></td>
<td>3. explore non-conventional</td>
<td>2. no standard metrics</td>
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<td></td>
<td>data gathering</td>
<td>3. delay or incomplete data</td>
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<td></td>
<td>4. define what we want to</td>
<td>4. fear</td>
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<td></td>
<td>measure/track/trend</td>
<td></td>
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<tr>
<td><strong>Group 5</strong></td>
<td>Transition-</td>
<td>Transition-</td>
<td></td>
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<tr>
<td><strong>FISCAL SUSTAINABILITY OF</strong></td>
<td>1. discuss with BOS</td>
<td>1. County Admin</td>
<td>1. Successful hire of</td>
</tr>
<tr>
<td><strong>NEW NON-PROFIT</strong></td>
<td>2. develop criteria</td>
<td>2. Time</td>
<td>recognized, qualified director</td>
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<tr>
<td></td>
<td>3. begin search</td>
<td>3. Qualified candidates</td>
<td></td>
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</tbody>
</table>

**Transition-**
4. begin interview
5. select candidate

501c3-
1. County Admin
2. Funding

501c3-
1. formation & structure of
2. create operational strategy
3. obtain funding/ create goals
4. use funding/ reach goals

Group 7
ESTABLISH ENTERPRISE FORUM

1. Attend MIT Enterprise Forum in July
2. Meet with Mike Stull/Dean Rose
3. Ray Casey, Yucaipa City Mgr., Business Incubator
4. Engage IEEP, Econ Dev & Chambers
5. Engage tech coast angels

12:10 PM BREAK FOR LUNCH
12:32 PM RECONVENE MEETING

Vision and Mission
Board agreed to leave the Vision statement as is- "Strengthening businesses and transforming lives through employment, education and training."

Mission- suggested to add "innovation"
-Develop economic and employment opportunities for businesses, employees, and job seekers by creating partnerships and providing services
-Current version adding "encourage innovation"
Tony suggests bringing both versions to next meeting for finalization.

INFORMATION- there are no information items

PUBLIC COMMENT- there is no public comment

ADJOURNMENT
William Sterling motioned to adjourn. B.J. Patterson second. Motion carried. Meeting adjourned on Friday, May 6, 2016 at 1:02 pm. The next WDB general meeting is scheduled for July 15, 2016 to be held at WDD Admin located at 290 N D Street Suite 600, San Bernardino CA 92401.

Kristi Sandberg, Executive Secretary

[Signature]