AGENDA

8:00 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

OPENING
1) Call Meeting to Order
2) Adoption of Agenda
3) Introductions

REVIEW AND APPROVAL OF MEETING MINUTES
4) Approval of Minutes from February 4, 2020 Executive Board Meeting

PUBLIC COMMENT
5) Comments from the General Public in Attendance

DISCUSSION
6) Recommend Approval of Second Amendment to Contract for Professional Communication and Media Coordination Services by the 20/20 Network, LLC
7) Status Update on Recruitment for the Workforce Development Director Position
   Presented by Leonard X. Hernandez, Chief Operating Officer for San Bernardino County

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) 387-9862 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 aids and services are available upon request to individuals with disabilities.
MEETING DATE: March 18, 2020

ITEM: (4)

SUBJECT: Approve Minutes from February 4, 2020 Executive Board Meeting

PRESENTED BY: Monique Amis, Interim Assistant Director
Workforce Development Department (WDD)

CONSENT __X__ DISCUSSION___ INFORMATION____

RECOMMENDATION: Approve Minutes from February 4, 2020 Executive Board Meeting

BACKGROUND: See attached minutes
OPENING
The Chair called meeting to order at 8:29 a.m.

PUBLIC COMMENT
There were no public comment cards presented for the Closed Session.

CLOSED SESSION
1) Public Employee Appointment (Government Code section 54957)
Title: Executive Director to Workforce Development Board
The Chair convened the Closed Session at 8:57 a.m. No reportable action was taken in the Closed Session.

PUBLIC SESSION
2) Call Meeting to Order - The Chair reconvened the open session of the meeting at 9:03 a.m.
3) Adoption of Agenda – The Chair called for a motion to adopt the agenda. Anita Tuckerman motioned; Will Sterling seconded the motion. None opposed. Motion carried.
4) Introductions – The Chair started introductions.

REVIEW AND APPROVAL OF MEETING MINUTES
5) Approval of Minutes from January 8, 2020 Executive Board Meeting
The Chair called for a motion to approve the Minutes from the January 8, 2020 Executive Board (Exec) meeting. Will Sterling motioned; Anita Tuckerman seconded the motion. None opposed. Motion carried.

PUBLIC COMMENT
6) Comments from the General Public - There were no public comment cards presented.

WDB Executive Board Meeting Minutes, February 4, 2020
DISCUSSION

7) Workforce Development Board By-Laws
The updated By-Laws were provided to the members for their review and discussion. Attendance was discussed further and it was noted that the Board Supervisor would be required to remove a member for sub-par attendance to the meetings. The second topic discussed in further detail was Article VII – Exec Board. Language had been added to allow 3-5 members from the General Board to be eligible for selection to sit on the Executive Board and anyone currently sitting as the Chair of a Committee would not automatically be appointed to the Executive Board.

8) Annual Retreat
The Chair informed the members that the annual WDB retreat will be moved up to April 20-22, 2020 and will again be held at the Lake Arrowhead Resort & Spa. The primary topic that will be discussed is the structure of the WDB Board going forward. Suggestions were made to have a few Workforce Board Directors from other Counties attend the retreat and provide information about their various structures.

REPORTS AND INFORMATION

9) Committee Reports
- Youth Committee: B.J. Patterson reported on meetings he had with Lowell King and Andre Bossieux to discuss the Foster Youth population and is looking forward to additional meetings. He requested additional information regarding the roll out of the GenGo! toolkits to the school districts and this will be further discussed at the next Youth Committee meeting.
- EDBR Committee: Anita Tuckerman is working with Fred Burks to put together the High Desert Focus Group, so we can identify the needs for Victor Valley College. She also gave an update on the progress of the High Desert Training Center (HDTC), which is scheduled to start classes on April 1st. Discussions occurred about having a grand opening of the HDTC with the college.
- Special Populations Committee: Jonathan Weldy requested additional meetings of the committee and suggested having them every month, with offsite meetings occurring every other month. He reported that with the departure of Stephanie Murillo, Mariann Johnson will be taking her place, assisting with the committee. Molly Wiltshire reported that initiatives and information related to the First Steps program should be reported out to the Special Populations Committee.

ADJOURNMENT
The Chair called for a motion to adjourn. B.J. Patterson motioned; Jonathan Weldy seconded the motion. None opposed; motion carried.

Meeting adjourned 10:05 a.m.

The next WDB Executive Board Committee meeting is scheduled for March 18, 2020 at 8:00 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92415.

Devra Bell – WDB Secretary
MEETING DATE: March 18, 2020

ITEM: (6)

SUBJECT: Second Amendment to Contract for Professional Communication and Media Coordination Services by The 20/20 Network, LLC

PRESENTED BY: Monique Amis, Interim Assistant Director
Workforce Development Department

DISCUSSION__ INFORMATION ___

RECOMMENDATION: Recommend approval to the Workforce Development Board of Amendment No. 2 to the contract for professional communication and media coordination services provided by The 20/20 Network, LLC extending the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2021, and increasing the previously amended contract amount from $480,000 to $600,000.

BACKGROUND: The approval of the recommended contract amendment will allow the continued provision of professional communication and media coordination services to raise the profile of the Workforce Development Board (WDB) by The 20/20 Network, LLC.

Under the contract terms, the services expand media coverage by distributing press releases and relevant press information announcing WDB's specific events, initiatives and milestones. The 20/20 Network, LLC tracks media trends and prepares quarterly updates to the WDB. It also arranges monthly meetings to discuss future work, presents annual success stories, coordinates press coverage of WDD public events, prepares and manages social media posts, develops press releases, serves as a member of the communications team, and provides other public relations related functions as needed.

The Scope of Work includes:
- Raising the profile of the San Bernardino County Workforce Development Board (WDB) by gaining media coverage.
- Creating and distributing press releases and relevant press information developed about the WDB announcing specific events, initiatives and milestones.
- Utilizing web and social media channels in order to raise awareness about the WDB and its work.
- Arranging for key media, reporters and editors to attend and cover WDB events.
- Coordinate media coverage and distribution of workforce-related issues/information to media outlets.
- Developing opinion pieces regarding workforce issues for publication in local and regional newspapers, business journals and trade publications.
- Implementing within the WDB a "news bureau" feature that tracks trends developing in media regarding workforce issues, and inject the WDB's opinion and information into developing stories.
- Obtaining recognition for initiatives that the WDB is involved with and manages.
- Preparing and present quarterly updates to the WDB.
- Coordinating and arrange monthly meetings with WDB to provide updates and discuss future work.
- Preparing and present annual success report and advertising value equivalency report.

On January 18, 2016, the Workforce Development Department issued a Request for Proposal (RFP) soliciting qualified agencies to provide professional communications and media coordination services on behalf of the WDB for the period of July 1, 2016 through June 30, 2019. On April 20, 2016, an Ad Hoc Committee of the WDB interviewed the proposers, reviewed the proposal ratings, and recommended The
20/20 Network, LLC for funding. On April 27, 2016 the WDB Executive Committee approved the funding recommendation for The 20/20 Network, LLC to provide Professional Communications and Media Coordination Services for the period of July 1, 2016 through June 30, 2019 in the amount of $360,000, with the option to extend for two additional one-year periods by mutual agreement of the parties, contingent upon contractor's performance and availability of funds.

On May 30, 2019 the WDB approved Amendment No. 1, extending the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2020, and increasing the contract amount from $360,000 to $480,000.

Approval of recommendation will allow the WDB to consider approval of a second amendment authorizing an increase in funding for The 20/20 Network, LLC's contract from $480,000 to $600,000 and an extension of the contract term through June 30, 2021, subject to approval by the San Bernardino County Board of Supervisors on May 19, 2020.