

## EXECUTIVE BOARD SPECIAL MEETING

Workforce Development Board Executive Conference Room  
Workforce Development Department Administration Office  
290 North "D" Street, 6<sup>th</sup> Floor, San Bernardino, California

WEDNESDAY, APRIL 27, 2016, 11:30 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, 6<sup>th</sup> Floor, San Bernardino, CA. 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, 6<sup>th</sup> Floor, San Bernardino, CA, Suite 301. The agenda and its supporting documents can be viewed online at <http://cms.sbcounty.gov/wib/Home.aspx>. 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

WIB 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

11:30 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

### OPENING

- 1) Chair Call Meeting to Order

### CONSENT

- 2) Approve Minutes of April 20, 2016 Executive Board Meeting

### DISCUSSION

- 3) Consideration and Approval of Recommendation for Professional Communications and Media Services

### INFORMATION

There are no information items

### PUBLIC COMMENT

### ADJOURNMENT

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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, 6<sup>th</sup> Floor, San Bernardino, California 92415-0041, 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 Staff Aide at least three (3) business days prior to

the Board meeting. The Staff Aide's telephone number is (909) 387-9886 and the office is located at 290 North "D" Street, 6<sup>th</sup> Floor, San Bernardino, California 92415-0041. 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.

**Workforce Development Board  
EXECUTIVE BOARD MEETING**

Workforce Development Board Conference Room  
Workforce Development Department Administration Office  
290 North "D" Street, 6<sup>th</sup> Floor, San Bernardino, California

WEDNESDAY, APRIL 20, 2016, 11:30 a.m.

**MINUTES**

Chair Tony Myrell Called Meeting to Order at 11:54 a.m. In attendance:

**Committee Members Present**

Tony Myrell- Chair  
Phil Cothran- Vice-Chair  
William Sterling- Second-Vice Chair  
B.J. Patterson- Chair, Youth  
Committee  
Jon Novack- Chair, Business &  
Economic Development Committee

**Committee Members Absent**

Robert Loeun- Chair, Special  
Populations Committee

**Staff and Special Guests**

Sandy Harmsen- Executive Director  
Kristi Sandberg- Executive Secretary  
Miguel McQueen- Deputy Director  
Brad Gates- Deputy Director  
Fred Burks- Administrative  
Supervisor II

Pulled from agenda- Item 7- Consideration and Approval of Recommendation for Professional Communications and Media Services

**CONSENT**

**Item 2- Approve Recommendation for Human resource Hotline Services**

**Item 3- Approve Recommendation for Local and regional Strategic Plan Writer**

William Sterling motion to approve. Phil Cothran second. Motion carried.

**DISCUSSION**

Chair explained that an Ad Hoc committee was created to review and make recommendation on Items 4, 5, and 6.

**Item 4- Consideration and Approval of Recommendation for Business Workshops.** Miguel McQueen presented background information on Item. Members suggested new topics like "increase in minimum wage" and made suggestion to conduct same workshops in multiple locations or utilize technology like webinars.

B.J. Patterson motion to approve the recommended vendors for the \$20,000 as presented. William Sterling second. Motion carried. Abstention- Phil Cothran due to Conflict of Interest with DVT Marketing.

**Item 5- Consideration and Approval of Recommendation for Business Process Improvement Consultant Services.**

Miguel McQueen presented information that total annual budget is \$190,000 and the cost benefit for the last years is an investment of \$1.1 million resulting in businesses saving \$4.6 million and almost 3000 jobs saved. Recommendation is for the board to approve all five vendors in order to maximize opportunities.

William Sterling motion to approve. Phil Cothran second. Motion carried.

**Item 6- Consideration and Approval of Recommendation for Labor Market Services.**

Brad Gates presented Ad Hoc recommendation to continue funding of Chmura Analytics as well as funding Reach Out in the amount of \$24,000.

B.J. Patterson motion to approve. William Sterling second. Motion carried.

**Item 8- Consideration and Approval of Process for Recruitment and Appointment of Workforce Development Board Committee Members**

Members discussed if Executive Board members should sit on every committee. County Counsels provided direction that there is no violation of Brown Act if quorum of Executive Board members are also on any of the three standing committees due to the fact that the Executive Board is not the governing body. Members discussed criteria to be used for

determining public members involvement and appointment to the three standing committees. Criteria for community members is that they must have demonstrated experience in the subject matter to be addressed by the standing committee. It was determined that public members will be sought for “community input and not community control”. It was decided that standing committees will maintain a majority of WDB members on each committee.

William Sterling motion to approve that standing committees will have a minimum of nine members and a maximum of 17 members while maintaining a maximum nine and/or majority of WDB members. Jon Novack second. Motion carried.

**INFORMATION**

County Report given by Sandy Harmsen

Update about CMTC

Tony appointed to NAWB Board

MOU meetings with workforce partners on track for June 30, 2016 deadline

Slingshot Compact has been approved by the State

Update about Alliance for Education- Lynne Kennedy: Sandy suggests having her present at a WDB meeting

Staff Analyst Emily Petrus awarded Workforce Professional of the Year at the CWA Spring Conference

Update about SBETA

There are no public comments at this time.

**ADJOURNMENT**

William Sterling motioned to adjourn. Phil Cothran second. Motion carried. Meeting adjourned at 1:15 pm. The next WDB Committee meeting is scheduled for Wednesday, June 15, 2015 to be held at WDD Admin, 290 N. “D” Street, 6<sup>th</sup> Floor, San Bernardino, CA 92401.

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Kristi Sandberg, Executive Secretary II

**San Bernardino County  
Workforce Development Board  
Executive Board  
Agenda Item**

**MEETING DATE:** April 27, 2016

**ITEM:** (3)

**SUBJECT:** Approve Recommendation for Professional Communications and Media Services

**PRESENTED BY:** Sandra Harmsen, Executive Director  
Workforce Development Board

**CONSENT** \_\_\_\_\_ **DISCUSSION**  X  **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Consider and take action based on the recommendation from the Workforce Development Board's Ad-hoc Committee to approve funding in an amount not to exceed \$480,000, to provide Professional Communications and Media Services, for the period of July 1, 2016 through June 30, 2019, with the option to extend, two additional, one-year terms.

**BACKGROUND:** On November 4, 2015, the Workforce Investment Board (WIB) gave approval to staff to develop and release a Request for Proposal (RFP) to solicit potential vendors to provide the WIB with Professional Communications and Media Services, making the public aware of new and ongoing Workforce Innovation and Opportunities Act (WIOA) programs, services and events, including special projects and programs. On January 18, 2016, staff issued the RFP on behalf of the newly developed Workforce Development Board (WDB), formally the WIB. The RFP was posted on the County Purchasing ePro website.

On March 4, 2016, five proposals were received and determined to be responsive to the RFP criteria. The proposals were evaluated by a committee of neutral parties with knowledge and skills to assess the proposals. Proposals were scored in accordance with the Proposal Review and Evaluation Process outlined in the RFP. On April 20, 2016, an Ad Hoc Committee of the WDB held proposer presentations, reviewed proposal ratings, their capacity to perform the project, their experience, relevant references and cost reasonableness, to provide Professional Communications and Media Services, for the period of July 1, 2016 through June 30, 2019.