

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

8:30 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

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.

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

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 **DISCUSSION** **INFORMATION**

RECOMMENDATION: Approve Minutes from April 12, 2017 Executive Board Meeting

BACKGROUND: See attached Minutes

WDB Action:

Motion:

Second:

Affirmative:

Negative:

Abstention:

DATE:

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

WEDNESDAY, APRIL 12, 2017, 8:30 p.m.

MINUTES

1) In attendance:

Committee Members Present

Tony Myrell
Jon Novack
Phil Cothran
Tony Myrell
William Sterling
Robert Loewn

Committee Members Absent

B.J. Patterson

Staff

Mariann Ruffolo, Deputy Director
Miguel McQueen, Deputy Director
Gina Beltran- Executive Secretary
Fred Burks- Administrative Supervisor II
Sandy Harmsen, Project Executive
James Johnson, Business Services Manager

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 on 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.

Gina Beltran, Executive Secretary II

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

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: _____

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

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

WDB Action:

Motion:

Second:

Affirmative:

Negative:

Abstention:

DATE:

Executive Committee 2016-17 Goals

Goal (Strategic or Committee - S/C)	Activity	Assigned to	Target date	Progress (Updated 6/8/17)
Powerful Well Regarded Brand (S) Shared w/ EDBR, Lead:Exec	Branding outreach (use approved elevator pitch in sponsored events)	All WDB	on-going	12/6 - Members received WDB business cards to help with outreach
	Members use pitch at other meetings, events, etc	All WDB	on-going	
Identify & Establish Strategic Alliances (S) Shared w/ EDBR, Lead:Exec	Industry Alliances (Convene meetings, Chamber meetings)		on-going	
	Regional Plan	MPTC	3/15/2017	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 Pranke scheduled to present an overview to Riv Co and SB Co Exec Boards on 1/11 11/2 - Regional Plan meeting with all regional partners will be held on 11/16 10/11 - Regional Plan set to be completed 11/30 9/12- Riverside County & SB County WDBs met to begin planning
	Local Plan	MPTC	3/15/2017	5/22 - Conditional approval received from CWDB - State requests explanation of OSO procurement process - update due to CWDB June 30 3/15 - Local Plan submitted to the CWDB - response/approval set for May 2/6 - Local 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 Pranke scheduled to present an overview of the plan to Exec Board on 1/11 11/9 - MaryAnn Pranke attended committee meetings to perform a SWOT analyses 10/28 - All stakeholder meetings went according to plan and the Local Plan is on schedule 10/11 - Local Plan - System Partner Planning Meeting is scheduled for 10/12, Youth Planning Meeting scheduled 10/18, Customer Planning Meeting scheduled for 10/28 Local Plan is set to be completed 12/30 9/12- Local planning to begin this month with MPTC
	AJCC System MOU	Staff	Phase I - 9/13/2016 Phase II - 9/1/2017	5/26 - Now obtaining signatures and finalizing MOUs with each partner using the templates 5/17 - Staff presented at full WDB on Phase I & 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 2/6 - Draft form of templates moving forward, met with MOU partners on 1/12 and 1/31 1/4 - Template for Phase II has been created in draft form, 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 Guidance 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
Fiscal Sustainability of New Non-Profit (S)	501c3 Gather information from other 501c3s			
	501c3 Choose consultant			
	501c3 Buy in from BOS			
	501c3 Begin formation process/legal 501c3 Develop governance			
Well Defined KPI (S)	Recruit interest group			
	Research who is doing what			
	Explore non-conventional data gathering			
	Define what we want to measure/track/trend			
Establish Enterprise Forum (S)	Meet with Mike Stull/Dean Rose			
	Ray Casey, Yucaipa City Manager, Business Incubator			
	Engage IEEP, Econ Dev, & Chambers			
	Engage tech coast angels			