

GENERAL BOARD MEETING

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

WEDNESDAY, AUGUST 16, 2017, 12:00 p.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

12:00 PM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT BOARD

OPENING

- 1) Chair Call Meeting to Order
- 2) Pledge of Allegiance
- 3) Adoption of the Agenda
- 4) Introductions
- 5) Success Stories
 - a) Youth
 - b) Business
 - c) AJCC Client

CONSENT

- 6) Approval of Minutes from the May 17, 2017 Workforce Development General Board meeting
- 7) Approval of Funding Request for Professional Communication and Media Coordination

DISCUSSION

- 8) Approval of One Stop Operator Annual Workplan

PRESENTATION

- 9) AJCC Certification
- 10) Economic Development

INFORMATION

- 11) Planning Retreat Update on Goals
- 12) Committee Reports
 - a) Executive Board Report
 - b) Youth Committee Report
 - c) Economic Development and Business Resource Committee Report
 - d) Special Populations Report
- 13) Public Relations Newsletter
- 14) 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
Agenda Item**

MEETING DATE: August 16, 2017

ITEM: (6)

SUBJECT: Approve Minutes from May 17, 2017, 2017 Workforce Development Board Meeting

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

CONSENT X **DISCUSSION** **INFORMATION**

RECOMMENDATION: Approve Minutes from May 17, 2017 Workforce Development Board Meeting

BACKGROUND: See attached Minutes

WDB Action:

Motion:

Second:

Affirmative:

Negative:

Abstention:

DATE:

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

WEDNESDAY, MAY 17, 2017, 12:00 p.m.

MINUTES

In attendance:

WDB Members Present

Anita Tuckerman
Cherilyn Greenlee
Henry Shannon
John Andrews
Jonathan Novack
Jonathan Weldy
Joseph Williams
Kenneth Boshart
Paul Moreno
Phil Cothran
Rene Castellanos
Tony Myrell
William Sterling
B.J. Patterson
Dale Marsden
Mike Gallo
Robert Loewn

WDB Members Absent

Laurie Stalnaker
Terry Klenske

Staff and Special Guests

Reg Javier, DEO
Gina Beltran, Executive Secretary II
Sandra Harmsen, Project Executive
Miguel McQueen, Deputy Director
Mariann Ruffolo, Deputy Director
Sophie Akins- Deputy County Counsel
Marissa Rivera, EDA

Opening

- 1) Chair called the meeting to order at 12:10 pm
- 2) Pledge of Allegiance was led by Paul Moreno
- 3) Introductions

4) **Presentation and Adoption of Agenda**

There was one change to the agenda. The Youth success story will not be heard today due to a family emergency.

Will Sterling motioned to approve the agenda with the change. Jon Novack seconded the motion.

None opposed. Motion carried.

5) **Success Stories**

- a) *AJCC Client*- Vanessa Valadez from the High Desert AJCC presented customer, Ann Marie Duran.
- b) *Business* – Mike Holtz from Business Services presented employer, Jose Villanueva, the CFO of Everrank Investment Group, Inc.

CONSENT

6) **Approval of Minutes from the March 15, 2017 Workforce Development Full Board meeting**

There was an edit needed to mark Mariann Ruffolo as not in attendance and to mark Mike Gallo in attendance.

Tony Myrell asked for a motion to approve the minutes with these two edits.

Will Sterling motion, Anita Tuckerman seconded; B.J. Patterson abstained from the motion because he was not at the March 15, 2017 meeting.

None opposed and motion carried.

DISCUSSION

7) One Stop Operator Selection and Contract Award

Mariann Ruffolo presented - she reported that an Ad Hoc meeting was held on April 11, 2017 to select the One Stop Operator. There were three proposals received and the committee made a selection. The committee recommended a contract for a 4 year term per County's new guidelines on contract length. The contract will not exceed \$600,000 for the term, and \$150,000 annually. Staff is asking for approval from the board to move this item forward to the Board of Supervisors on June 13, 2017.

Tony Myrell called for a motion to approve the Ad-Hoc's selection of the One Stop Operator as Workforce Development Solutions, Inc. and move the contract forward to the Board of Supervisors.

B.J. Patterson motioned to approve; Will Sterling seconded.

None opposed. No abstentions. Motion carried.

8) City of San Bernardino WIOA Youth Program Selection and Contract Awards

Prior to this item being discussed, Joseph Williams recused himself and stepped out of the room due to a conflict of interest. Mike Gallo and Dale Marsden recused themselves from this item due to a potential conflict.

Mariann Ruffolo presented - she reported that an Ad Hoc meeting was held on April 19, 2017 to review the recommendations from staff for the 8 proposals that were determined to be responsive to the Youth RFP. This item will allow Workforce Development to serve a minimum of 134 at risk youth under WIOA Youth Program for the 2017-19 program cycle. Staff is asking for approval to move this item forward to the Board of Supervisors on June 13, 2017.

Tony Myrell called for a motion to approve the recommendation of the Youth Ad Hoc Committee and recommended funding for the contracts listed in the item and to move the contracts forward to the Board of Supervisors.

Henry Shannon motioned to approve; Will Sterling seconded.

Joseph Williams, Mike Gallo and Dale Marsden abstained from this item. None opposed. Motion carried.

9) Youth Provider Contract Amendments

Mariann Ruffolo presented - she reported that an Ad Hoc meeting was held on April 19, 2017 to review the recommendations from staff about the funding for the current ten WIOA youth program contracts. This amendment will allow the contractors to continue to provide academic enhancement, employment skills, and occupational training services for eligible youth participants under WIOA by adding a program cycle and extending the term for an additional year. The item outlined the ten contracts and the proposed amendment along with the two tier barriers.

Tony Myrell called for a motion to approve the recommendation of the Youth Ad Hoc Committee and recommended funding for the ten contracts and to move the contracts forward to the Board of Supervisors.

B.J. Patterson motioned to approve; Ken Boshart seconded.

None opposed. Motion carried.

INFORMATION

10) America's Job Center of California System Memorandum of Understanding Presentation

Stephanie Murillo presented, covering the WIOA Phase I and Phase II of the MOU and the components of each.

11) Economic Development Agency Updates

Marissa Rivera reported on the current events for Economic Development Agency. She recently attended an Inland Empire World Trade Conference at the San Bernardino Airport which focused on Aerospace & Defense, International Trade, and Cybersecurity. There will be another event next year but it may not be in San Bernardino.

The Comprehensive Economic Development Strategy draft is in review and will be presented to the Board of Supervisors on June 13, 2017. One important strategy from the advisory committee, which Jon Novack was a part of, was working more closely with Workforce Development. It is important to better understand the needs of local employers and industry.

The Mayor of Taoyuan, Taiwan is scheduled for a visit to the area in July to continue discussions about how to link business-to-business opportunities and future growth at Ontario International Airport.

The ED team will be attending the International Council of Shopping Centers event in Las Vegas this month. The event will focus on retail development and will support all local economic development for the region.

The Linked Learning Hubs of Excellence Convening was held May 16-17, 2017 and San Bernardino County was the host. Attendees included Maria Flynn, Executive Director of Jobs for the Future; Hubs from East Bay; Tulare-Kings; Los Angeles; Coachella Valley; Long Beach and of course San Bernardino. The San Bernardino County team focused their discussion on Work-Based Learning in Career Pathways.

12) Strategic Planning Retreat

Tony Myrell presented. Tony gave an update on the retreat and what is needed in preparation for the strategic planning session. The facilitator, John Baker has asked for the Board to bring some stories, ideas and thoughts around the following questions: What could we do? What should we do? What will we do?

In addition, Gina Beltran gave an update about other retreat details and logistics.

13) Committee Reports

- a) **Executive Board given by Tony Myrell** – Exec has reviewed a new PR year-to-date report which led to conversations about how to better engage businesses. As a result, a draft newsletter from 20/20 was created and will be presented at the next committee meeting then will be presented at the next full board. The committee members also reviewed the most recent ITA report which showed training by industry.
- b) **Youth Committee given by B.J. Patterson** –The next Y4 Conference will be held, November 17, 2017. The location is still to be determined.
- c) **Economic Development and Business Resource Committee (EDBR) given by Jon Novack** – EDBR continues to work with the High Desert Manufacturing Council on conversations about the mining industry and working on job growth and developing a high desert training center.
- d) **Special Populations report given by Robert Loewn** – The committee continues to invite community partners as guests to the Special Population Committee meetings and to share partnership information, resources and educating. Robert hopes to develop a cross-training for front-line staff on partnership resources, networking and building strong relationships.

Inland Regional Center provided in-services information on internship funding up \$10,400 per consumer on work based learning and he hopes to collaborate with Inland Empire Disabilities Collaboration Expo in September 2017. The focus on that expo is on building and developing a tracking system for special population clients accessing AJCC services.

PUBLIC COMMENT

No public comment.

ADJOURNMENT

Tony called for a motion to adjourn. William Sterling motioned; Jon Novack seconded.

None opposed. Motion carried.

Meeting adjourned at 2:12 pm.

The next WDB general meeting is scheduled for July 19, 2017 at the WDD Admin Office.

Gina Beltran, Executive Secretary II

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

MEETING DATE: August 16, 2017

ITEM: (7)

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 Board (WDB).

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, specifically addressing what the Workforce Board is doing to meet future workforce needs and to develop collaborative public-private systems to handle demand and encourage greater investment in the region among a target audience that includes, but is not limited to, media, high profile business/corporations, government influencers, and investment partners.

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. To date the firm has achieved annual circulation impact in excess of 10,000,000 and more than \$300k in organic or unpurchased media advertising exposure for Economic Development. The agreement will add an exclusive and separate scope of work for WDD in an amount not to exceed \$75,000 during each of the next two fiscal years.

The WDB exclusive Scope of Work will include:

- Strategic Planning: Develop a comprehensive public relations strategy; improve WDB's brand positioning; participate in monthly strategy meetings; and provide regular outcome reports.
- Preparation: Establish a top tier media and influencers outreach program; engage in proactive data/information/success story gathering; develop message platform, and conduct media audits.
- Implementation: Develop a proactive press release and consistent influencer outreach strategy; develop and pitch bylined articles, develop and produce white papers, coordinate social media messaging and placement in collaboration with 20/20, support the WDB speakers bureau; coordinate influencer presentations by leading executives; establish a WDB news bureau; and engage regional/national influencers.
- Measurement: develop media message placements; and enhance business relationships, establish meetings and outreach program
- Media Relationship Building: Build trusted relationships between WDB and reporters covering related topics in workforce, job creation, and economy at a regional and national level.
- Expert Sourcing: Promote WDB's expertise in workforce development; and establish the WDB as a source for information, interviews and quotes related to industry, labor and employment issues.
- Miscellaneous: Create fact sheets; promote industry sector work; and provide monthly reports by the 15th of each subsequent month in which services are performed.

Program Objectives

This agreement will integrate with the services provided under the 20/20 agreement. The services of 20/20 assist in positioning WDB as a contributor to the County's economy, promote its Board as thought leaders, and engage County-based employers and job seekers. The services provided under this

proposed agreement will work hand in hand with 20/20 to leverage information beneficial to both outreach efforts within the County (20/20) and to external audiences.

The services provided by Spaulding Thompson & Associates will specifically serve to:

- Position WDB as a thought leader at state and national levels
- Position WDB as an influencer in policy and practice
- Increase WDB's ability to gain funding from corporations and non-profit organizations and at the state and national level

Audience

This agreement will expand WDB's existing audience to include additional key business and workforce media outlets. Businesses within strategically targeted industries will remain a primary target by focusing upon leading industry specific trade publications. Additionally, the services will improve promotion of the WDB and its programs among an array of strategic partners to include economists, government leadership, corporate America, foundations and think tanks, brokers/site selectors, county business owners.

Outcomes

The agreement will include the following metrics to gauge outcome performance:

- Curated list of influencers, thought leaders and media that can help change the conversation and regional positioning for workforce/magnet region; guide potential investment;
- Creation of position pieces including two white papers and two bylined articles per year as well as industry fact sheets;
- Quarterly thought leader outreach;
- Earned media that helps to elevate WDB and County and follows program messaging; and
- Media meetings/tours with target outlets/influencers at a state and national level.

This agreement was presented to WDB's Executive Board for consideration on August 9, 2017 and was recommended to move to the WDB for approval.

<i>WDB Committee Action:</i>	
<i>Motion:</i>	<i>Second:</i>
<i>Affirmative:</i>	<i>Negative:</i>
<i>Abstention:</i>	
DATE:	

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

MEETING DATE: August 16, 2017
ITEM: (8)
SUBJECT: **One-Stop Operator Annual Work Plan**
PRESENTED BY: Angela Gardner, One-Stop Operator
Workforce Development Solutions, Inc.

CONSENT _____ **DISCUSSION** X **INFORMATION** _____

RECOMMENDATION: Recommend for approval of the One-Stop Operator’s Draft Annual Work Plan

BACKGROUND: The Workforce Innovation and Opportunity Act requires Local Workforce Boards to competitively procure for One-Stop Operators to coordinate service delivery of required one-stop partners and service providers in accordance with the America’s Job Center of California (AJCC) Memorandums of Understanding (MOU). On March 1, 2017, the Workforce Development Board (WDB) approved the release of a Request for Proposal (RFP) to procure a One-Stop Operator for the period of July 1, 2017 through June 30, 2021, responsible for ensuring the implementation of partner responsibilities and contributions agreed upon in the AJCC MOUs.

On May 17, 2017, the WDB recommended approval of the contract with Workforce Development Solutions, Inc. to serve as the One-stop Operator. The contract was subsequently presented and approved by the Board of Supervisors on June 13, 2017.

The contract with Workforce Development Solutions, Inc. indicates that timelines for submission of projects described in the Annual Work Plan and specific expectations for assignments/projects will be mutually agreed upon between the WDB and Workforce Development Solutions, Inc. On July 12, 2017, Workforce Development Solutions, Inc. presented the Draft Annual Work Plan to the Executive Board for review and input. The Executive Board recommended updates to the Work Plan and the creation of a List of Priorities.

On August 9, 2017 the Executive Board recommended approval of the One-Stop Operator’s Annual Work Plan and List of Priorities and recommended submittal to the Workforce Development Board for approval.

WDB Committee Action:	
<i>Motion:</i>	<i>Second:</i>
<i>Affirmative:</i>	<i>Negative:</i>
<i>Abstention:</i>	
DATE:	