

**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, AUGUST 10, 2016, 10:30 a.m.

**MINUTES**

1) Chair Called Meeting to Order at 10:40 am. In attendance:

**Committee Members Present**

Tony Myrell  
Jon Novack  
William Sterling  
B.J. Patterson  
Robert Loewn

**Committee Members Absent**

Phil Cothran

**Staff and Special Guests**

Mariann Ruffolo, Deputy Director  
Miguel McQueen, Deputy Director  
Kristi Sandberg- Executive Secretary  
Fred Burks- Administrative  
Supervisor II

**CONSENT**

**ITEM 2- Motion to approve Minutes of July 13, 2016 Meeting**

Motion by B.J. Patterson. Second by William Sterling. Motion carried.

**DISCUSSION**

**ITEM 3- Discuss and approve Workforce Development Board draft mission statement proposed by The 20/20 Network**

Members discussed recommendations and prefer alternative 1 due to the use of the word "promote"- Motion to approve Mission statement worded as "Promote a workforce development system that supports economic vitality by creating opportunities for businesses, employees and job seekers." by B.J. Patterson. Second by Robert Loewn. Motion carried.

**ITEM 4- Discuss Asset Mapping**

Mariann distributed three examples of asset maps available and members reviewed maps. Mariann informed members that EDA is already working with ESRI on purchasing map software and WDD staff will be involved with initial training next week. Software allows for excel drag and drop which means that data from excel can be dropped into template and map is created. Members discussed potential usage of asset mapping to help identify partners, industry sectors, career opportunities, training providers, etc. Members agreed to continue to move forward with finding out more about ESRI and utilization of mapping software

**ITEM 5- Discuss Next Steps on Executive Board Strategic Action Items**

Mariann presented the spreadsheet for each committee and reviewed process of how spreadsheet will be kept updated.

- Jon Novack, Chair of the Economic Development and Business Resource Committee provided an update on the goal of identifying strategic alliances: working with City of Ontario, Ontario Chamber of Commerce and County to help align resources- they are looking to grow process into other cities after establishing in Ontario- HR Hotline is on Ontario Chamber website- outreach to chambers and cities provide a great opportunity to spread word about WDB resources

**ITEM 6- Discuss and Approve Ad Hoc Committee Recommendations for Public Relations Activities**

Mariann presented materials related to initial public relations activities created by 20/20.

- Elevator Speech: Members read proposed elevator speech- Jon Novack mentioned that there seems to be a focus (and in success stories) on the exclusion (type of client) instead of the rule and there should be a focus on the 80% and not 20% of population. Tony mentioned that when he shares about WDB work it is on "training and retraining". Members agreed that focus should be on "well-skilled workforce" and asked staff to have 20/20 develop bullet points as talking points for WDB members. BJ suggested that "no cost, save employers money" is a strong selling point when sharing about WDB resources.
- Template for WDB bios- members approved of form to help staff collect biographical information from WDB members

Robert Loewn motioned for 20/20 to develop a strategic communication and publicity plan for the WDB. Second by Jon Novack. Motion carried.

### **INFORMATION**

Budget update given by Mariann Ruffolo  
Budget as of June 30, 2016 and is Fiscal Year End.  
Members reviewed Budget handout.

### **County Report given by Mariann Ruffolo**

- NACO Awards- 5 awards: 3 submitted by WDD
- SlingShot, CDCR, Housing Authority , Child Support , Customer Centered Design
- Tony appointed to the CWA Executive Committee
- Update about the SlingShot Industry Champion Meetings in July
- WDD staff attending WIOA Regulations training hosted by the California Workforce Association
- Regional Plan moving forward and meeting tentatively for August 30
- Attendance Letter and board members with attendance issues list
- Legislative update

Jon N asked about process for grant solicitation and participation- Miguel responded that general process is staff will receive grant notices, research and analysis and make recommendation to management team. Management team decides which grants staff will apply for and then staff completes grant application and supplemental documentation.

### **PUBLIC COMMENT**

There are no public comments.

### **ADJOURNMENT**

William Sterling motioned to adjourn. Second by B.J. Patterson. Motion carried. Meeting adjourned at 12:00 p.m. The next WDB Executive Board Committee meeting is scheduled for Wednesday, September 14, 2016 at 10:30 am 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