

**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, SEPTEMBER 14, 2016, 10:30 a.m.

**MINUTES**

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

**Committee Members Present**

Tony Myrell  
William Sterling  
Robert Loeun  
Phil Cothran  
Jon Novack (arrived 10:47 am)  
BJ Patterson (arrived 11:30 am)

**Committee Members Absent**

**Staff**

Mariann Ruffolo, Deputy Director  
Miguel McQueen, Deputy Director  
Kristi Sandberg- Executive Secretary  
Fred Burks- Administrative  
Supervisor II  
Sandy Harmsen  
Stephanie Murillo  
James Johnson

**Public Members**

Steve Lambert The 20/20 Network  
Frank Girardo  
Deana

**CONSENT**

**ITEM 2- Motion to approve Minutes of August 10, 2016 Meeting**

Motion by William Sterling. Second by Robert Loeun. Motion carried.

**DISCUSSION**

**ITEM 3-** Discuss and approve public relations materials proposed by The 20/20 Network

Chair asked Steve Lambert to review Draft Strategic Communications Plan with Executive Board.

- Challenges, opportunities, who trying to reach
- Stronger focus to reach business
- three points of strategy (reference plan)
- communications challenges
- opportunities
- audience targets

Chair mentioned the importance of the exec board meeting with the other County departments that receive workforce dollars and also figure out how to expand resources and services offered to Business. Jon Novack referenced the Joint planning meeting and information presented about occupations and industry growth for the future as being important for board to use in determining marketing strategies.

Board members reviewed "elevator pitch" and agree that focus on providing trained employees is on point.

Motion by Robert Loeun with second by William Sterling to move draft strategic plan and elevator pitch forward to full board for approval.

Jon Novack opposed to moving draft strategic plan forward.

Motion carried

**ITEM 4-** Discuss and approve proposed 2017 master calendar of Workforce Development Board meetings

William Sterling motion to accept. Jon Novack second. Motion carried.

**ITEM 5-** Discuss next steps on Executive Board strategic action items

Mariann and members reviewed current spreadsheet report.

Members discussed importance of having community representation via committee public members.

**ITEM 6-** Discuss program support opportunities

Sandy explained that in the past the board has supported CWA and NAWB through program support alongside regular membership. For upcoming year, staff is recommending sponsorship in amounts up to \$25,000 for CWA and NAWB. Board members affirmed importance of continuing to give program support due to both associations direct support of workforce activities and initiatives.

Motion to approve William Sterling. BJ Patterson second. Motion carried.

**INFORMATION**

**Budget Report** (current to July 31, 2016) given by Mariann Ruffolo

Mariann mentioned staff waiting to receive written confirmation of JDNEG extension.

**Attendance Report** given by Mariann Ruffolo

Tony Myrell encouraged reaching out to Logan Olds to see if he is interested in participating on a committee.

Mariann mentioned the one-year and two-year appointments of Board members and that there are members who will need reappointment by December 2016.

**County Report** given by Sandy Harmsen

Tony on opening plenary panel at CWA Meeting of the Minds

Y4 scheduled for December 9 and possible locations Speedway or CUSB

Otis Greer no longer works for County for legislative update and members suggest legislative quarterly updates

ERSI Map updates- department waiting on County IT for further information

Performance negotiating- San Bernardino County continues to carry the state on performance

Thanks for participating in Regional Plan meeting

ITA Training Report- members requested matrix of industry/occupations, Miguel explained actual costs including leveraged financial aid

**PUBLIC COMMENT**

There are no public comments.

**ADJOURNMENT**

William Sterling motioned to adjourn. Second by Jon Novack. Motion carried. Meeting adjourned at 12:20 p.m. The next WDB Executive Board Committee meeting is scheduled for Wednesday, October 12, 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