

EXECUTIVE BOARD MEETING

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

WEDNESDAY, SEPTEMBER 14, 2016, 10:30 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. 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, 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

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

10:30 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

OPENING

- 1) Chair Call Meeting to Order

CONSENT

- 2) Approve Minutes of August 10, 2016 Executive Board Meeting

DISCUSSION

- 3) Discuss and Approve Public Relations Materials Proposed by The 20/20 Network
 - a) Strategic Communications Plan
 - b) Member "Elevator Pitch"
- 4) Discuss and Approve Proposed 2017 Master Calendar of Workforce Development Board Meetings
- 5) Discuss Next Steps on Executive Board Strategic Action Items
- 6) Discuss Program Support Opportunities

INFORMATION

- 7) Budget Report
- 8) Attendance Report
- 9) County Report given by Mariann Ruffolo

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 92415-0041, 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, 6th 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.

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

MEETING DATE: September 14, 2016

ITEM: (2)

SUBJECT: Approve Minutes of August 10, 2016 Executive Board Meeting

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

CONSENT **DISCUSSION** **INFORMATION**

RECOMMENDATION: Approve Minutes of July 13, 2016 Executive Board Meeting

BACKGROUND: See attached Minutes

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

MINUTES

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

Committee Members Present

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

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 Loeun. 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

Page | 4

Agenda September 14, 2016 WDB Executive Board Meeting

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 Loeun 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, 6th Floor, San Bernardino, Ca 92401.

Kristi Sandberg, Executive Secretary II

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

MEETING DATE: September 14, 2016

ITEM: (3)

SUBJECT: Discuss and Approve Public Relations Materials Proposed by The 20/20 Network

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

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

RECOMMENDATION: Discuss and approve public relations materials proposed by The 20/20 Network

BACKGROUND: See handouts

- (A) Strategic Communications Plan
- (B) Member "Elevator Pitch"

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

MEETING DATE: September 14, 2016

ITEM: (4)

SUBJECT: Discuss and Approve Proposed Master Calendar of 2017 Workforce Development Board Meetings Calendar

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

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

RECOMMENDATION: Discuss and approve proposed Master Calendar of 2017 Workforce Development Board Meetings Calendar

BACKGROUND: See handout

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

MEETING DATE: September 14, 2016

ITEM: (5)

SUBJECT: Discuss Next Steps on Executive Board Strategic Action Items

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

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

RECOMMENDATION: Discuss next steps on Executive Board Strategic Action Items

BACKGROUND: See handout

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

MEETING DATE: September 14, 2016

ITEM: (6)

SUBJECT: Discuss Program Support Opportunities

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

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

RECOMMENDATION: Discuss Program Support Opportunities

BACKGROUND: