

## GENERAL 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 21, 2016, 12:00 p.m.

### MINUTES

- 1) Chair Called Meeting to Order at 12:04 pm. At the direction of the Chair, Cheryl Greenlee led the board in the pledge of allegiance. Members introduced themselves. In attendance:

#### WDB Members Present

Phil Cothran  
Henry Shannon  
Anita Tuckerman  
Jonathan Novack  
Cheryl Greenlee  
Jonathan Weldy  
B.J. Patterson  
Rene Castellanos  
Laurie Stalnaker  
William Sterling  
Kenneth Boshart  
John Andrews

#### WDB Members Absent

Tony Myrell  
Carla Cross  
Dani Novack  
John Gauthier  
Joseph Williams  
Dale Marsden  
Mike Gallo  
Robert Loewn  
Selena Casas  
Stacy Glaser

#### Staff and Special Guests

Mary Jane Olhasso – Assistant Executive Officer  
Sophie Akins- Deputy County Counsel  
Rosina Motta- Acting Executive Secretary  
Fred Burks- Administrative Supervisor II  
Mariann Ruffolo – Deputy Director  
Miguel McQueen- Deputy Director  
Emily Petrus, Curtis Compton, Bessine Richard, Thomas Fluornoy, Reg Javier, James Johnson, Lowell King

#### Presenters

Dennis Sonney  
Yesenia Olague  
Tyler Swanson

- 2) Mary Jane Olhasso introduced Reg Javier as the new Deputy Executive Officer. Reg shared his history in Workforce Development over the last 25 years, including how he started as a provider in the JTPA days, served 15 years at EDD, was recruited by the Workforce Board in San Diego and has worked for the last 5 years as the lead on workforce development for a consulting firm.
- 3) Chair called for the adoption of the agenda. Motion made by William Sterling. Second made by Terry Klenske. Motion approved.
- 4) Success Stories
- a) Business- Dennis Sonney with California Manufacturing Technology Consulting (CMTC) discussed National Manufacturing Day. A presentation was made regarding the goal of reaching out to 260 manufacturers in California. The link with details is [mfgday.com](http://mfgday.com) and a handout was provided. Rocky Castro was introduced from Golden State. He discussed the second generation family owned business that is Golden State. His father went as far as 6<sup>th</sup> grade and CMTC provided guidance on all avenues of the manufacturing process, allowing them to revamp the business. Phil Cothran asked for the general location of the business and Terry Klenske asked for clarification of the type of manufacturing involved. Rocky elaborated on the lack of flow within the business and how CMTC assisted with the process improvements and organization. From costing and profit reviews, Rocky shared the process stream from each job. Dennis shared the plan that was put together to assist. Phil asked how Dennis found Golden State and he confirmed they were part of the CMTC portfolio. Rocky shared they still used typewriters and 'old school' methods. He shared the enthusiasm was there, just needed the knowledge and skills. CMTC helped with reducing costs including the review of overtime. Jobs were completed faster, overtime was reduced, overhead was reduced, and systems were put in place and sales increased.

- b) AJCC Client- Yesenia Olague from the San Bernardino AJCC introduced Miguel Hernandez. He started earlier this year and was eager to learn, always able to assist and stayed late as needed. He shared the difficulties finding work to provide for his children as a single father. He signed up for the WEX program which assisted with the review of his resume. The opportunities provided gave him a chance to get his foot in the door and is now employed with the SAC program as a lead. Yesenia shared just how much Miguel turned his life around. Terry Klenske asked what best helped to advance his opportunity to get ahead. He shared his resume skills were the primary change that made a difference. Anita Tuckerman asked how he first found out about WDD and he shared he was informed through the CalFresh program. Yesenia shared the link with Transitional Assistance which provides customers the chance to increase their skill sets.
- c) Youth- Tyler Swanson from Goodwill of Victorville introduced Marquis Widby. He shared his story that began in Long Beach. After moving to the high desert, he realized he was wasting time so he set goals to move forward. He utilized the opportunities shared by the staff at Goodwill to obtain his certificate and guard card to work security. Marquis shared he was tased for the first time as part of the armed guard training. It has opened up new avenues and he wants to change the world. Terry Klenske asked what he would see as an opportunity from an armed guard role and Marquis stated he is open to anything. Laurie Stalnaker asked

## **CONSENT**

- 5) Approval of Minutes from the July 20, 2016 Workforce Development Board meeting
  - a) Phil Cothran presented, Laurie Stalnaker motioned and Anita Tuckerman was the second. Approved.
- 6) Approval of the Workforce Development Board Mission Statement
  - a) Phil Cothran read the mission statement, provided the motion, Laurie Stalnaker was the second. William Sterling was opposed.
- 7) Approval of the Proposed 2017 Master Calendar of Workforce Development Board Meetings
  - a) William Sterling made a motion to approve, Jonathan Novack made the second, motion passed.
- 8) Approval of Public Relations Materials
  - a) Strategic Communications Plan
    - i) Mariann Ruffolo discussed 20/20 and the Strategic Communications Plan. Steve Lambert shared how we are to use the plan to move forward. He shared the challenges, opportunities and audience are the three main topics in creating the plan to implement. Motion by Henry Shannon, second by Jonathan Novack. Motion carried.
  - b) Elevator Pitch
    - i) Mariann Ruffolo shared the details of the pitch, as part of the plan. Phil Cothran asked for a practical use for the pitch and Steve shared it's a short, overall statement that can be put into your own words. Simplifying the message and making it fit is key. Steve shared the value of creating business cards for the Board Members.

## **DISCUSSION**

There are no discussion items.

## **INFORMATION**

### **Special Presentations**

- 9) Special Presentation about Workforce System Partners Memorandum of Understanding and Local Strategic Plan given by Mariann Ruffolo
  - a) Mariann shared a presentation of the Local and Regional plan along with the MOU. She shared the details on the invitations that went out for October meetings on the 12<sup>th</sup>, 18<sup>th</sup> and 28<sup>th</sup>. The MOU is due in March 2017. She elaborated on the partners involved and how the local plan feeds into the regional plan. The presentation included target dates and activities that need to be completed. Regional plan is

set to complete November 30<sup>th</sup> 2016. Meetings set for November are to evaluate the information received and to gather the last of the input before the December Board meeting. The plan will be posted in mid-January through mid-February to allow time for public comments. The System MOU for the AJCC's is the third part and the kickoff meeting is set for October 12<sup>th</sup>. She elaborated on the process and time involved in requiring the signatures. Kenneth Boshart asked if city data would be included and Mariann confirmed.

#### 10) Committee Reports

- a) Executive Board Report given by Phil Cothran
  - i) Phil Cothran discussed bios for the board, photos and the items discussed such as the Meeting of the Minds, Attendance Reports, Calendar for 2017, Elevator Pitch and Strategic Communications Plan.
- b) Youth Committee Report given by B.J. Patterson
  - i) B.J. Patterson shared the mapping of resources with the goal of eligible youth population and how it compares to other regions in the state.
- c) Economic Development and Business Resource Committee Report given by Jon Novack.
  - i) Jon Novack shared the committee is defining itself and is learning to broaden the representation of the community. The intent is to expand the committee and seek potential new membership. He shared at a seminar, there were 52 companies representing the region local to Ontario.
- d) Special Populations Committee Report given by Phil Cothran
  - i) Identified the special populations to focus on such as homeless, veterans and disabled. Working on a schedule of upcoming meetings including special guests and speakers.

#### 11) County Report given by Miguel McQueen, Deputy Director

- a) Miguel McQueen shared the planning processes in place discussed earlier by Mariann Ruffolo. He elaborated on the dates of upcoming meetings. October 12<sup>th</sup> is set for the partner meetings for the local and regional plan. October 18<sup>th</sup> is set for the youth meetings involved in the local and regional plan. Miguel shared EDD, Community Colleges, service providers, adult schools, employers and businesses are involved. The youth meetings will have the California Conservation Core and youth participants that deal with the youth community. The meetings are public so they are encouraged to share input as well. The meeting on October 28<sup>th</sup> is community focused. He shared the success of the job fair in Ontario with over 90 employers, 2000 jobs and over 400 attendees within the first hour. Another job fair is set for the Victorville Fairgrounds on October 12<sup>th</sup> with space for approximately 75 employers. The Y4 event is set for Friday, December 9<sup>th</sup>. Miguel shared the departure of Sandy Harmsen and Kristi Sandberg and shared Rosina Motta will assist in the interim. He also announced Gina Beltran will be coming on board October 3<sup>rd</sup> as the new Executive Secretary to the Director.

#### 12) Dr. Henry Shannon shared the top 10 have been narrowed down for the Community College Winners of Distinction.

#### **PUBLIC COMMENT**

There is no public comment.

#### **ADJOURNMENT**

William Sterling motioned to adjourn. Anita Tuckerman second. Motion carried. Meeting adjourned at 1:30 pm. The next WDB general meeting is scheduled for Tuesday, December 6, 2016 at the WDD Admin Office.

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Rosina Motta, Acting Exec. Secretary