

EXECUTIVE BOARD MEETING

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

WEDNESDAY, OCTOBER 12, 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 September 14, 2016 Executive Board Meeting

DISCUSSION

- 3) Legislative update by Josh Candelaria
- 4) Discuss Next Steps on Executive Board Strategic Action Items
- 5) Discuss Program Support Opportunities

INFORMATION

- 6) Budget Report
- 7) Attendance Report
- 8) 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

Agenda October 12, 2016 Executive Board Meeting

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.

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

Kristi Sandberg, Executive Secretary II