

**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 9, 2017, 9:30 a.m.

ATTENDANCE:

Members	Present
Tony Myrell (Chair)	X
Phil Cothran (Vice Chair)	X
William Sterling (Second Vice Chair)	X
Robert Loeun	X
Jon Novack	X
B.J. Patterson	X
Staff to WDB	Present
Sandy Harmsen	
Reg Javier	X

WDD Staff	Present
Devra Bell	X
Fred Burks	X
Gustavo Cisneros	X
Grace Cleveland	X
Curtis Compton	X
Miguel McQueen	X
Stephanie Murillo	X
Bessine Richard	X
Mariann Ruffolo	X
Cheryl Shelby	X
Madeline Tsang	X
Nidia Vargas	X

OPENING

Chair called meeting to order at 9:32

Chair requested that *Item 4 – Agreement with Spaulding Thompson & Associates* move from Consent to Discussion and to move Information Items to immediately follow Consent. Chair called for a motion to adopt the agenda with these changes - BJ Patterson motioned, Jon Novack seconded. None opposed; motion carried.

Introductions were made. Other attendees – Soua Vang, Richard Vaughn, Monique Carter, and Marissa Rivera from Economic Development; Steve and Deanna Lambert of 20/20 Network; Adele McClain from Apple Valley Unified School District; Jessica Spaulding of Spaulding Thompson & Associates.

CONSENT

Item 3) Approve Minutes from July 12, 2017 Executive Board Meeting

Chair called for a motion to approve the Minutes from the July 12, 2017 Executive Board meeting. BJ Patterson motioned and Jon Novack seconded. None opposed; motion carried.

INFORMATION

Item 4) Attendance Report

Stephanie Murillo presented this item, providing attendance reports for Executive Board (Exec), Special Populations Committee, Youth Committee, and Economic Development & Business Resources Committee (EDBR) since January 2017. Exec was reminded that letters were sent out to two members of EDBR upon which they were removed from the committee. Jon Novack asked about responses to the removals, to which there were none. Will Sterling requested full Workforce Development Board (WDB) attendance for next Executive Board meeting. There was discussion about changing meeting times; this is allowed if the Chair of WDB approves.

Item 5) Expenditure report

Madeline Tsang presented the expenditures for the program year. She mentioned that the amount of carry over funding will be a part of the next presentation. BJ Patterson requested that the percentage of Non-WIOA funding versus WIOA funding be added to the expenditure report from this point on.

Item 6) High Desert Training Center Update

Stephanie Murillo presented data that demonstrates the need for a High Desert Training Center. Jon Novack asked that auxiliary businesses to mining and manufacturing be under consideration and added to the data collection. Many businesses support or are supported by mining and manufacturing. He also requested that the data show the commute patterns within the High Desert area if possible.

A tour of a facility owned by Stirling Development has been set for August 14, 2017. The proposed site is at Southern California Logistical Airport. Jon Novack, Tony Myrell, and Phil Cothran are scheduled to attend, along with Reg Javier and employers from the area. Steve Tyrell has stated that 5 businesses will be represented by 7 people for the tour. Stirling Development has offered the use of the building for at least the next 10 years if the tenant improvements are taken care of by the High Desert Training Center proposers.

Stirling Development appears to be supporting initiatives that would pull manufacturing business to the High Desert and create a manufacturing hub in the area.

The training center brings business, industry, and developers to the table from the beginning with a focus on sustainability. It is necessary to have strong commitments from the companies.

There was discussion surrounding presenting the idea to the Board of Supervisors to gain commitment and support. When the time comes, the suggestion is that a meeting be set up to present the idea(s) and to choose a Board of Supervisors "champion" who can lead the effort. Because this training center would support the entire county, the person who leads the effort could represent any of the districts. The conversation with the Supervisors would be regarding county wide support; this model is scalable and benefits the whole county.

A goal of the training center is to diversify. The burden of stability for the center should not be the WDB's. This project represents setting up assets that benefit workforce development as a whole.

ITEM 7) – PR Report

Steve Lambert of the 20/20 Network presented the media report for the month of July. He announced that Jon Novack and his company, Patton's Sales Corp, received the Best Small Business of the Year award from State Assembly member, Freddie Rodriguez. Steve discussed traffic to social media sites; traffic dramatically increases around job fairs.

ITEM 8) – County Report

Mariann Ruffolo gave the Report. A Chmura Economics conference call was held recently. The Chmura Report will be regional this year, rather than county specific. Focus groups will be held before the data is complete and information will be gathered in these sessions to add to the report. Partners will be invited and real-time data collected to support the preliminary data. Exec requested that there be a meeting with just the WDB as well.

California Workforce Association's Meeting of the Minds in Monterey is scheduled for September 5-7, 2017. Reg Javier will represent the WDB as part of two panels – one for Economic Development and the other on the work of the Intech Center with business. Mariann will present on work with the school district and career pathways. Miguel McQueen and Curtis Compton will also be presenting on engaging business and will add some of the components of the business field team.

A tour is scheduled at Amazon on Tuesday, August 15, 2017. Some Exec members would like to attend a future tour because they are unable to make it; they request that a future one to be set up.

Shirts will be ordered for the WDB along with staff of Workforce Development and partners at Employment Development Department that work in the America's Job Centers.

Jon Novack gave an update on the Business Field Team. They have met twice, taking notes and discussing an over reaching umbrella on how to engage the business community so that the voice of business is gathered and the WDB knows what business wants from them. They are setting up work with Ontario Chamber along with Economic Development to focus on how to help business be successful and thrive.

Reg Javier presented about staff changes. James Johnson has moved on to another position with the San Bernardino City School District. Curtis is the Interim Business Services Manager; Reg is developing strategies around hiring someone for the permanent role. Darren Cook is the Interim Supervisor for Business Services. Gina Beltran, Executive Secretary to the WDB, has taken a position at Public Works. Stephanie Murillo will be working on coordinating efforts by staff to ensure consistency for the WDB.

DISCUSSION

Item 9) Agreement with Spaulding Thompson & Associates

This Item was pulled from Consent, as noted above. Reg Javier presented. The subject was discussed at the June Exec meeting. The proposed communications campaign will position the WDB as a thought leader state-wide and nationally. WDB will be seen as an influencer in policy and it will position WDB to diversify the access to funding. It is necessary for the WDB to be recognized for the work they are doing in a different way, to showcase that they are disruptive because this is what brings funders to the region. The focus is access to capital. Reg spoke about Google investing millions of dollars in the "future of work;" they invested in Code for America, a company currently being recognized as a disruptor. They may not be the only ones doing the work, but because of publicity, they now have access to increased funding.

Reg stated that the work of Spaulding Thompson & Associates is not the work that the 20/20 Network is contracted to do.

Phil Cothran expressed his agreement that this work is important and that he wants to be seen as a center for workforce efforts. He has a concern based on the way that the contract was presented. The selection of the 20/20 Network was vetted through the WDB whereas this one was not. Previous experience has given him cause for concern with potentially sharing the work with Economic Development. He stated that it will not reflect well on the department if the Spaulding contract ends up overshadowing or replacing that of the 20/20 Network.

Reg Javier stated that with the direction the WDB is heading, he wants to be portrayed as a region that has a great upside in terms of investment. This new agreement with Spaulding is a reflection of the work Spaulding does for Economic Development and the fact that the profiles have been raised because of that work. The current contract with them allows for efficiency because a separate procurement does not have to occur.

Tony Myrell expressed the need for state and national level recognition. He stated that the WDB needs to hire the right director, someone that has the notoriety and understanding that can glean more funding. Moving forward with the 501c3 along with hiring a new director and doing the work with Spaulding to showcase the work - needs to happen simultaneously so that we can actually handle the diversity of funds. He stated that the annual \$75,000 needs to be directly related to what the WDB does and this effort does not replace any of the other work we do with 20/20 Network. He then asked about efforts made regarding the 501c3 and asked that Reg Javier discuss when it will be up and running.

Reg Javier discussed that the Economic Development Agency (EDA) has dormant 501c3 that could be put in motion by December or gave the option of creating a separate one with more work. Tony asked what the structure is of the one EDA has. Reg suggested that it be discussed further and if it doesn't work, creating one for WDB will be the option.

Tony Myrell stated that the marketing campaign could go along with that and that it is good timing to do this together. He stated that reports will need to show that money used for this agreement with Spaulding Thompson and Associates is specific to workforce.

Exec wants to ensure that it is in the minutes that these dollars are to be spent on workforce only.

Jon Novack made the motion to approve with consideration of the above statements. Robert Loeun seconded. None opposed; motion carried.

Item 10) One Stop Operator Workplan

Angela Gardner of Workforce Development Solutions, Inc. presented an update to the workplan based on discussion from the last Exec meeting and provided a list of priorities for review. The workplan has been adjusted to represent monthly meetings with EDA. Marissa Rivera is the liaison with EDA as the holder of the contract, although the One-Stop Operator works for the WDB.

Reg Javier provided clarity regarding the relationship with EDA: it is solely firewall issue. Procurement and contract holder needed to be separate than the WDB under the law.

Will Sterling motioned for approval; BJ Patterson seconded. None opposed; motion carried.

Item 11) Executive Board Strategic Action Goals

Mariann Ruffolo presented the spreadsheet for Strategic Action Goals. Per the discussion at the last Exec, some Program Year 2016/17 goals were removed and the new goals were added for Program Year 2017/18.

PUBLIC COMMENT

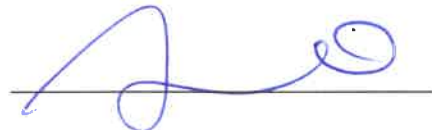
There were no public comments.

ADJOURNMENT

Chair called for a motion to adjourn. Will Sterling motioned and BJ Patterson seconded. None opposed; motion carried.

Meeting adjourned at 11:21 AM

The next WDB Executive Board Committee meeting is scheduled for Wednesday, September 13, 2017 at 8:30 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92401.



Stephanie Murillo, Acting Workforce Board Staff