

GENERAL BOARD MEETING
Lake Arrowhead Resort and Spa
PO Box 1699 27984 Highway 189
Lake Arrowhead, CA 92352

WEDNESDAY, MAY 4, 2016 – FRIDAY, MAY 6, 2016

MINUTES

WEDNESDAY, MAY 4, 2016

- 1) Chair Called Meeting to Order at 6:14 pm. At the direction of the Chair, Phil Cothran led the board in the pledge of allegiance. Members introduced themselves. In attendance:

WDB Members Present

Tony Myrell
Phil Cothran
William Sterling
B.J. Patterson
Jonathan Weldy
Henry Shannon
Robert Loeun
Ken Boshart
John Andrews
Cheri Greenlee
Anita Tuckerman

WDB Members Absent

Dale Marsden
Joseph Williams
Mike Gallo
Jon Novack
Laurie Stalnaker
John Gauthier
Rene Castellanos
Terry Klenske

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary
Fred Burks- Administrative
Supervisor II
Miguel McQueen- Deputy Director
Brad Gates- Deputy Director
Stephanie Murillo- Staff Analyst
Gloria Moore- MaryAnn Pranke
Consulting

Members ate dinner and participated in team building exercise facilitated by John Baker.

8:00 PM BREAK FOR THE DAY

THURSDAY, MAY 5, 2016
8:35 AM RECONVENE MEETING

CONSENT

Chair gave brief introduction and direction for board to stay focused and on agenda throughout the meeting. Members in attendance:

WDB Members Present

Tony Myrell
Phil Cothran
William Sterling
B.J. Patterson
Mike Gallo
Dale Marsden
Jon Novack
Ken Boshart
Robert Loeun
Cheri Greenlee
Anita Tuckerman (departed at 3:30 pm)
Henry Shannon (departed at 12:30 pm)
Joseph Williams
John Andrews
Jonathan Weldy

WDB Members Absent

Laurie Stalnaker
John Gauthier
Rene Castellanos
Terry Klenske

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary
Fred Burks- Administrative
Supervisor II
Miguel McQueen- Deputy Director
Brad Gates- Deputy Director
Stephanie Murillo- Staff Analyst
Gloria Moore- MaryAnn Pranke
Consulting

Item 4- Approve Minutes from the March 27, 2016 Workforce Development Board Meeting

Motion to approve by William Sterling. Second by B.J. Patterson. Motion carried.
Joseph Williams abstention.

DISCUSSION

Discussion items facilitated by John Baker, Corefactors

Overview of the Retreat and Board Anticipations

"Freshening Our Perspective" is theme of strategic planning meeting

The purpose of the retreat is to look at the work of the board and how to be a catalyst for change

- **Anticipations-**

- (MGallo) organizational structure, transitions
- (KBoshart) what is NOT working
- (PCothran) where best to invest resources
- (JNovack) are we tied into County vision and aligned with what's happening in County
- (DMarsden) move the dial on unemployment
- (TMyrell) how do we respond to California legislation

Board Member to Board Member Orientation

- **Accomplishments**

- PCothran- Helping Reauthorize WIA/WIOA by establishing comm, researching, leg. visits, helping drafting legislation (TMyrell- 1/20 out of the 552 boards nationals that took active role)
- TMyrell- 3 NACO awards in last 2 years
- KBoshart- performance numbers, success stories (quantitative & qualitative)
- WSterling/BPatterson- KPI (key performance indicators), ROI
- SHarmsen- MOUs
- KBoshart- moral and leadership
- DMarsden- reputation of board and ability to influence high level

- **Outcomes/Activities**

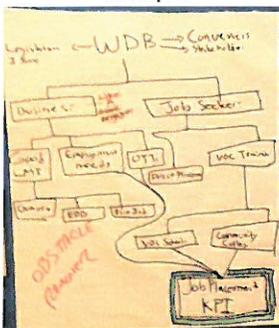
- Jobs saved
- Jobs created
- Elevated skills
- Transforming lives
- Business visits
- Strategic alignments

- **Possibilities**

Roles

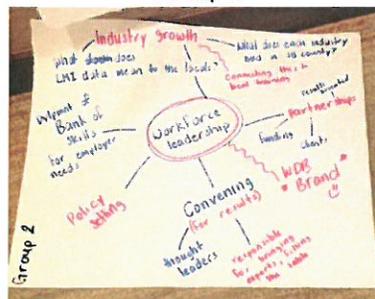
Members broke up into groups to answer the question: what types of roles can we imagine playing moving forward to better target & enhance our impact?

Group 1



Group 3

Group 2



Group 4

Group 5

- **6-BROAD, DIVERSE GROUP OF ENGAGED & COMMITTED COMMITTEE MEMBERS:** Committee value
- **7-ESTABLISH ENTERPRISE FORUM:** Incubator/Innovation Centers

5:12 PM BREAK FOR DAY
8:35 AM RECONVENE MEETING

Members in Attendance:

WDB Members Present

Tony Myrell
 Phil Cothran
 William Sterling
 B.J. Patterson
 Mike Gallo
 Dale Marsden
 Jon Novack
 Ken Boshart
 Robert Loeun
 Cheri Greenlee
 Joseph Williams
 John Andrews (left at 12:06)
 Jonathan Weldy

WDB Members Absent

Laurie Stalnaker
 John Gauthier
 Rene Castellanos
 Terry Klenske
 Henry Shannon
 Anita Tuckerman

Staff and Special Guests

Sandy Harmsen- Executive Director
 Kristi Sandberg- Executive Secretary
 Fred Burks- Administrative Supervisor II
 Miguel McQueen- Deputy Director
 Brad Gates- Deputy Director
 Stephanie Murillo- Staff Analyst
 Gloria Moore- MaryAnn Pranke Consulting

Asset Identification (Individuals, Organizations, Networks, Associations, Clubs)

Members spent time identifying networks/alliances, and individuals they are already connected to and how to utilize those connections with strategic activities.

Individuals

7 Mike Stull/Dean Rose
 2 Logan Olds
 2/3 Lowell Kings
 3 Jerry Almendarez
 3 Steve Pontell
 3 Mary Jane Olhasso
 3/7 John Husing
 3/2 DePhil Levarso
 3 Phil Feghali
 2/5/7 Tamica Fouts-Rachal
 3/4 Pauline Pina
 1 Paul Granillo
 3 David Eagan
 3 Acquanetta Warren
 3 Bill Hawkins
 3 Jamil Dada
 1/3 Dick Hart/J.C. Belliard
 1/3 Congressman Pete Aguilar
 1 20/20 Network
 5/4/6 Audrey Mathews
 1/3/4 Tim Rainey
 2/3 Lynne Kennedy
 1/3/4 Ron Painter
 1/3/4 Bob Lanter
 5 Jim Erickson
 3 Mark Takano
 SBC BOS
 3/7 Mike Morrell
 4- Virginia Hamilton

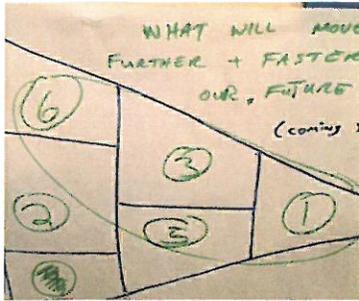
Organizations

CSUSB-UCR
 Comm. Colleges
 IEEP
 Inland Action
 Colton Chamber & other chambers
 MCIE
 Gazelle Institute
 Service Clubs (Kiwanis)
 LLUMC
 Hospitals
 Casa Colina Rehab. Hospital
 DOR
 SCDD
 IRC
 NAIOP
 CEAC
 EDD
 CTA
 CSEA
 Geo Solutions
 Chmura
 Nat'l Latina
 Business Women's Assoc

Networks/Linkages

City EDAs & councils
 SBCCD-SBVC-CHC
 SBDC/IEWBC/SBA/SCORE
 SBCSS
 Alliance for Education
 Corp. Foundations (general)
 NAWB/CWA
 Community Colleges
 CEA (Calif. Employers Assoc.)
 MIT Enterprise Forum, San Diego
 Calif. Council of Excellence
 AEBG/AB104 Regional Consortium
 Irvine Foundation

Strategic Directions



**numbers in above chart correspond to practical visions/goals above and groups listed below

Group work on strategic activities (1, 2, 3, 4, and 5)

- Look at Next Steps (90-120 days)
- Obstacles
- Milestones

Group 1 (B.J. Patterson and Stephanie Murillo) (Jon N , Ken, Phil)

Group 2 (Joseph Williams, Robert Loeun, Mike Gallo)

Group 3 (Jon Novack, John Andrews, Cheri Greenlee, Miguel McQueen)

Group 4 (Jonathan Weldy) (Jon, Mike, Dale)

Group 5 (Tony Myrell, Phil Cothran, Will Sterling) (Ken)

Group 7 (Ken Boshart, Dale Marsden, Brad Gates) (Tony, Rob, John A, BJ, Will, Joseph)

| <u>Groups</u> | <u>Next Steps (90-120 days)</u> | <u>Obstacles</u> | <u>Milestones</u> |
|---|---|---|---|
| Group 1 POWERFUL WELL-REGARDED BRAND | <ol style="list-style-type: none"> 1. contract in place 2. meet with 20/20 (game plan-brand analysis) 3. develop "elevator pitch" for members to use 4. branding outreach (use pitch in sponsored events) | <ol style="list-style-type: none"> 1. WIOA 2. revisit old efforts 3. changing perception 4. breaking paradigms | <ol style="list-style-type: none"> 1. contract & game plan 2. publishing & use of "elevator pitch" |
| Group 2 BETTER CAREER READINESS, DEVELOPMENT, & RETENTION | <ol style="list-style-type: none"> 1. asset resource mapping 2. targeted MOUs (create system alignment) 3. ID/close gaps in service 4. ID KPI 5. Policy & admin practice change- move towards advocacy 6. increase community engagement 7. meet with key partners (i.e. linked learning) | <ol style="list-style-type: none"> 1. "hard to break in" 2. hard to serve 3. lack of organization 4. fear- loss of funding 5. disengaged 6. lack of values 7. fragmented services/lack of cohesion | <ol style="list-style-type: none"> 1. agree on a shared vision (KPI) 2. Asset mapping compete 3. Econ. Analysis- employ sectors- demand sectors- growth industries |
| Group 3 I.D. & ESTABLISH STRATEGIC ALLIANCES | <ol style="list-style-type: none"> 1. industry alliances (convene meetings, chamber meetings) | <ol style="list-style-type: none"> 1. time constraints 2. lack of awareness 3. don't understand benefits | <ol style="list-style-type: none"> 1. industry alliances with all sectors in strategic plan |
| Group 4 WELL DEFINED KPI | <ol style="list-style-type: none"> 1. recruit interest group 2. research who is doing what 3. explore non-conventional data gathering 4. define what we want to measure/track/trend | <ol style="list-style-type: none"> 1. define what we want to measure 2. no standard metrics 3. delay or incomplete data 4. fear | |
| Group 5 FISCAL SUSTAINABILITY OF NEW NON-PROFIT | <p>Transition-</p> <ol style="list-style-type: none"> 1. discuss with BOS 2. develop criteria 3. begin search | <p>Transition-</p> <ol style="list-style-type: none"> 1. County Admin 2. Time 3. Qualified candidates | <p>Transition-</p> <ol style="list-style-type: none"> 1. Successful hire of recognized, qualified director |

- | | | | |
|----------------------------------|--|-----------------|---------------------------------|
| 4. begin interview | | 501c3- | 1. formation & structure of |
| 5. select candidate | | 501c3- | 501c3 |
| | | 1. County Admin | 2. create operational strategy |
| | | 2. Funding | 3. obtain funding/ create goals |
| 501c3- | | | 4. use funding/ reach goals |
| 1. gather information from other | | | |
| 501c3's | | | |
| 2. choose consultant | | | |
| 3. buy-in from BOS | | | |
| 4. begin formation: | | | |
| process/legal | | | |
| 5. develop governance | | | |

Group 7
**ESTABLISH ENTERPRISE
FORUM**

- | | |
|--------------------------------|------------------------------|
| 1. Attend MIT Enterprise Forum | 1. % of businesses fail each |
| in July | year |
| 2. Meet with Mike Stull/Dean | 2. Funding restrictions |
| Rose | |
| 3. Ray Casey, Yucaipa City | |
| Mgr., Business Incubator | |
| 4. Engage IEEP, Econ Dev & | |
| Chambers | |
| 5. Engage tech coast angels | |

Dev. of model &
report/recommend to WDB

12:10 PM BREAK FOR LUNCH
12:32 PM RECONVENE MEETING

Vision and Mission

Board agreed to leave the Vision statement as is- "Strengthening businesses and transforming lives through employment, education and training."

Mission- suggested to add "innovation"

-Develop economic and employment opportunities for businesses, employees, and job seekers by creating partnerships and providing services

-current version adding "encourage innovation"

Tony suggests bringing both versions to next meeting for finalization.

INFORMATION- there are no information items

PUBLIC COMMENT- there is no public comment

ADJOURNMENT

William Sterling motioned to adjourn. B.J. Patterson second. Motion carried. Meeting adjourned on Friday, May 6, 2016 at 1:02 pm. The next WDB general meeting is scheduled for July 15, 2016 to be held at WDD Admin located at 290 N D Street Suite 600, San Bernardino CA 92401.

Kristi Sandberg
Kristi Sandberg, Executive Secretary, II