

**Workforce Development Board  
EXECUTIVE BOARD MEETING**

Workforce Development Board Conference Room  
Workforce Development Department Administration Office  
290 North D Street, 6<sup>th</sup> Floor, San Bernardino, California

THURSDAY, SEPTEMBER 14, 2017, 8:00 a.m.

**ATTENDANCE:**

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

<b>WDD Staff</b>	<b>Present</b>
Fred Burks	X
Gustavo Cisneros	X
Curtis Compton	X
Miguel McQueen	X
Stephanie Murillo	X
Mariann Ruffolo	X

**OPENING**

- 1) Chair called meeting to order at 8:12 AM
- 2) Adoption of Agenda  
BJ Patterson motioned; Phil Cothran seconded. None opposed, motion carried.
- 3) Introductions were made.

**CONSENT**

- 4) Approval of Minutes from August 9, 2017 Executive Board Meeting  
Chair called for a motion to approve the Minutes from the August 9, 2017 Executive Board (Exec) meeting. Will Sterling motioned; BJ Patterson seconded. None opposed, motion carried

**DISCUSSION**

- 5) Approval of America’s Job Center of California Certification Process  
Mariann Ruffolo presented this item, first reminding the Exec that the America’s Job Center of California (AJCC) Certification process has been presented in previous meetings, then explaining that it is due to the state at the end of the month. The Workforce Development Board (WDB or Full Board) will approve the Baseline Certification in December. Mariann explained that the WDB can certify the AJCCs because of the firewall in place between the One-Stop Operate and Career Services provisions. The Certification Process includes a taskforce made up of WDB members along with staff. Mr. Myrell requested to see the staff names and Mariann will bring back next month.

Chair called for a motion to approve the Certification Process. Will Sterling motioned; BJ Patterson seconded. None opposed, motion carried.

- 6) Approval of School District Workforce Development Coordinator

Mariann Ruffolo presented this item in context with the WDB's career pathway project with the San Bernardino City School District. Approval of this item allows for the creation of a Memorandum of Understanding (MOU) with the School District to provide co-funding for the Workforce Development Coordinator. The specifications of the job were developed with Human Resources at the school district. This school district employee will provide technical assistance with the teachers and help to encourage the use of the Launch Path system. The Coordinator will dual report to the school district and the WDB.

The contract will be for \$100,000 each year, for 3 years. This amount covers travel, technical assistance, tools, salary, and benefits. The exact salary amount is unknown at this time, but this position's salary will be split between the district and the WDB. Ideal candidate would be a former principal. Carry-in funds from last program year will allow the support of this position and other projects.

Reg Javier provided some background for clarity. The WDB and Exec previously spoke about ensuring that services are provided to the City of San Bernardino as the WDB expanded the Local Area to include the City. There were three things the WDB wanted to do right away: job fair within the City, expanded youth contracts for services within the City, and this Coordinator position in the spirit of collaboration. The first two were done right away and this third one has been worked on for a few months.

Mr. Cothran asked for clarification on why the School District is handling the hiring of the Coordinator. Ms. Ruffolo explained that with the School District in the lead for hiring, the project will more likely pick up momentum and buy-in from the teachers and staff of the School District. This person will train with the Workforce Development Department and understand how the system works and also know the school system. Mr. Patterson expressed concern about the necessity of "buy in" from the teachers and Mr. Javier described the desire to change the culture of how the WDB and the County works with education.

Mr. Sterling asked if the MOU will come back to Exec once it is written. Members agreed that they do not want to see the actual MOU but that there was a concern about our involvement. Mr. Myrell spoke about the presentation at Meeting of the Minds in early September and the overall vision of the project. Mr. Patterson expressed how important it is to move out of the mindset of "everyone has to go to college" and how valuable these types of initiatives are. Exec would like to be a part of the selection of the Coordinator. Ms. Ruffolo will work to ensure Exec's involvement and that the right person for both functions of this position is selected.

This item will be presented to the WDB to ratify the decision of the Exec. Chair called for a motion to allow the WDD to develop an MOU between WDD and San Bernardino City Unified School District to help fund a School District Workforce Development Coordinator. BJ Patterson motioned; Will Sterling seconded. None opposed, motion carried.

**7) Consideration of Next Steps on Strategic Action Goals for Program Year 2017-18**

Reg Javier spoke on the development of research and information about the current Economic Development (ED) 501c3; he has a meeting today with County Counsel about the County provisions regarding the non-profit. He will set up meetings to discuss these things with members of Exec. Structural conversations will happen later - the majority make up would likely be business, which would be the basis for the administrative structure. Mr. Javier will work out the details about how

this would be viewed by the Department of Labor and how to create a firewall, so that we are clean between the WDB and the 501c3 and that money is discretionary. If the current ED non-profit doesn't work, then conversations are happening about a new one instead - thinking it may be cleaner, depending on what the research gleans.

Miguel McQueen provided the update on the High Desert Training Center. Steve Tyrrell is working on sustainability and structure, along with figuring out who will bring in the equipment. Staff toured Voademy - their model represents something that will work in the High Desert, because it provides certification and training with flexibility to be customized. Voademy's owner has an agreement with equipment companies and machines are donated, as they have the ability to bring in the equipment. Looking at ways to develop an agreement or contract with a provider so that WDB has close involvement. Exec members suggested that the Non-profit could own and operate the training center with a contracted training provider to maintain stability and sustainability. Other training could happen up there as well. During the Economic Development and Business Resources Committee (EDBR) meeting, they spoke about diesel mechanics and drivers and this Center could serve multiple industries. Mr. Javier will explore whether or not the Non-profit can run the center. There is potential conflict with sending training dollars to a training center that the board also runs. Voademy is for profit which is incentive to continue to grow. The WDB wants to be fully engaged and the whole plan needs to be vetted.

Regarding the building itself, an outstanding question is who would be paying for the tenant improvements (TI)? Mr. Sterling asked how old the building is because of concern for earthquake retrofit; it's an expensive process. The TI may potentially cost \$2 million for everything. The High Desert Manufacturing Group is going to discuss - they are talking about commitment to pay for this on Tuesday, September 19, at a meeting. Stirling Development is paying for the outside of the building.

Regarding the third WDB goal, the Business Field Team - conversation has been about the challenges of business and barriers for the team to visit the businesses.

Mr. Myrell discussed that Phil Cothran will temporarily chair the EDBR committee while Jon is on intermittent sabbatical due to health concerns.

## **INFORMATION**

### **8) Individual Training Account (ITA) Report**

Clarissa Jimenez presented the quarterly ITA Report with the average training cost of ITA for the first quarter with training categorized by sector. Exec requested that the next report list the training course rather than just the provider. They also requested a change to the format so that it has the total for each industry with an additional space between so it's easier to read. Discussion tied to the 9/13/17 comments from the Economic Development and Business Resources meeting regarding logistics and transportation. The report shows that a large chunk of people trained are in this field.

### **9) One-Stop Operator Report**

Angela Gardner presented this report. She met with Steve Lambert of The 20/20 Network who will be training AJCC staff on success stories and how to "mine" for them. She has scheduled staff training for AJCC management on team building using the "5 dis-functions of a team" model. The

AJCC System Partner meeting is scheduled for September 20, where they will address the priority list of the System Memorandum of Understanding (MOU) with the group. Ms. Gardner held AJCC Job Seeker Focus Groups in each of the AJCCs as an introduction. In thinking about the goals of the WDB her role is to facilitate some systemic changes to the AJCC System as a whole. In order to become a magnet region, the AJCC System needs to be at a high level. In the focus groups, held in August, each AJCC had focused on 5 areas; customers' primary reasons for visiting, experience with interacting with staff, how easy the facility is to access, what other resources have customers been referred to by staff, and suggestions and comments.

Ms. Gardner shared that the results and questions are meant to find areas of improvement, to listen to the customers, provide a forum to hear directly from them, and to work together on the system -- not to point out negativity.

Her presentation included answers and feedback in each of the focus areas and some recommendations on how to move forward. She shared recommendations from the customers: holding focus groups semi-annually with a rotating group of job seekers; that each AJCC become the "same"; job center newsletter; larger location for the High Desert; improved marketing; more access to EDD (some of which will be resolved with MOU cross training). Ms. Gardner made some recommendations for orientation, workshops, ADA and accessibility, staff training, technology, and customer-centered design.

Mr. Javier suggested that perhaps we develop a cohort model for workshops. Ms. Gardener shared that one of the goals is for all staff members to be a resource for customers.

#### **10) Attendance Report**

Mr. Myrell explained to members that a hand-out with attendance for each committee and the full board is in their binders for review. He made an announcement to the members of the public and those on Exec that the hand-out is available for public consumption and review by asking at the front desk.

#### **11) PR Report**

Steve Lambert of The 20/20 Network discussed the report and talked about social media "page likes." The hits are working towards 1,000 - it is increasing every month and August showed a 10% update.

Miguel McQueen introduced the communications group that will support the overall vision of both marketing groups. Jessica Spaulding of Spaulding, Thompson, and Associates then gave a brief update on her plan. She will be focusing on transition and immersion so that she gets to know the WDB and the members. She attended California Workforce Association's Meeting of the Minds (MMM) and is looking at the presentations to find things that she can use to continue to push up the message. Jessica would like to interview the members of Exec with a focus on information gathering. Mr. Myrell expressed his appreciation.

#### **12) County Report**

Stephanie Murillo began the County Report discussing Outlook Calendar invitations sent from Gina Beltran, former WDB Secretary. In order to effectively transition the calendars and ensure the right information is out there, Calendar holds or meetings placed by Gina will be deleted, and new invitations will be sent out (by Devra Bell) for the remaining 2017 meetings. Exec asked that

calendar invitations and updates not be sent out all at one time and that Friday the cancellations be sent, with Monday for the new invitations. Members also asked that a document be sent the following week with the full schedule so that they can check it against the calendar.

In general, when scheduling multiple meetings, it is best, from Exec's perspective, to send them throughout the week rather than grouped together.

Mr. McQueen informed Exec about the upcoming West End Job fair coming up. Mr. Compton will follow up in September with some analytics.

Reg Javier spoke about MMM and the good showing at each workshop. San Bernardino County was pitched as a leading workforce area in the state. Also, our One-Stop Operator (OSO) procurement was selected for Department of Labor monitoring. He reminded members that the contract for OSO is held by Economic Development, but reports to the WDB. Work of the staff of WDD for the monitoring will represent this information.

#### **PUBLIC COMMENT**

There were no public comments.

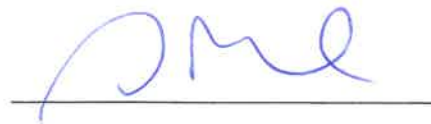
#### **ADJOURNMENT**

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

Meeting adjourned at 9:46 AM.

The next WDB Executive Board Committee meeting is scheduled for Wednesday, October 18, 2017 at 8:30 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92401.

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Stephanie Murillo, Acting Workforce Board Staff