

**WORKFORCE DEVELOPMENT 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 AUGUST 16, 2017, 12:00 p.m.

**MINUTES**

**ATTENDANCE:**

Members			
	Present		Present
Tony Myrell <i>(Chair)</i>	X	Dale Marsden	X
Phil Cothran <i>(Vice-Chair)</i>		Paul Moreno	X
Will Sterling <i>(Second Vice-Chair)</i>	X	Jon Novack	X
Jon Andrews	X	B.J. Patterson	X
Ken Boshart	X	Henry Shannon	X
Rene Castellanos		Laurie Stalnaker	
Mike Gallo	X	Anita Tuckerman	X
Cherilyn Greenlee		Jonathan Weldy	X
Terry Klenske	X	Joseph Williams	X
Robert Loewn			

Staff to WDB	
	Present
Devra Bell	
Sandy Harmsen	X
Reg Javier	X
WDD Staff & Other	
Fred Burks	X
Curtis Compton	
Miguel McQueen	X
Rosina Motta	X
Stephanie Murillo	X
Marissa Rivera	X
Mariann Ruffolo	X

**OPENING**

- 1) **Chair called the meeting to order** at 12:10 pm.
- 2) **Pledge of Allegiance** led by Paul Moreno
- 3) **Adoption of the Agenda** – Mr. Myrell requested that item #13 move to above item #11. Chair called for a motion to adopt the agenda with the aforementioned change. Motion by Will Sterling. Second by Paul Moreno. None opposed, motion carried.
- 4) **Introductions** were made around the room
- 5) **Success Stories**
  - a) Youth – Colton-Redlands-Yucaipa Regional Occupational Centers (CRY-ROP) was set to introduce the youth participant. Mr. Myrell announced that CRY-ROP would have opportunity at a later date to present since their youth participant was unable to arrive at the scheduled time.
  - b) Business – Riccardo Canova, Business Service Representative from the East Valley AJCC introduced his client, Brad McDermith of California Computer Options, an IT Managerial Service Provider.
  - c) AJCC Client – Altricia Henry, Business Service Representative from the East Valley AJCC, introduced AJCC customer, Jamar Logan, currently working for Horizon Solar Power.

**CONSENT**

- 6) **Approval of Minutes from the May 17, 2017 Workforce Development General Board Meeting**  
 Chair called for Motion to approve. Motion by Joseph Williams, Second by William Sterling. None opposed, motion carried.

**7) Approval of Funding Request for Professional Communication and Media Coordination.**

Chair called for Motion to approve. Motion by Joseph Williams, Second by William Sterling. Anita Tuckerman abstained. None opposed, motion carried.

**Break at 12:27 to serve lunch. Reconvened at 12:38 pm.**

**DISCUSSION**

**8) Approval of One Stop Operator Annual Workplan**

Chair briefed on One Stop Operator plan and introduced Angela Gardner of Workforce Development Solutions, Inc. Ms. Gardner presented the AJCC System Mission as agreed upon by all of the AJCC System Partners. PowerPoint presentation shared, handout provided to Board members and public. She plans to present the workplan to Partners in their September scheduled meeting. Mr. Williams commented on the partnerships and monies involved in the one-stops. Mr. Novack spoke on the SlingShot program and the need to secure potential employees; he encouraged dialogue on the "friendly environment for businesses." Personal relationships play a role in how the employees are secured. Ms. Gardner responded with the intent on capacity building and discussed the quality of the Business Services team and the intent to grow. Mr. Gallo asked if Ms. Gardner participated in regional and local planning meetings and shared the plans that will be approved by the State Board this month.

Chair provided clarification for the Board that Ms. Gardner is our oversight body to the One Stop Operator system Memorandum of Understanding. The contract sits with the Economic Development Agency, so there is a firewall between the provision of Career Services and the Operator position, to avoid any type of perceived conflict.

Chair called for Motion to approve the Annual Workplan. Motion by Jon Novack, second by BJ Patterson. None opposed, motion carried.

**PRESENTATION**

**9) AJCC Certification**

Gustavo Cisneros, Staff Analyst II, presented on the Certification Process. A PowerPoint presentation was shared and a handout was provided to Board and public. Mr. Cisneros discussed independent review and the two-step certification process. He shared key factors and the goal to achieve a statewide standard. He also discussed the two levels of certification; Baseline and Hallmarks of Excellence. In addition, Mr. Cisneros discussed the timeline through June, 2018. He informed the Board that the shared deadline to submit AJCC certification to the EDD Regional Advisor is September 30, 2017 and the Baseline Criteria Matrix by December 31, 2017. Mr. Gallo asked why the West Valley office is the Comprehensive Center. Miguel McQueen provided the information that Rancho Cucamonga is the first and official comprehensive office, but the plan is to roll out to all three AJCCs. The Chair requested a few members be involved and suggested they reach out to Mr. McQueen if interested.

**10) Economic Development** - Soua Vang, Elisa Laurel and Richard Vaughn from the Economic Development Department (EDD) presented their Retail Story Map. They are interested in evolving and paving the way for future growth and creating opportunities. Ms. Laurel highlighted the entrepreneurs in the County and shared the brother and sister team at Cheesewalla. She noted that Experiential retail is the new trend and shared that we are a county of many firsts and highlighted locations like Punch Bowl Social and Cracker Barrel. Richard Vaughn represents the young demographic and shared that Time Magazine stated the Inland Empire is number one in the nation

for millennials. Ms. Vang shared Ms. Carter's marketing and tourism video. After the video, Ms. Laurel illustrated and displayed the data for the millennial and baby boomer demographic.

Mr. Gallo was impressed by the data shared and asked if the data is part of the strategic plan to attract demographics and industry sectors and wants to use this data to inform and drive forward. Ms. Vang shared this is the beginning of implementation in line with Mr. Javier's vision. BJ Patterson requested information regarding plans to share this data with outside companies. Ms. Laurel noted it was the collaboration with ESRI and was shared at ICSC. It will also be incorporated on the EDD website. Ms. Vang stated they are also sharing the data with each city on visits. Anita Tuckerman asked if there was an interest in creating a story map in other industries, such as manufacturing, to which Ms. Vang positively confirmed. The Chair asked if they are also seeking out employers. Mr. Gallo shared the importance of integration. Joseph Williams discussed the states' goal of filling one million job vacancies and suggested we find the locations with the biggest potential, to have the greatest impact. Mr. Gallo asked for clarification on the intent of the city visits. Ms. Vang clarified the city visits are meant to garner interest and curate content. The Chair shared an article from the Orange County Register and the importance of the millennials migrating to San Bernardino County.

## **INFORMATION**

### **11) Public Relations Newsletter**

(Moved to #11 from 13 on agenda due to time constraints of the presenter). Steve Lambert of the 20/20 Network presented, covering the first newsletter for the WDB. Mr. Lambert shared a handout and confirmed it will be shared quarterly, including across social media platforms. In the future, the report may be shared monthly. The Chair thanked Mr. Lambert for the comprehensive handout.

### **12) Planning Retreat Update on Goals**

Chair presented that the WDB decided on three major areas of strategic focus at the Strategic Planning Session/Retreat in May. A handout was provided that showed the initial timeline that was compiled at the session, as well as the names of the members that worked on the initial planning components.

- Update on Business Engagement – Ken Boshart presented this item and noted the intent of the Business Field Team from the WDB Retreat is to connect with businesses in the County for heightened awareness, initial engagement and expanding a sphere of influence. He discussed the role of the Business Services team and what we could and should do moving forward. The Mission & Vision statements were shared. Mr. Patterson asked if there was a schedule for Board members to go on visits with the Business Services Team and Mr. Boshart confirmed it would be included in the next steps moving forward. Curtis Compton shared his plan to schedule visits and the Chair requested to visit new businesses.
- Update on Career Pathways project – Mariann Ruffolo shared collaboration with Marissa Rivera from EDD on Launch Path. They are looking to work with the Colton School District and classrooms in Yucaipa, illustrating career paths for work based learning. The Alliance for Education will provide some funding. Suggested linking paths with Guided Pathways under Dr. Henry Shannon.
- Update on High Desert Training Center- Jon Novack briefed the Board on the High Desert Manufacturing Council, which includes manufacturing and mining companies, who is challenged with finding employees. He challenged the Board to create an "In-tech style" training center in the High Desert, which is meant to enhance the vitality of the region and career paths, with long term goals. Plans to develop a center have begun. Mr. Novack shared Stirling Development's offer to share a building for 10 years to help launch the center. The center would be driven by the employers. In the future, there may be additional opportunities with the Aviation industry, as

well. Tony Myrell, Phil Cothran, Will Sterling, Reg Javier and Jon Novack have each toured the potential location over the last few months. The Chair noted that some business partners are willing to financially support center.

### **13) Committee Reports**

- a) Executive Board Report – Mr. Myrell gave the update. At last week's Executive Board (Exec) meeting, we learned 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. One of the WDB's goals has been to create a 501c3. Exec discussed this being the perfect opportunity to create a 501c3, to provide a source of funding outside of WIOA, in the hopes the new marketing strategy will be supported. Exec has tasked Mr. Javier with taking the lead on this project and he has provided a timeline of December, 2017 to complete the task. He will work closely with Exec to move it forward. Staff presented data to support the need for a training center in the High Desert.
- b) Youth Committee Report – BJ Patterson presented the new branding program, "Generation GO", approved for the Youth program. The name was chosen as a result of a Youth contest. The Y4 event is tentatively scheduled for Spring, 2018. The Fiscal training for all Youth providers and the new contracts are in place.
- c) Economic Development and Business Resource Committee Report – Update given under item 13
- d) Special Populations Report – Mr. Myrell presented this item and noted the Workforce staff will tour facilities in the upcoming months that have adequate equipment under American's with Disabilities Act. A demonstration is being set up for an upcoming committee meeting to demo the assistive technology equipment, in anticipation of possibly replacing and upgrading equipment in the America's Job Centers of California.

**14) County Report** – Mr. McQueen presented an economic study with Chmura. Focus Groups are an additional component that will be added, with the goal of securing real data. He also shared staffing changes. James Johnson, who was the Business Services Manager, has moved to the San Bernardino City School District and Curtis Compton has been named as the Interim Business Services Manager. Darren Cook has been named the Interim Business Services Supervisor and Gina Beltran has moved to another County department. Interviews are being conducted for the Executive Secretary II position. The West Valley Job Fair will be held in Ontario from 9:00 -1:00 on September 20, 2017. The East Valley Job Fair very successful. The CWA Meeting of the Minds trip is coming up in two weeks. Reg Javier will present on two panels. Mariann Ruffolo and Dale Marsden will also present.

### **PUBLIC COMMENT**

Cindy Corrales presented about GRID Alternatives, a nonprofit solar energy company based in Riverside County serving both Riverside and San Bernardino Counties. They train employees on tangible technology skills through their local partnerships.

### **ADJOURNMENT**

Chair called for a motion to adjourn. William Sterling motioned, BJ Patterson seconded. None opposed. Motion carried. Meeting adjourned at 2:09 pm.

The next WDB full board meeting is scheduled for December 6, 2017 at the WDD Admin Office at: 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, CA 92415

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Stephanie Murillo, Acting Workforce Board Staff