

**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, JANUARY 9, 2019, 8:30 A.M.

MINUTES

ATTENDANCE:

Members	Present
Tony Myrell (Chair)	X
Phil Cothran (Vice Chair)	X
William Sterling (Second Vice Chair)	X
B.J. Patterson	X
Jon Novack	X
Anita Tuckerman	X
Staff to WDB	Present
Devra Bell	X
Sandy Harmsen	X
Reg Javier	X
Molly Wiltshire	X

WDD Staff	Present
Fred Burks	X
Curtis Compton	X
Mariann Johnson	X
Miguel McQueen	X
Stephanie Murillo	X

OPENING

- 1) **Chair called meeting to order** at 8:29 A.M.
- 2) **Adoption of Agenda** – The Chair announced that Item #10 (Public Relations/Media Report) would be moved to the position following Public Comment. With this change noted, the Chair called for a motion to adopt the agenda. Will Sterling motioned; Jon Novack seconded the motion. None opposed, motion carried.
- 3) **Introductions** were made around the room.

REVIEW AND APPROVAL OF MEETING MINUTES

4) Approval of Minutes from December 5, 2018 Executive Board Meeting

The Chair called for a motion to approve the Minutes from the December 5, 2018 Executive Board (Exec) meeting. Will Sterling motioned; B.J. Patterson seconded. None opposed. Motion carried.

PUBLIC COMMENT

5) Comments from the General Public in Attendance

No public comment cards presented.

REPORTS AND INFORMATION

10) Public Relations/Media Report - This item was moved up in the agenda

Steve Lambert from 20/20 provided a handout to the Board members, which outlined three areas he has focused on over the past year: Communications Strategy/Development, Media Relationships/Access and Social Media Development. Mr. Lambert first discussed Communications Strategy/Development and noted that effective communication isn't necessarily tactical, but strategic. Their goal is to position the department as an indispensable resource for workers and businesses and leverage contacts with members.

Mr. Lambert then discussed media relationships and access. They have been unable to discuss the roadmap with the media or press, until more information is provided at the January 17, 2019 meeting to further discuss the roadmap. He noted that it has become more difficult to get reporters to do stories, as it has been in the past. In addition, he discussed the regional work that is done and how well the two boards work together (San Bernardino and Riverside).

Lastly, Mr. Lambert noted that the social media development has been very strong and we have seen a 50% increase in our following over the past year. B.J. Patterson stated that some of the GenGo! students may not be using Facebook as much as in the past, as they are trending towards Snapchat and Instagram. Mr. Patterson suggested that we get more creative with our outreach to Youth, to ensure we are reaching them via social media.

Jessica Spaulding provided an update on Strategies/Development and a discussion ensued about the Communications Committee and their strategies in working with the Workforce Development Board (WDB). In an effort to increase the data sharing between the Communications team and the Executive Board members, Tony Myrell suggested we increase the Executive Board meetings to two hours, to allow sufficient time for the Public Relations/Media teams to provide enhanced reporting to the members. Effective February, 2019, the Executive Board meetings will now be held from 8:00 am – 10:00 am.

DISCUSSION

6) Approve the Release of a Request for Proposal for Professional Communications and Media Relations Services

Reg Javier provided an overview of the previous proposal and noted that the strategies in this proposal have changed since it was last presented to the Board. He noted that we need metrics in this procurement and a dashboard, so we can monitor our progress/successes. Molly Wiltshire presented the new proposal and noted that the dollar amount had been modified since the item was posted. This amount changed from \$585,000 to \$360,000, paid over a 3 year period. A discussion ensued about how we monitor our return on investment and the metrics required to provide that information. With the dollar amount modified in the item, the Chair requested a motion to approve the release of the RFP. Will Sterling made a motion; B.J. Patterson seconded the motion. All in favor, none opposed. Motion carried.

7) Discuss 2019 Goals for the Youth, EDBR and Special Populations Committees

The Executive members discussed the current format and agenda items presented at each of the Committee meetings. A discussion ensued about having each Chair review their respective agenda format, to determine if any changes need to be made, which may include removing certain reports or allowing more time for discussion topics. Each Chair will review their respective agendas and make adjustments as needed, to ensure their goals for their committees can be reached.

REPORTS AND INFORMATION

8) Workforce Development Board Initiatives – Program Year 2018-2019

Molly Wiltshire provided an update on the High Desert Training Center and noted that a meeting had occurred with Joe Brady on January 8, 2019 and information will go before the trustees at the Victor Valley College (VVC) subsequent to that meeting. Fred Burks will follow up regarding a meeting with the new President of VVC. Additional topics discussed include the importance of the WDB to drive support for the businesses in the High Desert and to ensure that roles are defined for this project going forward.

9) One Stop Operator Report

The report was provided to the Board members in their binders.

10) Public Relations/Media Report

This information was moved up in the agenda and provided after Public Comments

11) County Report

No updates were provided

ADJOURNMENT

Chair called for a motion to adjourn. Will Sterling motioned and Anita Tuckerman seconded the motion. None opposed; motion carried.

Meeting adjourned 10:52 A.M.

The next WDB Executive Board Committee meeting is scheduled for February 13, 2019 at 8:00 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92415.



Devra Bell – WDB Secretary