

**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 92415

**WEDNESDAY, MARCH 18, 2020 AT 8:00 AM – 9:00 AM**

This agenda contains a brief description of each item of business to be considered at today's meeting. In accordance with the Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting on the Workforce Development Board website and on the official Workforce Development Board Bulletin Board outside of the Workforce Development Department Administration Office at 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, CA 92415. The agenda, its supporting documents and all writings received by the Board related to these items are public records and available for review during regular business hours at the WDD Administration Office at 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, CA, 92415. The agenda and its supporting documents can be viewed online at [www.sbcounty.gov/workforce](http://www.sbcounty.gov/workforce). However, the online agenda may not include all available supporting documents nor the most current version of documents. Items listed on the Consent Calendar are expected to be routine and non-controversial and, unless the Board directs that an item be held for further discussion, the entire Consent Calendar will be acted upon as the first item of business on the Discussion Calendar.

Members of the public may address the Board on any item on the agenda and on any matter that is within the Board's jurisdiction. To address the Board regarding an item that is on the agenda, complete and submit the purple form entitled "Public Comment". These requests must be submitted to the Executive Secretary to the Board prior to the time the item is called for consideration or prior to the public comments section on the agenda. The Chair will call speakers forward to present their comments at the appropriate time.

**Conflict of Interest Advisement**

WDB members please be advised: If an item on the Agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last twelve months, or if approval or disapproval of an Agenda item would have a foreseeable material effect on an economic interest of you, your immediate family, or the entity you represent, **then please follow these procedures:**

*"When the Agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Board's consideration of the Agenda item."*

**AGENDA**

**8:00 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD**

**OPENING**

- 1) Call Meeting to Order
- 2) Adoption of Agenda
- 3) Introductions

**REVIEW AND APPROVAL OF MEETING MINUTES**

- 4) Approval of Minutes from February 4, 2020 Executive Board Meeting

**PUBLIC COMMENT**

- 5) Comments from the General Public in Attendance

**DISCUSSION**

- 6) Recommend Approval of Second Amendment to Contract for Professional Communication and Media Coordination Services by the 20/20 Network, LLC
- 7) Status Update on Recruitment for the Workforce Development Director Position  
*Presented by Leonard X. Hernandez, Chief Operating Officer for San Bernardino County*

**ADJOURNMENT**

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In conformity with Government Code section 54957.5, any writing that is a public record, that relates to an item listed on the Agenda, and that will be distributed to all or a majority of the Board less than 72-hours prior to this meeting (or is distributed at this meeting), will be available for public inspection at the time the writing is distributed. This inspection may be made at the office of the Workforce Development Department, 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, California 92415, or during this meeting.

The Workforce Development Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Board Secretary at least three (3) business days prior to the Board meeting. The Board Secretary's telephone number is (909) 387-9862 and the office is located at 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, California 92415. California Relay Service 711.

This WIOA Title -I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities.

**San Bernardino County**  
**Workforce Development Board**  
**Executive Board**  
**Agenda Item**

**MEETING DATE:** March 18, 2020

**ITEM:** (4)

**SUBJECT:** Approve Minutes from February 4, 2020 Executive Board Meeting

**PRESENTED BY:** Monique Amis, Interim Assistant Director  
Workforce Development Department (WDD)

**CONSENT**  **DISCUSSION**  **INFORMATION**

**RECOMMENDATION:** Approve Minutes from February 4, 2020 Executive Board Meeting

**BACKGROUND:** See attached minutes

**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

**WEDNESDAY, FEBRUARY 4, 2020, 8:30 A.M. – 10:30 A.M.**

**MINUTES**

**ATTENDANCE:**

<b>Members</b>	<b>Present</b>
Phil Cothran (Chair)	X
William Sterling (1 <sup>st</sup> Vice Chair)	X
B.J. Patterson (2 <sup>nd</sup> Vice Chair)	X
Anita Tuckerman	X
Jonathan Weldy	X
Tony Myrell	
<b>Staff to WDB</b>	<b>Present</b>
Devra Bell	X
Reg Javier	X
Molly Wiltshire	X

<b>WDD Staff</b>	<b>Present</b>
Fred Burks	X
Mariann Johnson	X
Sophie Akins	X

**OPENING**

The Chair called meeting to order at 8:29 a.m.

**PUBLIC COMMENT**

There were no public comment cards presented for the Closed Session.

**CLOSED SESSION**

- 1) **Public Employee Appointment (Government Code section 54957)**  
**Title: Executive Director to Workforce Development Board**

The Chair convened the Closed Session at 8:57 a.m. No reportable action was taken in the Closed Session.

**PUBLIC SESSION**

- 2) **Call Meeting to Order** - The Chair reconvened the open session of the meeting at 9:03 a.m.
- 3) **Adoption of Agenda** – The Chair called for a motion to adopt the agenda. Anita Tuckerman motioned; Will Sterling seconded the motion. None opposed. Motion carried.
- 4) **Introductions** – The Chair started introductions.

**REVIEW AND APPROVAL OF MEETING MINUTES**

- 5) **Approval of Minutes from January 8, 2020 Executive Board Meeting**

The Chair called for a motion to approve the Minutes from the January 8, 2020 Executive Board (Exec) meeting. Will Sterling motioned; Anita Tuckerman seconded the motion. None opposed. Motion carried.

**PUBLIC COMMENT**

- 6) **Comments from the General Public** - There were no public comment cards presented.

## **DISCUSSION**

### **7) Workforce Development Board By-Laws**

The updated By-Laws were provided to the members for their review and discussion. Attendance was discussed further and it was noted that the Board Supervisor would be required to remove a member for sub-par attendance to the meetings. The second topic discussed in further detail was Article VII – Exec Board. Language had been added to allow 3-5 members from the General Board to be eligible for selection to sit on the Executive Board and anyone currently sitting as the Chair of a Committee would not automatically be appointed to the Executive Board.

### **8) Annual Retreat**

The Chair informed the members that the annual WDB retreat will be moved up to April 20-22, 2020 and will again be held at the Lake Arrowhead Resort & Spa. The primary topic that will be discussed is the structure of the WDB Board going forward. Suggestions were made to have a few Workforce Board Directors from other Counties attend the retreat and provide information about their various structures.

## **REPORTS AND INFORMATION**

### **9) Committee Reports**

- Youth Committee: B.J. Patterson reported on meetings he had with Lowell King and Andre Bossieux to discuss the Foster Youth population and is looking forward to additional meetings. He requested additional information regarding the roll out of the GenGo! toolkits to the school districts and this will be further discussed at the next Youth Committee meeting.
- EDBR Committee: Anita Tuckerman is working with Fred Burks to put together the High Desert Focus Group, so we can identify the needs for Victor Valley College. She also gave an update on the progress of the High Desert Training Center (HDTC), which is scheduled to start classes on April 1<sup>st</sup>. Discussions occurred about having a grand opening of the HDTC with the college.
- Special Populations Committee: Jonathan Weldy requested additional meetings of the committee and suggested having them every month, with offsite meetings occurring every other month. He reported that with the departure of Stephanie Murillo, Mariann Johnson will be taking her place, assisting with the committee. Molly Wiltshire reported that initiatives and information related to the First Steps program should be reported out to the Special Populations Committee.

## **ADJOURNMENT**

The Chair called for a motion to adjourn. B.J. Patterson motioned; Jonathan Weldy seconded the motion. None opposed; motion carried.

Meeting adjourned 10:05 a.m.

The next WDB Executive Board Committee meeting is scheduled for March 18, 2020 at 8:00 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92415.

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Devra Bell – WDB Secretary

**San Bernardino County  
Workforce Development Board  
Executive Board  
Agenda Item**

**MEETING DATE:** March 18, 2020

**ITEM:** (6)

**SUBJECT:** **Second Amendment to Contract for Professional Communication and Media Coordination Services by The 20/20 Network, LLC**

**PRESENTED BY:** Monique Amis, Interim Assistant Director  
Workforce Development Department

**CONSENT** \_\_\_\_\_ **DISCUSSION**  X  **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Recommend approval to the Workforce Development Board of Amendment No. 2 to the contract for professional communication and media coordination services provided by The 20/20 Network, LLC extending the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2021, and increasing the previously amended contract amount from \$480,000 to \$600,000.

**BACKGROUND:** The approval of the recommended contract amendment will allow the continued provision of professional communication and media coordination services to raise the profile of the Workforce Development Board (WDB) by The 20/20 Network, LLC.

Under the contract terms, the services expand media coverage by distributing press releases and relevant press information announcing WDB's specific events, initiatives and milestones. The 20/20 Network, LLC tracks media trends and prepares quarterly updates to the WDB. It also arranges monthly meetings to discuss future work, presents annual success stories, coordinates press coverage of WDB public events, prepares and manages social media posts, develops press releases, serves as a member of the communications team, and provides other public relations related functions as needed.

The Scope of Work includes:

- Raising the profile of the San Bernardino County Workforce Development Board (WDB) by gaining media coverage.
- Creating and distributing press releases and relevant press information developed about the WDB announcing specific events, initiatives and milestones.
- Utilizing web and social media channels in order to raise awareness about the WDB and its work.
- Arranging for key media, reporters and editors to attend and cover WDB events.
- Coordinate media coverage and distribution of workforce-related issues/information to media outlets.
- Developing opinion pieces regarding workforce issues for publication in local and regional newspapers, business journals and trade publications.
- Implementing within the WDB a "news bureau" feature that tracks trends developing in media regarding workforce issues, and inject the WDB's opinion and information into developing stories.
- Obtaining recognition for initiatives that the WDB is involved with and manages.
- Preparing and present quarterly updates to the WDB.
- Coordinating and arrange monthly meetings with WDB to provide updates and discuss future work.
- Preparing and present annual success report and advertising value equivalency report.

On January 18, 2016, the Workforce Development Department issued a Request for Proposal (RFP) soliciting qualified agencies to provide professional communications and media coordination services on behalf of the WDB for the period of July 1, 2016 through June 30, 2019. On April 20, 2016, an Ad Hoc Committee of the WDB interviewed the proposers, reviewed the proposal ratings, and recommended The

20/20 Network, LLC for funding. On April 27, 2016 the WDB Executive Committee approved the funding recommendation for The 20/20 Network, LLC to provide Professional Communications and Media Coordination Services for the period of July 1, 2016 through June 30, 2019 in the amount of \$360,000, with the option to extend for two additional one-year periods by mutual agreement of the parties, contingent upon contractor's performance and availability of funds.

On May 30, 2019 the WDB approved Amendment No. 1, extending the contract term for an additional year, for a total contract period of July 1, 2016 through June 30, 2020, and increasing the contract amount from \$360,000 to \$480,000.

Approval of recommendation will allow the WDB to consider approval of a second amendment authorizing an increase in funding for The 20/20 Network, LLC's contract from \$480,000 to \$600,000 and an extension of the contract term through June 30, 2021, subject to approval by the San Bernardino County Board of Supervisors on May 19, 2020.