

**WORKFORCE DEVELOPMENT EXECUTIVE BOARD MEETING  
STRATEGIC PLANNING SESSION**

Lake Arrowhead Resort and Spa  
27984 Highway 189  
Lake Arrowhead, CA 92352

**WEDNESDAY, JULY 14, 2021**

**MEETING 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
Cinnamon Alvarez	X
Mike Gallo	
Scott Kuethen	X
Jonathan Weldy	X
<b>WDB Staff</b>	<b>Present</b>
Devra Bell	X
Marlena Sessions	X
Brad Gates	X

**JULY 14, 2021**

**OPENING:**

- 1) **Call Meeting to Order** - The Chair called meeting to order at 3:00 pm.
- 2) **Welcome and Introductions** – The Chair welcomed everyone to the meeting. The Board Secretary took roll call.

**PUBLIC COMMENT**

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

**PRESENTATION**

**4) Best Practices from Across the Nation**

Marlena Sessions facilitated the discussion and introduced the members of the panel:

- Jaime Cruz, Executive Director, Nevada Workforce Connections
- Cheryl Fambles, Chief Executive Officer, Pacific Mountain Workforce Development
- Michael Gritton, Executive Director, KentuckianaWorks
- Kevin Perkey, Chief Executive Officer, Workforce Southwest Washington

Each of the panelists provided a background of their different workforce organization, including a general overview of their structure, funding and staffing. The panel was also asked about their innovations since the pandemic began. They shared their ideas that included new areas of focus and progress, in such areas as remote services, equity, and childcare and transportation.

**CLOSE MEETING**

The Chair closed the meeting at 4:50 pm and will resume on July 15, 2021 at 9:00 am.

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**THURSDAY, JULY 15, 2021**

**MEETING 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
Cinnamon Alvarez	X
Mike Gallo	
Scott Kuethen	X
Jonathan Weldy	X
<b>WDB Staff</b>	<b>Present</b>
Devra Bell	X
Marlena Sessions	X
Brad Gates	X

**OPENING:**

**1) Reconvene Meeting** - The Chair reconvened the meeting at 9:01 am.

**PUBLIC COMMENT**

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

**DISCUSSION**

**3) Quality Jobs Workshop – What are the Target Industries?**

The Chair provided context for this discussion topic, which was to identify which jobs are considered “good” jobs and to best identify those positions. Brad Gates led the discussion and discussed local/regional labor market information; regional employment; quality jobs defined; and key market sectors. A discussion ensued regarding delays in individuals coming back into the workforce. Some of the challenges included childcare issues and transportation.

**4) Return on Investment Report**

Will Sterling provided an overview of the Return on Investment (ROI) Report, which will provide a cost-benefit analysis. Brad Gates presented information the report will contain, which will include benefit-cost ratios broken down by program and the operational impact. The report will be provided to the Executive Board for review/comment. A discussion ensued regarding the cost associated with generating the report and the frequency it will be provided. A request was made to have the information broken down by each of the providers.

**ADJOURN**

The Chair requested a motion to adjourn the meeting. B.J. Patterson motioned; Will Sterling seconded the motion. None opposed; motion carried.

The meeting adjourned at 11:46 am.

The next WDB Executive Board Committee meeting is currently scheduled for September 22, 2021 at 8:00 AM to be held via Zoom Conference.



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Devra Bell – WDB Secretary