

**WORKFORCE DEVELOPMENT BOARD  
ECONOMIC DEVELOPMENT BUSINESS RESOURCE  
COMMITTEE MEETING**

WEDNESDAY, APRIL 20, 2022 AT 8:30 AM – 10:00 AM

***At this time, the Workforce Development Board (Board) is continuing to hold Board and Committee meetings to conduct essential business pursuant to California Government Code section 54953(e). Members of the public are encouraged to watch and participate electronically.*** Topic: EDBR Committee Meeting

Time: April 20, 2022 8:30 AM Pacific Time (US and Canada)

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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 are 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 Committee related to these items are public records and available for review on the website or **by emailing the Executive Secretary to the Board at [Devra.Bell@wdd.sbcounty.gov](mailto:Devra.Bell@wdd.sbcounty.gov) prior to, or after, the meetings.**

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 Committee 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 Committee on any item on the agenda and on any matter that is within the Committee's jurisdiction.

To address the Committee regarding an item that is on the agenda, please "Raise Hand" in the Zoom meeting as follows:

- To raise your hand in Zoom's desktop app, click the "Reactions" button and then select "Raise Hand" button.
- In the mobile app, you can raise your hand by tapping your phone screen; click on the "More" button and then select the "Raise Hand" button
- If you later change your mind about raising your hand, you can lower it by clicking "Lower Hand."

After raising your hand, the Executive Secretary to the Committee will unmute your account and you will have up to three minutes to address the Committee.

**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 Committee's consideration of the Agenda item."*

**WORKFORCE DEVELOPMENT BOARD  
ECONOMIC DEVELOPMENT BUSINESS RESOURCE COMMITTEE**

**AGENDA**

WEDNESDAY, APRIL 20, 2022 AT 8:30AM-10:00AM

**OPENING**

- 1) Call Meeting to Order
- 2) Pledge of Allegiance
- 3) Introductions

**PUBLIC COMMENT**

- 4) Comments from the General Public in Attendance

**CONSENT AGENDA**

- 5) Approval of Minutes from January 12, 2022 Economic Development Business Resource Committee Meeting

**DISCUSSION**

- 6) Recommend contract award to the Workforce Development Board for HR Hotline Services to California Employers Association for a term of three years with two optional one-year extensions and not to exceed \$150,000 total, \$50,000 per year.
- 7) Recommend contract award to the Workforce Development Board for Business Workshops to Build ED, Asociacion de Emprendedoras, Welborn Media, and California Employers Association, each for a term of three years with two optional one-year extensions and each not to exceed \$150,000 total, \$50,000 per year.
- 8) Recommend contract award to the Workforce Development Board for Business Improvement Services to Welborn Media, Instructional Access, and California Manufacturing Technology Consulting, each for a term of three years with two optional one-year extensions and each not to exceed \$599,997 total, \$199,999 per year.
- 9) Recommend contract award to the Workforce Development Board for the Smile Crew Dental Assistant Program to the Riverside County Office of Education, for a term of one year and not to exceed \$40,000.

**WORKSHOP**

- 10) Review Workplan for Economic Development Business Resource Committee Goals
- 11) Entrepreneurship Training

**REPORTS AND INFORMATION**

- 12) Business Services Dashboard
- 13) Business Services Outreach Support/Chamber Update

**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 Committee 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 Committee meeting 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 Committee meeting. The Board Secretary's telephone number is (909) 387-9862. 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  
Economic Development & Business Resource Committee  
Agenda Item**

**MEETING DATE:** April 20, 2022

**ITEM:** (5)

**SUBJECT:** Approve Minutes from January 12, 2022 Economic Development and Business Resource (EDBR) Committee Meeting

**PRESENTED BY:** Bradley Gates, Director  
Workforce Development Department (WDD)

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

**RECOMMENDATION:** Approve Minutes from January 12, 2022 EDBR Committee Meeting

**BACKGROUND:** See attached minutes

**WORKFORCE DEVELOPMENT BOARD  
ECONOMIC DEVELOPMENT BUSINESS SERVICES COMMITTEE**

*“Pursuant to the Governor’s Executive Order N-29-20, the Committee meeting was held via teleconference and a publicly noticed location was provided for public observation and comment.”*

**WEDNESDAY, JANUARY 12, 2022 – 8:30 AM – 10:00 AM**

**MINUTES**

**Attendance:**

<b>Members</b>	<b>Present</b>
Cinnamon Alvarez (Chair)	X
Orlando Acevedo	X
Phil Cothran	X
*Willie Ellison	X
Jimmy Elrod	X
Mike Gallo	
*Peggi Hazlett	X
Lina Montes	X
B.J. Patterson	X
Shannon Shannon	X
*Reginald Webb	X
*Public Members	

<b>STAFF TO WDB</b>	<b>Present</b>
Devra Bell	X
Brad Gates	X

**OPENING:**

- 1) **The Chair called meeting to order** at 8:31 AM
- 2) **Pledge of Allegiance:** Jimmy Elrod led the Pledge of Allegiance
- 3) **Introductions:** The Board Secretary took roll call attendance.

**PUBLIC COMMENT**

- 5) **Comments from the General Public in Attendance** – No public comments made.

**CONSENT AGENDA:**

- 4) **Approval of Minutes from the October 13, 2021 Economic Development and Business Resources (EDBR) Committee Meeting**

The Chair requested a motion to approve the minutes from the October 13, 2021 meeting. Peggi Hazlett motioned; Jimmy Elrod seconded the motion.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Cinnamon Alvarez, Chair: Aye  
Orlando Acevedo: Aye  
Phil Cothran: Aye  
Willie Ellison: Aye  
Jimmy Elrod: Aye  
Mike Gallo: Absent

Peggi Hazlett: Aye  
Lina Montes: Aye  
B.J. Patterson: Aye  
Shannon Shannon: Aye  
Reginald Webb: Aye

## **DISCUSSION:**

### **6) Approve Economic Development Business Resource Committee Goals for 2022**

Cinnamon Alvarez led the discussion. She reviewed each of the three goals:

1. ***Increase collaborations at chambers of commerce and business serving organizations to expand Economic Recovery Outreach outcomes.*** The members discussed the chambers that are being utilized as a result of the RFP that was conducted and how we are utilizing those chambers. Much of the detailed tasks will be outlined in the work plan and creating a workflow was discussed, to ensure the goals are being met.
2. ***Organize and host career/hiring events regionally within the county to develop connections to workforce pipelines in high schools and colleges, veterans, special populations and dislocated workers.*** Ms. Alvarez discussed the importance of building a pipeline to find candidates for the businesses. Utilizing CalJOBS is an important piece to assist the chambers in meeting their contract goal of placing 100 individuals.
3. ***Increase business participation in workforce training programs, especially in registered apprenticeships, On-the-Job, Customized and Incumbent Worker Training, achieving a minimum 75% employment outcome success rate.*** Jimmy Elrod discussed the need to improve skill sets of individuals, so they can obtain a higher rate of pay. Reginald Webb discussed the 75% retention rate and whether that was a realistic goal and whether the committee should focus on how long they are staying in the programs.

Based on the discussions of the goals, the wording was finalized and the Chair requested a motion to approve, which those changes. Jimmy Elrod motioned; Lina Montes seconded the motion. Some members had to leave before the vote was conducted.

Pursuant to Government Code section 54953 (b)(2), a roll call vote was called as follows:

Cinnamon Alvarez, Chair: Aye  
Orlando Acevedo: Absent  
Phil Cothran: Aye  
Willie Ellison: Aye  
Jimmy Elrod: Aye  
Mike Gallo: Absent  
Peggi Hazlett: Absent  
Lina Montes: Aye  
B.J. Patterson: Aye  
Shannon Shannon: Aye  
Reginald Webb: Absent

## **REPORTS/INFORMATION**

### **7) Business Services Dashboard**

Curtis Compton provided an overview of the current Business Services Dashboard, which focuses on the primary businesses. He noted the information contained in the dashboard can be modified to match the goals of the committee. A link to the dashboard was provided to the committee members at the conclusion of the meeting.

## **ADJOURNMENT**

The Chair requested a motion to adjourn. Lina Montes motioned. Jimmy Elrod seconded the motion. None opposed; motion carried.

Meeting adjourned at 10:01 AM

The next WDB Economic Development and Business Resource Committee meeting is scheduled for Wednesday, April 20, 2022 at 8:30 AM and will be held at the WDD Administration Office, located at 290 North D Street, 6<sup>th</sup> Floor, San Bernardino, CA 92415.

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Devra Bell, WDB Secretary

**San Bernardino County  
Workforce Development Board  
Economic Development and Business Resource Committee  
Agenda Item**

**MEETING DATE:** April 20, 2022

**ITEM:** (6)

**SUBJECT:** **Recommend Contract Award to the Workforce Development Board for HR Hotline Services to California Employers Association for a term of three years with two optional one-year extensions and not to exceed \$50,000 per year.**

**PRESENTED BY:** Bradley Gates, Director  
Workforce Development Department

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

**RECOMMENDATION:** Recommend contract award for HR Hotline Services to the California Employers Association for a term of three years with two optional one-year extensions and not to exceed \$50,000 per year, for a total aggregate amount not to exceed \$150,000. Approval will allow vendor to provide HR Hotline Services for the entire contract term of July 1, 2022, through June 30, 2025.

**BACKGROUND:** On February 23, 2022, staff issued a request for qualifications (RFQ) on behalf of the Workforce Development Board (WDB) to solicit potential vendors to provide Human Resource Hotline Services. The service provides a toll-free dedicated telephone number for local employers to call and receive live human resource information specifically related to employment and labor law questions.

On March 23, 2022, one statement of qualification (SOQ) was received from California Employers Association (CEA). The SOQ was determined responsive to the RFQ's minimum criteria. WDB staff evaluated CEA's capacity to perform the services, their experience, and the cost reasonableness of the proposal. CEA is recommended for a contract award in an amount not to exceed \$50,000 per year to provide HR Hotline Services for the period of July 1, 2022 through June 30, 2025.

A recommendation for contract award will allow this item to be submitted to the WDB for funding approval. If approved, the Workforce Development Department staff will execute an agreement with the recommended vendor for a term of three years beginning July 1, 2022 with two optional one-year extensions and each not to exceed \$50,000 per year, for a total aggregate amount not to exceed \$150,000.

**San Bernardino County  
Workforce Development Board  
Economic Development and Business Resource Committee  
Agenda Item**

**MEETING DATE:** April 20, 2022

**ITEM:** (7)

**SUBJECT:** **Recommend Contract Award to the Workforce Development Board for Business Workshops to Build ED, Asociacion de Emprendedoras, Welborn Media, and California Employers Association, each for a term of three years with two optional one-year extensions and each not to exceed \$50,000 per year.**

**PRESENTED BY:** Bradley Gates, Director  
Workforce Development Department

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

**RECOMMENDATION:** Recommend contract award for Business Workshops to Build ED, Asociacion de Emprendedoras, Welborn Media, and California Employers Association, each for a term of three years with two optional one-year extensions and each not to exceed \$50,000 per year, for a total aggregate amount not to exceed \$150,000 per vendor. Approval will allow vendors to provide Business Workshops Services for the entire contract term of July 1, 2022, through June 30, 2025.

**BACKGROUND:** On February 23, 2022, staff issued a request for qualifications (RFQ) on behalf of the Workforce Development Board (WDB) to solicit potential vendors to provide Business Workshops designed to assist local employers to stay in business and increase employment in the County's workforce.

Four statements of qualification (SOQ) were received from the following vendors:

- Build ED
- Asociacion de Emprendedoras
- Welborn Social Media
- California Employers Association (CEA)

All SOQ's were determined responsive to the RFQ's minimum criteria. The SOQ's were evaluated by WDB staff, all four vendors are recommended for a contract award as a bench in an amount not to exceed \$50,000 per year each to provide a bench of Business Workshops providers, for the period of July 1, 2022, through June 30, 2025. The bench system provides maximum staff discretion to assign work among vendors on an as-needed basis, subject to annual budgets and the vendor's annual not to exceed contract amount.

A recommendation for contract award will allow this item to be submitted to the WDB for funding approval. If approved, the Workforce Development Department staff will execute agreements with the recommended vendors for a term of three years beginning July 1, 2022 with two optional one-year extensions and each not to exceed \$50,000 per year, for a total aggregate amount not to exceed \$150,000 per vendor.



**San Bernardino County  
Workforce Development Board  
Economic Development and Business Resource Committee  
Agenda Item**

**MEETING DATE:** April 20, 2022

**ITEM:** (8)

**SUBJECT:** **Recommend Contract Award to the Workforce Development Board for Business Improvement Services to Welborn Media, Instructional Access, and California Manufacturing Technology Consulting, each for a term of three years with two optional one-year extensions and each not to exceed \$199,999 per year.**

**PRESENTED BY:** Bradley Gates, Director  
Workforce Development Department

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

**RECOMMENDATION:** Recommend contract award for Business Improvement Services to Welborn Media, Instructional Access, and California Manufacturing Technology Consulting, each for a term of three years with two optional one-year extensions and each not to exceed \$199,999 per year, for a total aggregate amount not to exceed \$599,997 per vendor. Approval will allow vendors to provide Business Improvement Services for the entire contract term of July 1, 2022, through June 30, 2025.

**BACKGROUND:** On February 23, 2022, staff issued a request for qualifications (RFQ) on behalf of the Workforce Development Board (WDB) to solicit potential vendors to provide Business Process Improvement Services. These services help prevent layoffs, maintain and create jobs, and strengthen a skilled workforce, providing opportunities for growth and improved economic conditions throughout the County. The services provided are specifically tailored to each individual business and the consultants provide companies at risk of closure or reductions in employment with layoff aversion strategies.

On March 23, 2022, three statements of qualification (SOQ) were received from the following vendors:

- Welborn Social Media
- Instructional Access, Inc.
- California Manufacturing Technology Consulting (CMTc)

All three SOQ's were determined responsive to the RFQ's minimum criteria. The SOQ's were evaluated by a panel of qualified neutral parties representing the WDB, San Bernardino County and Riverside County's Workforce Development Department. The SOQ's were scored in accordance with the evaluation process outlined in the RFQ. The panel recommended the following responsive SOQ's and their respective average scores:

<b>Vendor</b>	<b>Average Score</b>
Welborn Social Media	95
Instructional Access, Inc.	91.25
California Manufacturing Technology Consulting (CMTc)	98.75

Based on the evaluation, all three vendors are recommended for a contract award as a bench in an amount not to exceed \$199,999 per year each to provide a bench of Business Process Improvement Services, for the period of July 1, 2022 through June 30, 2025. The bench system provides maximum staff discretion to assign work among vendors on an as-needed basis, subject to annual budgets and the vendor's annual not to exceed contract amount. Staff anticipates a total budget of approximately \$230,000 for Business Process Improvement Consulting Services during the first year of these contracts, to be allocated among the three vendors as appropriate.

A recommendation for contract award will allow this item to be submitted to the WDB for funding approval. If approved, the Workforce Development Department staff will execute agreements with the recommended vendors for a term of three years beginning July 1, 2022 with two optional one-year extensions and each not to exceed \$199,999 per year, for a total aggregate amount not to exceed \$599,997 per vendor.

**San Bernardino County  
Workforce Development Board  
Economic Development and Business Resource Committee  
Agenda Item**

**MEETING DATE:** April 20, 2022

**ITEM:** (9)

**SUBJECT:** **Recommend Contract Award to the Workforce Development Board for the Smile Crew Dental Assistant Program to the Riverside County Office of Education, for a term of one year and not to exceed \$40,000**

**PRESENTED BY:** Bradley Gates, Director  
Workforce Development Department

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

**RECOMMENDATION:** Recommend contract award for the Smile Crew Dental Assistant Program to the Riverside County Office of Education, for a term of one year and not to exceed \$40,000. Approval will allow vendor to provide Contracted Education Training of the Smile Crew dental assistant program for a contract period of June 1, 2022, through May 31, 2023.

**BACKGROUND:** On March 10, 2022, staff issued a Request for Bid (RFB) on behalf of the Workforce Development Board (WDB) to solicit potential vendors to provide Dental Assistant Contracted Education Training. The State of California has identified a shortage of Dental Assistants (DA) and Registered Dental Assistants. Together, the California Dental Association (CDA), the California Employment Development Department (EDD), and San Bernardino County Workforce Development Department (WDD) seek to train individuals with no prior experience to serve as entry level Das through its "Smile Crew" program.

WDD seeks a training provider utilizing Contracted Education Training (CET) funds that can implement one cohort of 15 participants for a 4-week "bootcamp" Dental Assistant readiness training. The provider would be implementing a curriculum that has already been developed by the CDA. Participants will graduate the bootcamp with the knowledge and skills to step into a dental office and continue to learn on the job. WDD will provide subsidized wages for new hires once training is complete, to incentivize hiring. There are three key topics each week in addition to four mandatory certifications. Each module will be approximately 2-3 hours with an accompanying classroom lesson. Participants will have approximately 10 hours in a classroom setting and 30 hours of online learning each week. Training will include 15 days e-learning on the Elsevier Evolve platform as well as classroom sessions with 4 days on the job training in a dental facility and one week of mandatory certification instruction.

The WDD anticipates utilizing CET funds to contract directly with an eligible training provider. Specifically, a local board may award a contract to an eligible training provider if the local board determines that it would facilitate the training of multiple individuals in high-demand occupations if such contract does not limit customer choice. CETs provide the same flexibility and are intended to increase education, training enrollments, and training capacity at a time when many states and educational institutions are experiencing budget shortfalls. Direct contracts with institutions of higher education or eligible training providers allow local boards to quickly design training to fit the needs of both job seekers and employers.

On April 1, 2022, one bid was received from the Riverside County Office of Education and determined responsive to the RFB's minimum criteria. Based on evaluation by WDD staff, the Riverside County Office of Education was selected for an award not to exceed \$40,000 for a one-year period of June 1, 2022, through May 31, 2023.

A recommendation for contract award will allow this item to be submitted to the WDB for funding approval. If approved, the WDD staff will execute an agreement with the recommended vendor for a term of one year beginning June 1, 2022 and a total contract amount not to exceed \$40,000.