

**ITEM I.B. – ACTION**  
**ALAMEDA COUNTY**  
**WORKFORCE INVESTMENT BOARD**

**MINUTES**

**MEMBERS PRESENT:**

Luke Sims – Vice-Chair  
Margaret Haig  
Karl Hebenstreit  
David Johnson  
Jerry Keating  
Bruce Kern  
Brigitte Marshall

Helen Meyer  
James Paxson  
Scott Raty  
Chad Sutton  
Octobere Vance  
Theresa Woo

**MEMBERS ABSENT:**

Ken Baker – Chair  
Bob Brewer  
Guy Bryant  
Winston Burton  
Ken Croswell  
Doug Devlin  
Matt Gardner

Martha Giggelman  
Joyce Harris  
Chet Hewitt  
Sheila Jordan  
Clare Lee  
Steve Lee  
Jose Padilla

Luke Sims, Vice-Chair, on behalf of Ken Baker, Chair, called the meeting of the Alameda County Workforce Investment Board to order at 9:05 AM on Thursday, May 10, 2007. A quorum was present.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, MARCH 8, 2007.** A motion to approve the minutes of March 8, 2007 was made by **Meyer/Sutton/carried.**

**ITEM I.C. – WIB CHAIR REPORT.** Vice-Chair Sims stated the Executive Committee approved two Action Items at their meeting on April 24, 2007 that are on today's agenda (V.E. – Approval of Annual Budget for PY 2007/2008 and V.G. – Approval of Tag Line). Dan Walters was introduced as a potential new WIB member, and is here today as a guest.

**Helen Meyer, Workforce Systems Committee Chair,** stated the Committee met on April 18, 2007, and two of their approved items are Action Items on today's agenda (V.A. – Allocation of Funds to One-Stop Career Centers, PY 2007/2008 and V.B. – Alameda County Workforce Investment Board Memorandum of Understanding for July 1, 2007 to June 30, 2010).

**Bruce Kern, Economic Development & Employer Services (EDES) Committee Chair**, stated their Committee met on April 4, 2007 and approved two Consent Items that are on today's agenda (IV. – Implementation of a Statewide Waiver and IV.B. – Employer Services Goals for PY 2007/2008 by the One-Stop Career Centers). An Ad Hoc Committee will be reviewing our labor market information associated with the development of our Five Year Plan with the State that we are constantly preparing (what's going on and what's changing) and listing some of the larger employers in our area.

**Brenda Johnson, Youth Policy Council (YPC) Chair**, stated the YPC met on April 9, 2007 and approved two Action Items that are on today's agenda (V.C. – Funding Recommendations for PY 2007/2008 WIA Youth Grant Formula Funds and V.D. – Process for Distribution of the Incentive Funds for Exceeding the Youth Performance Measures).

**ITEM I.E. – DIRECTOR'S REPORT.** Dorothy Chen gave an update on the **reauthorization**. We have been waiting since 2003 to have the Workforce Investment Act reauthorized, and each year, it has been continued. The longer this keeps going, the more we are subject to a funding cut. Her biggest fear has come true. We have sustained a huge cut, partly because of funding being diverted to the war. WIA has taken a rather large hit: over 40% for adults, 5% for youth, and 15% for dislocated workers. Staff will be addressing this issue on today's agenda. Funds will be diverted from individualized training accounts and move that to mitigate some of the program loss, because the one-stop centers cannot operate under such a huge deficit.

Given that, we cannot continue to do business the way we have been doing. We have to look at restructuring throughout the organization, both for our one-stop centers, youth providers, but also for the WIB administration (staff). Unfortunately, it will affect five of our staff positions -- two are currently vacant which won't be filled, but the other positions will be impacted (three). She wanted to reassure the Board that regardless of the funding cuts, we might not be able to continue our program at the level that we expected, but we will have all program mandates/requirements met. In the meantime, she and staff would like to aggressively go after more funds. Unfortunately what happens in a situation like this, is everyone took a cut, and everyone will be going after the same grants, and it will be very, very competitive. But nonetheless, we are up for the challenge and will go forward with writing grants more aggressively.

In reference to the **Biotech grant** we have submitted to the State, there has been no decision.

There have been some **Board member changes** -- Jason Hodge (AC Transit) Mike White (labor seat for approx 30 years), and Corey Kidwell (The Pier Group) have resigned. These seats will be filled. Staff has met with Safeway to discuss some partnership in filling one of our WIB vacant seats.

In reference to the March 8, 2007 WIB meeting, where one of the Biotech companies, **Amgen**, had received a recognition plaque for their involvement with us in the Biotech project, is having a **tour** on June 20, 2007 from 10 to 11:30 AM (a short presentation followed by a tour). Due to security reasons, they could only take a maximum of 15 people, and they need the names 10 days to two weeks ahead of time so security badges can be ready. Flo Fox, WIB Secretary, will send out a survey to see how many individuals would like to attend.

Bruce Kern stated the last WIB meeting on March 8, 2007 was really well done in recognizing the biotech companies that participated in our training and outreach program. It was a class event and thanked Dorothy and staff for coordinating it.

**ITEM II – PRESENTATION.** Vice-Chair Sims introduced Elizabeth Dooher, Chief, Office of Engineering Management within the headquarters, Division of Construction, for the California Department of Transportation (CalTrans). As of Monday, she is the Acting Division Chief of the Division of Construction, so she has taken on some additional duties. Ms. Dooher manages CalTrans' partnering program and is considered to be an expert in the workforce issues facing CalTrans' extensive construction programs. She talked about their efforts in the transportation arena, as well as the construction skilled labor workforce initiative they have been working on for almost a year now. She also focused on what they are challenged with today, in terms of the labor, because that is very important to them.

**ITEM III – PUBLIC FORUM.** No public input.

**ITEM IV – CONSENT ITEMS.** A motion to approve the Consent Items was made by **Kern/Sutton/carried.**

**ITEM V.A. – ALLOCATION OF FUNDS TO ONE-STOP CAREER CENTERS PY 2007/2008.** Jane Myers presented the item. We are shifting money out of training and into the one-stop career centers for participant services. The one-stops are encouraged to look for non-WIA based training, because there are a lot of training opportunities in the County.

Vice-Chair Sims opened the public hearing, and with no input, closed the public hearing.

A motion to approve Recommendations 1-5 was made by **Keating/Johnson/carried (Vance recused).**

**ITEM V.B. – ALAMEDA COUNTY WORKFORCE INVESTMENT BOARD MEMORANDUM OF UNDERSTANDING, JULY 1, 2007 TO JUNE 30, 2010.**

J. Myers presented the item. The recommendation is for this MOU to be for three years vs. two years.

Vice-Chair Sims opened the public hearing, and with no input, closed the public hearing.

A motion to approve the Memorandum of Understanding was made by **Johnson/Meyer/carried.**

**ITEM V.C. – FUNDING RECOMMENDATIONS FOR PY 2007/2008 WIA YOUTH GRANT FORMULA FUNDS.**

Rosario Flores presented the item. At the March 2007 WIB meeting, the Board approved the percentages with the understanding that when the final WIA formula funds were awarded by the State, WIB staff would make the final calculations. Staff had estimated a 5% reduction in youth funds. The State then finally released the final allocations for PY 2007/2008. Alameda County WIB received a drastic cut in youth formula funds. The allocation totals \$1.5 million, which represents a 10.5% reduction in funding from this year's 2006/2007 allocation of \$1.7 million. Details of the breakdown of funding were outlined.

Vice-Chair Sims opened the public hearing, and with no input, closed the public hearing.

A motion to approve Recommendations 1-6 was made by **Vance/Woo/carried.**

**ITEM V.D. – PROCESS FOR DISTRIBUTION OF THE INCENTIVE FUNDS FOR EXCEEDING THE YOUTH PERFORMANCE MEASURES.**

R. Flores presented the item.

Vice-Chair Sims opened the public hearing and with no input, closed the public hearing.

A motion to approve the methodology outlined in this item to reward the youth providers that exceeded their performance measures for PY 2004-05 and PY 2005-06 was made by **Johnson/Vance/carried.**

**ITEM V.E. – NEGOTIATION OF PY 2006-07 LWIA PROPOSED PERFORMANCE GOALS.**

Linda Slater presented the item. Background was outlined in detail. For point of clarification, annual average salary is an average of six months earnings. State goals did not go down this year, but the one goal that did go down for us this year, was the older youth earnings change (slightly lower goal). All of the others went up slightly one or two percentage points.

Vice-Chair Sims opened the public hearing and with no input, closed the public hearing.

A motion to approve Recommendations 1-2 was made by **Meyer/Sutton/carried.**

**ITEM V.F. – APPROVAL OF ANNUAL BUDGET – PY 2007/2008.** David Harkess presented the item. We are being a bit anticipatory about the rapid response allocation from the State and hope it will continue at the same level for us for next year. The total grant revenues are \$5.7 million. The plan distribution of these funds was outlined and incorporates each of the actions approved by the WIB today. In comparison to the current year's budget, we are \$1.5 million less than where we were a year ago.

Vice-Chair Sims opened the public hearing.

LaTronda Lumpkins, Executive Director of Pivotal Point Youth Services, spoke to the item.

Vice-Chair Sims closed the public hearing.

A motion to approve the Annual Budget for Program Year 2007/2008 for Workforce Investment Act activities and services was made by **Keating/Raty/carried.**

**ITEM V.G. – APPROVAL OF TAGLINE.** Roy Bertuccelli presented the item. What does the Alameda County Workforce Investment Board really do? A lot of people don't know, and we hope to say that within a tagline - "Our future is working". We think this tagline exemplifies what the role of this WIB Board is – we think it says what we do. The key points are that it minimizes confusion and distinguishes us among other WIBs and other types of work agencies. It simplifies and differentiates us within the workforce community. You keep your brand name and logo, but your tagline can change with the times to keep you current and in the public eye.

Vice-Chair Sims opened the public hearing, and with no input, closed the public hearing.

A motion to approve the tagline "Our future is working" for marketing purposes was made by **Johnson/Paxson/carried.**

### **ITEM VIII.- ANNOUNCEMENTS.**

The following announcements were made:

- Bruce Kern stated that next Friday, May 18, 2007, the Annual Economic Forecast of the East Bay will be held from 8 to 10 AM in San Ramon.
- Patti Castro stated that at the last WIB meeting in March 2007, the focus was on biotech. She presented the WIB with a project report. She attended a biotech international conference in Boston, and it was nice to have our logo up there to respond to this incredible industry. D. Chen added that Page 8 of the report lists all our biotechnology partners/businesses, and Page 12 is the result of the \$2 million grant that we received, which is very impressive. We far exceeded our goals and ended up serving 242 individuals vs. 195 that DOL wanted us to serve. We had a very high placement rate, and we are very pleased with this report. P. Castro added that this report will be going to the Governor's Office and Cabinet, State Legislature, Secretary of Labor, local elected officials, etc.
- Brenda Johnson stated that on Page 155 of the Board packet, there is a report on the Career Pathway Pilot Program, which is scheduled to end. David Gruber provided a final evaluation on this program. Good feedback was provided. This information will help us to further develop goals and strategies for our youth in cooperation with our CBOs.

The next WIB meeting is on September 13, 2007.

The meeting was adjourned at 10:48 AM.