

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

**MINUTES**

**MEMBERS PRESENT:**

Debbi Bellush, Chairperson	Sandra McMullan
Mike White, Vice-Chairperson	Helen Meyer
Ann Bauman	Duane Mongerson
Charles Brown	Melissa Pedroza
Ken Crosswell	Manuel Perry
Mike Dunlap	Robert Peyton
George Herring	Sally Rapp
Chet Hewitt	Suzanne Shenfil
Sheila Jordan	Jim Smith
Jerry Keating	Frank Tucker
Kathleen Kelly	Sam Wallace
Bruce Kern	Felicia Woytak
Henry Leng	

**MEMBERS ABSENT:**

Ophelia Basgal	David Johnson
John Billheimer	Orrel Lanter
Bob Brewer	William Lee
Robert Chipley	Deana Medinas
Tom Guarino	Jake Sloan

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:05 A.M. on Thursday, December 13, 2001, by Debbi Bellush, Chairperson. A quorum was present.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, SEPTEMBER 13, 2001.** A motion to approve the minutes of Thursday, September 13, 2001, was made by **Herring/Tucker/carried.**

**ITEM I.C. – CHAIRPERSON’S REPORT.** Chairperson Bellush introduced two new WIB members – Sandra McMullan, Owner, McMullan Solutions (private sector representative) and Chet Hewitt, Director, Social Services Agency (Social Services Agency representative). Brief background was given on the two new WIB members. There was a concern brought up at the last WIB meeting on September 13, 2001 in reference to our five-year plan -- the data that was being used was from 1997, in particular, new manufacturing jobs to be created in Alameda County. The figure was cited as 13,200, but given our recent economic situation, it was felt it was very unrealistic. In follow-up, and in consultation with the EDD representative, that indeed the data was from 1997 and wasn't accurate as it should be. When the new data comes out, we will update the five-year plan to the State accordingly.

## **COMMITTEE CHAIRS' REPORTS.**

Dorothy Chen presented a brief status report on the Performance & Accountability Committee on behalf of **Sally Rapp, Performance Accountability & Customer Service Committee Chair**, and stated they had met with the State to negotiate our WIA performance standards. She thanked Frank Tucker, Sam Wallace and Sally Rapp for meeting with the State negotiators. The State did hedge a little, and we will be able to meet the terms, but we are still negotiating. The State will be sending us a report, and we will take the recommendation to the Performance Accountability & Customer Service Committee. The recommendation will be brought to the WIB meeting in March.

**Bruce Kern, Economic Development & Economic Development (EDES) Committee Chair**, stated that the most important aspect of this Committee is that members have taken on a leadership position and is more a member-driven activity than staff. Staff has been there to help the Committee carry that out. An economist hired by EDAB will prepare quarterly updates of the Eastbay's economy. The Committee has agreed to take the lead and coordinate the labor market information, dealing with education issues in making sure the standards are relevant to the workforce requirements of our employers, a marketing program, and doing a community needs analysis. In addition to that, the Committee is really focusing on a couple of very critical sector issues, i.e. health and the dot com sector. We were successful in securing the RFP to deal with the significant layoffs that we have had here in the Bay Area.

**Manuel Perry, Youth Policy Council Chair**, stated that they have received input from the collaboratives, as well as members of the YPC, regarding the realistic goals of performance vs. the original ones. The goals were provided to Dorothy Chen and the team to negotiate with the State. This is one accomplishment. There are a number of State-sponsored workshops that are coming up, and there are YPC members attending those. The State is finally getting together their YPC for statewide. They haven't had a quorum in order to move forward. A couple of homework assignments were given by the WIB Executive Committee for the YPC: 1) Budget issue that the WIB approved at the previous meeting to make some of the activities to goals of the YPC so that they could get a clearer idea of what we are talking about and dollar allocations to goal achievement; and 2) The issue of a youth sitting on the WIB. In reference to marketing, a presentation has been pulled together, and the first presentation will be in January at the Rotary Club in the Tri Valley. He is asking the WIB today if there are organizations in different parts of the County that we need to get the word out to, and if there are, contact Manuel Perry or other members of the YPC so we can establish a presentation calendar for the year.

**Mike White, Operations Committee Chair**, stated they have been looking at where they are on their goal. An action item will be presented to the WIB today in the form of a policy statement to be reviewed by the WIB. The Committee's major goal is to try to accomplish interaction with all our agencies and who we deal with (not reinventing the wheel). He represented the WIB at a rapid response meeting which was very interesting. Over 160 people attended and represented WIBs and one-stop centers throughout the State. He congratulated WIB staff for all their work. Patti Castro recognized Mike White for his eight years of contributions to the California Workforce Assistance Program which is headed by the California Labor Federation. The group wanted to show their appreciation and are very happy to have Mr. White working for us at the local level and representing labor people in California.

Mike White, on behalf of **Debbi Bellush, Executive Committee Chair**, stated that quorum and Bylaws issues were discussed, which will be talked about at today's WIB meeting.

**ITEM I.E. – DIRECTOR’S REPORT.** Dorothy Chen, WIB Director, attended the State WIB meeting in Oakland. Two presentations were made. 1) Michael Bernstein, an attorney who is very familiar with the Workforce Investment Act (WIA), shared his view on how those funds should be allocated. He wants to look at the dislocated worker, unemployment and welfare benefits. Whereas, the republican side is more interested in looking at what kind of incentives we are providing to business. He felt that the presidential focus is not on WIA. We have over 6,650 individuals in Alameda County that have been dislocated in the last four months. The reading from Washington D.C. is there probably will not be more money in 2002 because of all the different funding cutbacks. The General Accounting Office (GAO) is the research arm of Congress and did research on WIBs and how they are working. They felt, as the first finding, that the one-stops are not effectively being integrated because of the bureaucracies of the different agencies and is hampering the process. The second finding was with the vocational rehabilitation department, who is also a mandated partner and feels that one-stops are not truly serving their population. A third finding is what was discussed at the WIB EDES Committee meeting, in reference to the whole reporting issue of community colleges and data collection. Another finding is the State and local WIB is too large to conduct business. The State has reduced their quorum to one-third out of 64 members. Best practices were located in Florida, Michigan and Texas, where the State WIBs are working and are a lot smaller.

2) Stephen Levy, an economist from back East, felt that this particular recession will be extremely mild and very short-term. Three weapons to fight this are interest cuts, federal spending package and replenishment of low-income through benefits. In addition to this, he feels that the recession hit the northern California extremely harder than southern California, particularly San Francisco and San Jose because of the dot com technology. The State budget will be substantially affected by the downturn, and as a result, less taxes. What this does, is create an enormous waiting list of different services and pit one group against another, i.e. education vs. workforce vs. welfare assistance to clients. His suggestion, which is not a very popular one, is for the President to consider raising taxes. These are some of the economic realities that we will have to deal with in the next couple of quarters.

D. Chen stated that we are part of the consortium of nine county agencies that received \$7 million in rapid response money for our dislocation. Our portion will be \$1.4 for Alameda County working jointly with Oakland WIB. We need to decide what the portions are going to be, and we are working out the details. D. Chen gave thanks to WIB staff (Patti Castro and Roy Bertuccelli) for their role in getting the funding together for our area.

We are seeing different groups coming to the one-stops. Due to dislocation, we are seeing monolingual individuals affected. We need to address the issue of that particular population. Therefore, we are looking at putting out \$350,000 in a grant jointly with Oakland PIC to do an vocational ESL program. The BOS has approved the funding and are looking forward to putting out an RFP in the next few months to get the project started.

D. Chen introduced new WIB staff member, Rosario Flores, who replaces Andrea Peixoto who retired.

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

**ITEM III – CONSENT CALENDAR ITEMS.** Item IIIA – Amendments to the WIB Bylaws has been pulled and will be the first Action Item. A motion to approve the remaining consent calendar items was made by **Kern/Herring/carried.**

**ITEM III.A. – AMENDMENTS TO THE BYLAWS.** Mike White presented the item and stated our current Bylaws call for our quorum to be majority, which is 51%. After research, and in checking with County Counsel, and with the State quorum being 30%, we thought our number should be 40% to

conduct business. The parliamentarian reminded the WIB today, that with an issue of a Bylaws change, you need to discuss it in an open meeting. The two amendments in the item were highlighted.

Chairperson Bellush opened the public hearing, and with no input, closed the public hearing.

There was a lengthy discussion among WIB members on this item who spoke to bureaucratic impediments; if you reduce the number, there may be specific groups not being represented; members who have been designated need to participate, and if they do not, simply resign or make some other determination on how we want to treat that (issue letter); problem seems to be at the sub-committee level, and half of the people need to be at WIB to be effective; meetings would be able to start on time with a 40% quorum, we need maximum participation so that we don't miss the objective of legislation which calls for the majority of private sector participation; and WIB secretary is spending a lot of time calling WIB members to ensure a quorum.

An amendment to the motion that the quorum for subcommittees and YPC will be 40% and to maintain the 51% at the full Board level was made by **Wallace/Brown/carried**.

A motion to approve the WIB Executive Committee recommendation, as amended, was made by **Herring/Jordan/carried**.

#### **ITEM IV.A. – INTERIM LOCAL PERFORMANCE INDICATORS.**

Chairperson Bellush stated the WIB Executive Committee had to act on this item because the Performance Accountability & Customer Service Committee did not have a quorum at their meeting. Mike White presented the item and added there was minimum discussion on this item. Sam Wallace also attended the State meeting, in reference to performance indicators, and outlined in detail the outcomes of that meeting. Dorothy Chen had earlier given a brief summary of the same meeting. Frank Tucker was also part of the group that attended this meeting and stated that staff did an outstanding job of presenting the WIB's position, and it appeared that it was new news to the State. S. Wallace stated that the Performance Accountability & Customer Service Committee may have to meet again with staff and determine whether we want to stay with the strategy of a zero goal as opposed to putting at least a number. It does not change the recommendation of the Committee on these performance indicators, at this point. For point of clarification, D. Chen stated these are local standards, not State, and came from a discussion of different committees as a benchmark. These are not the final figures.

Chairperson Bellush opened the public hearing, and with no input, closed the public hearing.

Delfina Geiken, Manager of Berkeley Worksource and a YPC member, stated she saw the draft report that the State will be submitting to the Department of Labor (DOL), and it details the performance data from all the local areas. No one except for Monterey, met that credential rate (not even close, and some were zero). Will those results have any impact on how they come back to the Alameda County WIB in what we put forth? D. Chen answered that zero means there is no data available. We will capture that information, and next year, you will see the number changed. We were not asked to capture that data, so it is not shown on the draft. Bruce Kern stated we should have the Performance Accountability & Customer Service Committee see the draft report.

Sam Wallace asked if the State was open to modifying the certification rate based on the experience of all the SDAs. Jane Myers answered that the State was standing firm with the rate they were giving us and felt we should be able to achieve the current rate. There didn't seem to be very much flexibility about it. What we don't have is the base line to know how many people were certified under JTPA,

since we weren't counting it. If we share those goals with the programs, then the programs know that they have to achieve a certification rate in order to make the performance.

Linda Slater stated the State has offered to come back to the Performance Accountability & Customer Service Committee to come up with some definitions of "credential". This is a local definition. Based on that definition, it would allow us to determine how effectively we can meet our credential rate for this year and for the year 2002/2003. D. Geiken added that a lot of the training programs that were not operating by credential before are moving toward being able to offer a credential that could be used to count for that. It was noted that credentials have to mean something and you have to involve the people, whether it's through business or apprenticeship programs.

A motion to approve the interim local performance indicators listed for the Adult, Dislocated Worker and Youth programs was made by **Kern/Perry/carried.**

**ITEM IV.B. – OPERATIONS COMMITTEE GOALS AND OBJECTIVES UPDATE.** Mike White, Operations Committee Chair, presented the item and stated the Committee met to discuss what has been accomplished. Jane Myers has put together a policy statement that includes the Committee's thoughts. Linda Barbaro and Linda Slater (WIB staff) also provided good information. Cross training is actually appearing in the one-stops, and maybe we should include this in new MOUs. Are we ready to go with what is coming together, put on paper what our goals are, so it can be reinforced.

A question was asked if we are seeing people that we need to see, what does the evaluation process look like, and can we increase our numbers? Melissa Pedroza answered that the report seen here today is strictly WIA funded activities and is part of what happens in career centers, and it's important to remember that. In the six career centers that are part of our system, there were over 7,500 new applications since July 2001. The 7,500 people have used the services in the system over 35,000 times. These are universal, first time walking through the door. The tracking on specific types of numbers is absolutely impossible to do and would take up all staff time, and you wouldn't be able to provide services. Melissa Pedroza and Linda Slater are working on obtaining snapshots (random sample) on the universal population. WIA numbers are going to be tracked through the system (EDD unemployment insurance base wage file). There is no tracking system for the universal customer.

It was suggested by a WIB member to get a report on the numbers from the one-stops at a later date.

A motion to approve the policy statement developed by the Operations Committee at their November 27, 2001 meeting was made by **White/Kern/carried.**

Mike White suggested having a Smartware program presentation for the WIB.

Bruce Kern and Melissa Pedroza gave a presentation on the economic downturn and response team activities -- what's happening and the extensive layoffs, economic forecast and how long the recession will last, what sectors and businesses will be impacted, and what actions have been taken through the legislature.

Chet Hewitt gave a presentation on the Social Services Agency (SSA) and the status of the welfare-to-work program. He outlined his philosophy and talked about the WIB activities in relation to SSA. He spoke to the history, present and future challenges. Mario Solis, Assistant SSA Director (Workforce & Resource Development Department) and Jo Mueller, Interim Assistant SSA Director (Welfare-to-Work) also provided input to this presentation.

The regular meeting adjourned at 11:20 A.M.