

ITEM I.B. – ACTION

**ALAMEDA COUNTY
WORKFORCE INVESTMENT BOARD**

MINUTES

MEMBERS PRESENT:

Debbi Bellush, Chairperson
Mike White, Vice-Chairperson
Kathy Archuleta
Ann Bauman
Charles Brown
Robert Chipley
Ken Crosswell
Joseph Diaz
Mike Dunlap
Jack Garcia
Tom Guarino
George Herring
David Johnson

Jerry Keating
Kathleen Kelly
Debby Leung
Deana Medinas
Helen Meyer
Duane Mongerson
Melissa Pedroza
Manuel Perry
Sally Rapp
Suzanne Shenfil
Jake Sloan
James Smith
Frank Tucker
Sam Wallace

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:02 A.M. on Thursday, March 8, 2001 by Debbi Bellush, Chairperson. A quorum was present.

ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, DECEMBER 14, 2000. A motion to approve the minutes of Thursday, December 14, 2000 was made by **Dunlap/Crosswell/carried.**

ITEM I.C. – CHAIRPERSON’S REPORT. Chairperson Bellush presented James Smith with a plaque for his eight years as PIC/WIB Chairperson and a pen and pencil desk set with a clock for his hard work and outstanding leadership through the transition from PIC to WIB. Dorothy Chen, Director, and other PIC/WIB members expressed their thanks and appreciation to Jim Smith. Chairperson Bellush explained her style of leadership in that she will continue the old tradition of being the facilitator of WIB discussions, to encourage people to participate, to be inclusive and try as much as possible to reach consensus. She re-emphasized what has been said in prior WIB meetings, and that is the importance of participation at the committee meetings. If you are not a member of a particular committee and are interested in a certain subject, you are more than welcome to attend and participate, but you wouldn’t be able to vote. She would like to hear more from providers and/or participants by having them speak at WIB meetings about their experiences, successes and challenges. She thanked all WIB members in advance for investment of their time.

Mike White is WIB Vice-Chairperson and Ken Crosswell is the Parliamentarian. Parliamentarian training is being scheduled, and Debbi urged members to sign up. Two WIB Executive Committee meetings have been held since the last WIB meeting in December 2000, mainly working on the goals and objectives. The goals have been tied to the committees. Some objectives have been listed, but it will be up to the committees themselves to decide timelines and what action plan is devised for reaching these goals. Chairs for the WIB Committees are as follows: Executive – Debbi Bellush; Economic Development & Employer Services (EDES) – Bruce Kern; Performance Accountability & Customer Service – Sally Rapp; Operations – Mike White. The Youth Policy Council Chair is Manuel Perry. The Performance Accountability & Customer Service Committee meeting was canceled for lack of a quorum. One will be scheduled as soon as possible.

D. Chen gave a synopsis of the Operations Committee meeting and stated the items are on consent calendar. The first item was on definitions that the local area has discretion on. A public forum was held and providers of youth, adult, dislocated workers and representatives were asked to attend.

Chairperson Bellush described the purpose of the consent calendar. Policy or funding issues will not be on consent calendar.

ITEM 1.D. – DIRECTOR’S REPORT. D. Chen stated the State has received \$10 million of discretionary funds from general funds and \$15 million from the Workforce Investment Act funds for a total of \$25 million (Caregiver Initiative). The State wanted to upgrade the skills of low-entry level people (people on welfare and in youth programs) to look at training them. Once these positions (certified nursing assistants and licensed technicians) are trained, we want to serve about 5,000 people for our area. If things are not done regionally, it really becomes more and more difficult for one Service Delivery Area (SDA) to go after funds alone. This is an Eastbay Works coordination with funds going to the four WIBs under Eastbay Works as well as our neighbors (Monterey County, San Benito WIB, Santa Clara WIB, San Jose WIB, and NOVA WIB). We had a very good program design, requested and received \$2.6 million. Out of the total \$25 million, this area received 10% of the total State funding. Oakland WIB and Alameda County WIB combined received \$800,000 which is substantial.

Training is a vital part of the WIB. Three training sessions are being presented. 1) Parliamentary training on Monday, March 12, 2001, 4-6 p.m., at the Foothill Blvd. office in Hayward. Several WIB members have responded and this is the second parliamentary training offered. 2) Training presented by Roberta Schulman on Thursday, March 22, 2001, luncheon meeting at Francesco’s Restaurant in Oakland. Ms. Schulman is a national speaker who will talk about workforce preparation and issues. Her mission is to get the WIB involved with the business sector. The WIB Executive Committee asked that this training be available to EastBay Works (Richmond, Oakland and Contra Costa WIBs). 3) Training presented by national speaker, Greg Newton, on Tuesday, May 8, 2001, 8 – 11 a.m. in Oakland. The topic is the policy issue of the WIB and how to lead the workforce system into the 21st century. We are really looking at changing the workforce system and for that to happen, we need the partnership between the public agencies and the business and labor representatives here at the table to work towards those issues. We cannot get these issues accomplished during quarterly WIB meetings, two hours at a time.

ITEM II – PUBLIC FORUM. D. Chen stated that an employer from Quaker Oats wanted to speak to the WIB – Director of Human Resources, Nina Morena. She participated in the United Can job fair. At the last WIB meeting in December 2000, a representative from United Can spoke to all the layoffs his company had. Subsequently, a job fair was held, and Ms. Morena was very pleased that three of the participants were hired as a result from our organization. Ms. Morena wanted to share this information with the WIB today and also to encourage any employers at the table to take advantage of the one-stop centers where they have continuous job fairs and employer recruitment.

Chairperson Bellush reminded WIB members that if there is anything on the consent calendar that members would like to discuss, you can either contact D. Chen in advance of the meeting or at this time.

Sam Wallace asked that Item III.E. – WIB Committee Goals be pulled from consent calendar to be discussed and added to the regular agenda.

A motion to approve all consent calendar items, except for Item III.E. – WIB Committee Goals, was made by **Mongerson/Dunlap/carried.**

ITEM IV.A. – PY 2000 WIA TARGETED YOUTH SERVICES FUNDING RECOMMENDATIONS. Manuel Perry, Youth Policy Council Chairperson, presented background information on the item. Three proposals were accepted with a score range of 80–92. There was a high emphasis on collaboration. One proposal was Not Applicable (not meeting guidelines and no collaboration). Three proposals are being recommended at various funding levels as well as the sole source funding for the Eden Area. Partner agencies in the collaboratives were identified as well as their strategies.

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

As a member of the Youth Policy Council, Duane Mongerson mentioned that in looking at the number of participants, we are looking at an approximately \$4,600 per participant (varies among the proposals). He would like to see more participants involved and more dollars going to the participants. For clarification, A. Peixoto stated that 11% of the Eden area budget is direct participant costs (includes support services, assessment tools, etc.), not operational costs (community staff, etc.). For the North Cities area, the City of Berkeley the amount is 20%. The North Cities will also provide general fund money towards stipends. For Tri Cities area, the amount is 40%, which is the highest (as opposed to staff salaries).

A motion to approve the recommendation was made by **Bauman/Sloan/carried (Archuleta, Brown, Herring, Pedroza and Shenfil recused).**

ITEM III.E. – WIB COMMITTEE GOALS. (Pulled from Consent Calendar to Regular Agenda) Chairperson Bellush stated that not only are the goals tied to specific committees, committees are being asked to focus on tying the goals to funding needs over the next few months. In June, the budget will be decided. The group that met several times to discuss the objectives and goals were recognized for their hard work.

The following comments and suggestions were made by WIB members:

- We need to make sure we look at the structure of committees and talents and not overload one particular committee. The question of whether Goal 5 fits within the EDES Committee was raised. In talking about effective marketing and communications, it is the challenge that the full WIB has overall and not just for employers. A better way of handling the issue of marketing, is to either have it under the Executive Committee or a new committee altogether, or to piece that responsibility out to each committee, so that each committee is responsible for communications, or take that responsibility from the EDES Committee and move it to the Operations Committee. Trying to have the EDES Committee attack these three wide ranges of issues is going to be challenging to say the least and might not eventually be successful.

In response to the comment above, Chairperson Bellush stated that Bruce Kern, EDES Committee Chair could not be here today and the reason that Goal 5 is within the EDES Committee is that they have already started working on a marketing plan. The EDES Committee undertook it on their own before these goals and objectives were developed. B. Kern felt comfortable that his committee was willing to continue working on that effort and is one of the main reasons it stayed. Because a committee has one goal does not mean they have less work to do than a committee that has three goals.

- It has been recognized in all committee discussions that communication is global and should be included in all committees.
- The EDES Committee should be given a chance to look at this issue, and then maybe at the end of the first or second year, if it has to be restructured, then it would be appropriate to do so.
- The small business community needs to be communicated to.
- A large percentage of youth have not heard of the Youth Policy Council or the One-Stops. Having a communications committee to be on top of marketing throughout the county, and marketing needs to be an ongoing strategy of the WIB.
- Asking the EDES Committee to establish activities under Goal 5 that would serve all aspects of the WIB's responsibility, and by doing this, these activities then would be designed to accomplish this goal. Chairperson Bellush agreed, and restated that is what each committee's responsibility is – to take these goals and objectives and develop an action plan in how to meet them. The design of this committee attachment was to first have the committee composition, goal, description of responsibilities, and then what the WIA legislation mandates.

Chairperson Bellush will communicate this item discussion to B. Kern.

A motion to approve WIB committee goals was made by **Pedroza/Brown/carried.**

There are some WIB members who are not on committees, and members are encouraged to take a good look at these structures and figure out where you fit the best.

D. Chen stated that the dates for all committee meetings have already been set and a copy was given to all WIB members. Committees can meet more or less often as long as there is sufficient notice to the public. E-mails are sent to WIB members only as reminders.

Chairperson Bellush introduced Tom Guarino, CEO of San Leandro Chamber of Commerce, as a new WIB member.

The meeting was adjourned at 10:23 a.m.