

ITEM I.B. ACTION
ALAMEDA COUNTY
WORKFORCE INVESTMENT BOARD

MINUTES

MEMBERS PRESENT:

Debbi Bellush, Chairperson
Mike White, Vice-Chairperson
Ann Bauman
Bob Brewer
Robert Chipley
Mike Dunlap
Tom Guarino
George Herring
David Johnson
Jerry Keating
Kathleen Kelly

Debby Leung
Helen Meyer
Duane Mongerson
Melissa Pedroza
Manuel Perry
Robert Peyton
Suzanne Shenfil
Jim Smith
Sam Wallace
Felicia Woytak

MEMBERS ABSENT:

Kathy Archuleta
Ophelia Basgal
John Billheimer
Charles Brown
Ken Crosswell
Sheila Jordan
Bruce Kern

Orrel Lanter
William Lee
Henry Leng
Deana Medinas
Sally Rapp
Jake Sloan
Frank Tucker

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:10 A.M. on Thursday, September 13, 2001 by Debbi Bellush, Chairperson.

A quorum was not yet present, therefore the Presentation by the Youth Policy Council Communications Committee was presented first by Megan Hild and Manuel Perry.

It was suggested earlier that there be more than just one presentation to taper to different audiences. Today's presentation focused on business. Business is being asked to get involved by providing jobs, mentoring, internships, etc.

Suggestions made by WIB members:

- Add the word "career" to one-stop centers to identify better.
- Have acronym abbreviation sheet available to community.

- Targeted audience for presentation should be Chambers of Commerce, City Councils, Rotaries and educators (including school boards and principal meetings)
- Do not use the word “desperate” and do not read the presentation off overhead projector.
- Slow down the presentation to give the audience a chance to absorb.
- Share some examples of how you are reaching out to youth. In reference to business, give some examples of how businesses are working with you, and what is in it for business (will it be an effective program or not). There needs to be a work product shown.
- Skill development and getting youth prepared to go into the work place. It appears to be a service that the business is going to provide, not a partnership where youth will receive social services to succeed and work for business. There needs to be talk about the job (opportunity) and then the support to make sure that the youth (if s/he should stray) will be receiving support. The end result is business needs to know that the youth is going to work, and it wasn’t heard in the presentation.
- Needs to be a little history of where this introduction came from which ties into the bigger issue of communication (duplication of efforts, what happened to Summer Youth Program, when actually it was not dropped, but part of this bigger package).

Manuel Perry stated they may have some organizations which will have a history with summer youth that they could bring on board to use as an example. A lot of our collaboratives are just finding out that part of their own recruiting is identifying employers.

- Look at other organizations that might have a better model.

Manuel Perry stated the Youth Policy Council has made some good contacts from Washington, Oregon and California. It would be worthwhile to find out what others are doing.

- Financial benefits to business are easily described, i.e. hiring graduates of internships (already trained and is a cost savings).

Manuel Perry thanked the WIB members for all their input.

With a quorum now present (9:40 A.M), roll was called, and action items were presented.

ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, JUNE 14, 2001. One correction noted was in reference to Item V.E. – WIB Annual Budget – PY 2001/2002 / Public Hearing, “Melissa Pedroza recused.” A motion to approve the minutes of June 14, 2001 was made by **Smith/Brewer/carried.**

ITEM I.D. – CHAIRPERSON’S REPORT. Chairperson Bellush stated the Executive Committee met on August 30, 2001 and two items were discussed which are being carried over for further review for staff to gather some more information: 1) size of the WIB (challenges with getting quorums for WIB and committee meetings); 2) adding a voting member representing youth.

She reiterated WIB members to be a member of a committee, where there is more focus on items, and input is really needed from WIB members. If you are a member of a committee, you need to attend those meetings. There is a challenge of there not being a quorum. All WIB members and public are invited to all these meetings (but not vote). There will be a change to the Bylaws by the next WIB meeting that if a WIB Committee Chair cannot attend, that the Committee Vice-Chair can attend and have a vote.

When staff sends WIB members an E-mail asking for members to attend a meeting, please respond as soon as possible. WIB members need to make sure that Flo Fox, WIB Secretary, has their correct E-mail address.

ITEM I.E. – DIRECTOR’S REPORT. Dorothy Chen will have a tour of the state-of-the-art one-stop career center after the WIB meeting. The old Foothill Blvd. office in Hayward will be closing next week, and staff will be moving into the third floor of this building. Our partner, EDD, will be moving that very weekend so customer service will not be interrupted. An invitation was mailed out to WIB members for an opening ceremony for this building (Eden Area Multi-Service Center) on Monday, September 24, 2001 from 11:00 A.M. – 3:00 P.M. There will be a separate one-stop career center opening ceremony that will occur in the near future, and we would invite WIB members from our WIB and other local WIBs, State and elected officials. The one-stop career center is 29,000 square feet with nine workshop rooms, 15 interview rooms, 2 computer lab rooms, 50 computers and 18 phone carousels for clients.

There has been a decision made from the Workforce Investment Act for an additional \$110 million for dislocated workers and \$25 million for youth (to help offset some of the budget cuts that we are experiencing). Because of the September 11, 2001 tragedy, we might expect further cuts. Because of the horrendous damage to our nation, there will be a recession coming forth, which means that there will be more workers dislocated as a result.

Even before the September 11th tragedy, California has been experiencing a large job loss. In Alameda County, we went from 2.1% last year to 4.8% in one year. Three WIB members lost their jobs also. In about a year or year and a half, there should be more funds coming to the dislocated worker program.

Andrea Peixoto, WIB staff, who has been with us for 26 years, has retired. She was the Youth Policy Council lead and was a very instrumental and important staff member. It is a great loss to D. Chen personally, to the community and the WIB. Don Coykendal, City of Berkeley, has also resigned and was very active in the WIB community, and prior to that, the PIC, and before then, CETA.

Chairperson Bellush added that she spoke with A. Peixoto who may be able to attend and be recognized at the WIB meeting on December 13, 2001.

ITEM I.F. – COMMITTEE CHAIRS’ REPORT.

D. Chen presented a brief status report on the Performance & Accountability Committee in place of **Sally Rapp, Performance & Accountability Committee Chair**, who could not make the WIB meeting today. Reference was made to Information Item VI.B. – Page 54 of the Board packet.

The Committee held their retreat on August 15, 2001 which was facilitated by a consultant, Donna DeWeerd. Extensive retreat notes were presented (including the local indicators that the Committee will be looking at above and beyond the 17 performance standards required by the Act. There also is a youth portion that will be discussed at the Youth Policy Council meeting on October 29, 2001. The Committee will re-convene on November 7, 2001. The recommendations from this Committee will then finally come to the WIB in December.

Manuel Perry, Youth Policy Council (YPC) Chair, stated the YPC presented plaques to Andrea Peixoto and Don Coykendal and congratulated them on their retirement and hard work.

The YPC is in the process of building an infrastructure of the Youth Policy Council. Once they have their presentation, to have people get out to various places throughout the county to make the presentation. They know they will need equipment and also a website. Their logo has been finished and ready to go that will tie in to what we already have as part of the WIB (with a sense of youthness related to it). In reference to visiting other places and learning from them, part of their strategy is to have a number of members of the Youth Policy Council visit the various areas and find out what they are doing. Another activity is to form a county-wide Youth Council. There are various cities throughout the County with youth commissions, centers and organizations, but there is no center of focus. They are looking into the possibility of sponsoring a conference bringing all the youth together to talk about their issues, possibly involving supervisors and mayors of various cities.

D. Chen presented a brief status report on the Economic Development & Employer Services (EDES) Committee in place of **Ann Bauman, EDES Committee Vice-Chair**, who had to leave the WIB meeting early. Reference was made to Information Item VI.C. – Page 59 of the Board packet. The item outlines the Committee's goals and objectives. The Committee decided to concentrate on two areas in the county -- health care industry and a community audit -- and look at where the gaps in services are. They are also looking at identifying the problem and solutions to workforce needs in our area. Work groups have been formed. The Committee meets frequently, they have three goals and a lot of work needs to be accomplished. If there are any WIB members who are not on a committee, this Committee needs volunteers.

The **Operations Committee** had no items to report at this WIB meeting.

ITEM II – PUBLIC FORUM. Bob Goetsch of the Bay Area Industry Education Council spoke on Item VI.A. – Industry-Driven Regional Collaborative Grant Award.

ITEM III – CONSENT CALENDAR ITEMS. A motion to approve consent calendar items was made by **White/Herring/carried.**

ITEM IV.A. – PY 2001 WIA TARGETED YOUTH SERVICES FUNDING RECOMMENDATIONS / PUBLIC HEARING. Chairperson Bellush stated that the WIB Executive Committee took action on this item and the one following because the Youth Policy Council did not have a quorum at their last meeting. There was no discussion from the WIB.

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

A motion to approve the recommendations regarding the provision of Workforce Investment Act (WIA) Targeted Youth Services was made by **Smith/Brewer/carried.**

ITEM IV.B. – CARRYOVER OF STATE EDUCATION COORDINATION GRANT FUNDS / PUBLIC HEARING. There was no discussion from the WIB.

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

A motion to approve that the portion of State Education Coordination Grant carryover funds allocated to the WIA youth stream be utilized for youth systems capacity building and that this item be sent to the Youth Policy Council for further action (WIB Executive Committee recommendation) was made by **White/Guarino/carried.**

ITEM IV.C. – APPOINTMENT OF YOUTH POLICY COUNCIL MEMBERS.

Chairperson Bellush stated that with some vacancies, two names are being brought forward to approve – Delfina Geiken, One-Stop Manager in Berkeley and Nicholas Montoya, youth representative nominated from the Youth Opportunity Employment Program. Background on the two was provided.

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

A motion to approve Delfina Geiken and Nicholas Montoya as members of the Youth Policy Council was made by **Chiplew/Woytak/carried.**

Manuel Perry requested two pieces of information: 1) What are the demographics that relate to youth that are employed, adults unemployed and dislocated workers (background information). There isn't sufficient information. 2) Always seeing articles in the paper in how welfare-to-work is or isn't working (is successful or not). He is requesting if Social Services Agency can possibly provide some presentation on both items. If someone were to ask us how well are we doing with welfare-to-work, most of the WIB members would not have the slightest idea, because we don't know.

For point of clarification, Chairperson Bellush stated that in reference to Committees, the Committee Vice-Chairs do not vote, but she will continue to request that the Vice-Chair attends if the Chair cannot, so that we can have representation and hear a report from that Committee. Everyone is always welcome at all meetings.

Mike Dunlap of the Operating Engineers, Local 3, and Mike White of the Northern California Carpenters Training Committee shared their positive experiences in apprenticeship programs dealing with the welfare-to-work program clients.

The meeting adjourned at 10:30 A.M.