

Humboldt County Workforce Investment Board

Minutes-DRAFT

Friday • April 18, 2008 • 8:30 am – 10:30 am
Humboldt County Office of Education • Sequoia Room
901 Myrtle Avenue • Eureka, CA

Members Present: Greg Aslanian, Emilia Bartolomeu, Joe Davey, Janet DePace, Maura Eastman, Ben Fewell, Ahn Fielding, Maggie Gainer, Linda Grimm, Carol Hill, Beverly M. Lewis, Val Martinez, Libby Maynard, Jeff Nelson, Tina Nerat, David Perry, Cedar Reuben, Jon Sapper, Alex Stillman and John Woolley.

Members Absent: Butch Barker, Ernie Behm, Terry Coltra, Barbara Groom, Randy Hansen, Mariann Hassler, Madelin Holtkamp, Bob Laffranchi, Dale Maples, Bryan Plumley, Bob Sampson, Liana Simpson, James Smith, and Sallie Speaker.

Others Present: Angie Schwab, Peggy Candrian, Wendy Page, Bruce Alexander, Virginia Fisher, Jacqueline Debets and Jose Quezada.

1. OPENING:

- 1.1 Call to Order: Chair Cedar Reuben called the meeting to order at 8:32 a.m.
- 1.2 Self-introductions of WIB members, staff and public present: Introductions were made around the table.
- 1.3 Adjustment to the Agenda: Jacqueline Debets has a couple clarifications—list on the first page is not complete, 3.1.3 is to reappoint rather than extend (see on page two). If any one wants to be excluded from the list, please speak now. No more adjustments.

2. PUBLIC COMMENT: None

3. DISCUSSION & ACTION ITEMS:

- 3.1 Consent Agenda: **Motion** made by Libby Maynard, second by Maura Eastman to approve consent agenda, motion carried unanimously.
- 3.2 Elections: Chair Reuben handed this item to member Janet DePace to handle. We have a slate of names to be re-elected for the upcoming year, Cedar Reuben for Chair and Bob Sampson for Vice Chair. Are there any nominations from the floor? None received. Alex Stillman nominates Cedar Reuben for the Chair, Bob Sampson as Vice-Chair. **Motion** made by Alex Stillman that the nomination slate be accepted. Maura Eastman seconds. Discussion: Ben Fewell is pleased and happy the way things have been going, and he's in favor of the slate (applause). Cedar Reuben thanked everyone. Motion passes unanimously; Cedar Reuben abstains.
- 3.3 StepUp and Digital Pathways Report: Jose Quezada provided an update on the youth Digital Pathways program start up and StepUp spring activities. There was a StepUp Breakfast for employers at the Fortuna Monday club, which received positive feedback. There's a StepUp Kick Off breakfast set for Wednesday, April 30th in Eureka at the Red Lion. Please invite businesses for the free breakfast so that they can connect for hiring youth. Janet DePace said that the Fortuna Monday Club breakfast was well done, the presentation was well put together—"the whole thing was good."

Digital Pathways-multi-media labs—The lab is being put in this week. The students will get college credits for the classes and there's lots of support. The students from last summer's Hoopa Digital Pathways project have recently taped three different conferences. Attendees described the two youth as being "very professional."

4. PRESENTATIONS:

4.1 Demographics-Dennis Mullins, LMI analyst from EDD put on presentation regarding labor market comparisons.

Initial forecast held that Humboldt's population would not grow, but things have changed and we are in fact growing slowly. Median age for Del Norte County is 35.9, including prisoners. Curry County's media age is 49.2-boomers. Humboldt's is 35.7, partially due to the college students. We have NOT become a retirement community as some have been stating. 12.6% of our population is over 65, similar to the state average, less than 2% difference. About 1000 people commute out of Humboldt County for work and 1300 commute in to work here. Detailed information is on handout from Dennis.

4.1.1 Questions & Discussion: *Are fisherman included in the labor market overview?* Not unless they pay into unemployment insurance. *Where would childcare industry show up?* It would show up under educational and health services (12%). *Where would In-home support services and respite care show up??* Same place.

Natural resources and mining-that would include jobs in timber industry sector (no significant mining activities in Humboldt). Timber manufacturing jobs are found in Manufacturing sector. In 1965 there were 11,000 timber/lumber workers and now it's only about 2000. Our economy has dramatically changed. Jobs from sawmills are found in Manufacturing. Natural resources include some jobs in timber and fishing. If WIB members have further questions, call Dennis. Final version of the presentation will be downloaded to the WIB website.

4.2 Targets of Opportunity

4.2.1 Discuss Occupational Analysis: Report from Collaborative Economics: Looked at jobs that have grown in the past 2003-2006 and are projected to grow 2004-2014. Identified gateway skills and abilities for these occupations (SEE HANDOUT). Reviewed how Targets were identified. Overall the job growth was 4% regionally compared to the Targets who had a job growth of 37%. See six targets of opportunity on handout; 56% of the top growing jobs are occupations that are also part of the Redwood Coast's Targets of Opportunity. About 80% of jobs in next 10 years will be "replacement" jobs (jobs that open up because someone left for another job or retired).

Once complete, presentation to be uploaded to WIB website. Plan is to set up workshops, trainings for WIB members in the future.

Where did the level of education info come from?? O*NET. O*NET is a good source for looking at jobs broken out between those skills that are unique to a given job, and those that can "transfer" to different kinds of jobs.

What are some specific strategies that could come from this-what do we do with it?? One is that we better stop saying that "there aren't any jobs here and all the kids are leaving". This is a very real barrier to people preparing for the demand occupations.

How do we get the information out about the jobs that are available?? Should we put links on our website?? "Occupations of Opportunity Search Tool" is part of the handout. We need to get the people that work with job seekers to use the tools that are available, and to show how we can tie those skills needed for the job to jobs found in the Targets of Opportunity, as well as in our base industry clusters.

Gateway skills. *Can the WIB call a two-day training to get others in so that they can understand where the information and tools are and how to work with it?* Maggie suggests for workshops to be held at HSU and is planning something to support this idea. There's quite a bit of information to take in. Important that a myth is out there, and it needs to be turned around, so that people will open their minds to new possibilities, to bring 'hope', and to reinforce the message there are jobs here and that the kids don't have to leave the County. Have to convince these people that there are job openings-make it more available. Start a series of workshops for different audiences that need this message.

5. REPORTS:

5.1 Executive Committee and Staff Report (verbal): Debbie Callahan has decided to resign (after 8 years). **Motion** by Maggie Gainer to accept the report and commence implementation. Joe Davey Seconds. Motion carries.

6. ANNOUNCEMENTS: Next meeting on June 20, 2008 at 605 K Street, C/R downtown location.

7. CLOSING (at 10:35 A.M.)