



Humboldt County Workforce Investment Board

MINUTES

Friday • June 15, 2007 • 8:30 am – 10:30 am
Humboldt County Office of Education • Sequoia Room
901 Myrtle Avenue • Eureka, CA

Members Present: Janet DePace (Chair), Cedar Reuben (Vice Chair), Emilia Bartolomeu, Terry Coltra, Joe Davey, Maura Eastman, Ben Fewell, Maggie Gainer, Barbara Groom, Linda Grimm, Randy Hansen, Mariann Hassler, Bob Laffranchi, Beverly Morgan Lewis, Libby Maynard, Stephanie McCaleb, Tina Nerat, David Perry, Bryan Plumley, Bob Sampson, Jon Sapper, Jim Smith, Kermit Thobaben, John Woolley

Members Absent: Ernie Behm, Jeff Bobbitt, Debi Callahan, Gregg Foster, Carol Hill, Kim Kellenberg, Dale Maples, Jeff Nelson, Liana Simpson, Sallie Speaker

Others Present: Michael Kraft, Jose Quezada, Dorre Howard and audience

1. OPENING:

1.1 Call to Order: Chair Janet DePace called the meeting to order at 8:40am with a quorum.

1.2 Self-introductions of WIB members, staff and public present: Everyone introduced themselves.

1.3 Adjustments to the Agenda: None

2. PUBLIC COMMENT: Claudia Cranford is here today as a representative of the Humboldt Literacy Project. She is requesting an opportunity to make a presentation at a future WIB meeting.

3. DISCUSSION & ACTION

3.1 Consent Agenda: Request by Randy Hansen to pull WIB Report #96FW off of the consent agenda for further comment on clerical items. Motion by Bob Sampson to approve the consent agenda without WIB Report #96FW, second by Terry Coltra, motion carried unanimously.

3.2 StepUp for Youth: Staff reported on the success of the StepUp program this year, with various local employers hiring youth, and showed a PowerPoint presentation that has been given to local Chambers of Commerce. The good thing about StepUp is that nobody owns it, the bad thing about StepUp is that nobody owns it. Discussion: There are less potential employees now than there were in the baby boom generation. Employees have a choice. Humboldt County has one of the highest high school graduation rates and one of the lowest rates of those who go on to higher education. StepUp needs employer funding, so please everyone jump on board, this is one of our only opportunities to replace the federal funding that we have lost in recent years. The hope is more money will follow.

3.3 Review of Accomplishments: staff gave a brief report. Coming to the end of RCNCT project, with 5 partners. We have met and/or exceeded all targets, and have received an extension to complete the project. We met our youth targets last year and it appears we will meet them this year, and all with less money for the Youth Program Operators. The Newcomers Center has been successfully assisting non-English speaking workers. Publishing Targets of Opportunity is a real accomplishment. Shared a brochure and media talking points. Got strategic plan started, to be discussed below. And we got a lot of new members this year.

3.4 Strategic Plan (see WIB Report #95aFW): This plan was developed from our strategic planning meeting and then refined over several meetings of the EC. The Chair presented the plan. Committees will be formed to make workplans with timelines. They will report back to the EC on a monthly basis. Discussion/Questions: Need to get out on a speaking tour of Targets of Opportunity. Perhaps a training could be held for members on how to make the presentation. Members like the plan. Suggestion to instead of members going out and making presentations, the rotary presidents, etc., come to a WIB meeting and we give them a presentation here. That way they can see who the WIB members are and all members can help answer questions. The committees should get together to build the next stage on the steps in a coordinated way to present this. Let's get it started. The EC tried to funnel the plan down into achievable

actions. Now the committees can begin. At one time the WIB had a communications committee (ad hoc or old one?) and they realized more research was needed and that is how Targets of Opportunity came about. It is a phenomenal report. Committee members should be passionate and involved, which might be easier accomplished with a smaller committee, but anyone who would like to participate on a committee may do so. Wonder if there is value in getting more WIB members involved so they have an understanding of what we are doing and get energized. There is a tremendous amount of experience and knowledge on this board. Suggestion that all committees meet together initially. The importance of moving in unison is so that we don't generate excitement without having a product to deliver. There is a reason that EC members are heading up the committees, that is for coordination. We do need to maintain an awareness and understanding on the part of the public that this activity is taking place, it is a morale issue to let people know this is being worked on. Committees can coordinate and leverage each other's actions. In addition to looking county-wide, need to have local jurisdictions on board, there is currently a disconnect and there are things going on in local jurisdictions that are counter-productive to what we are doing, that is no healthy or good for our future economy. Staff will put together an email and see who wants to be on what committee. Need to know what business needs are, things are changing rapidly. In Humboldt County now we are having issues with ethanol production. In the next few years, the baby boomers will be retiring, employers will be losing the experienced workers. Employers have key positions they cannot fill. Now looking at equipment that replaces people. Need work ethic. Lets make sure we are coordinating with our prosperity groups to make sure that this is where we are going. Don't want to ever be in the position of talking about businesses like we know what is going on when we don't, need to stay connected with the cluster groups and businesses. The general plan update is also crucial in this mix, we need growing area, so making sure we have agriculture lands is essential. Think of where you can do the most good on a committee, and then sign-up. **Motion** by Bob Sampson to approve the strategic plan, second by Kermit Thobaben, motion carried unanimously.

3.5 Annual meeting schedule (see WIB Report #97FW): **Motion** by Libby Maynard to approve the annual meeting schedule as presented, second by Emilia Bartolomeu motion carried unanimously.

3.6 Changing of the Guard: This is Janet's last meeting as WIB Chair. Thank you, Janet for attending youth council meetings and for your leadership. The WIB has been revitalized and Cedar is happy to step in. Janet is happy that we were able to get EDD to allow us to use raw data from a 5 county area in order to develop Targets of Opportunity. Now LMID is looking at the same data in a 16 county area. Janet is pleased to have been at the helm. Also, thank you to Emilia and her staff, especially Dennis Mullins.

4. REPORTS: Nothing new to report.

5. ANNOUNCEMENTS: 1) Dorre is leaving, thank you and good bye. 2) good bye to Gregg Foster. 3) opening a 33,000 sq foot building in McKinleyville, wed July 11, 1968 central avenue, open house on. 4) Energy conference on 23rd, Plan It Green is hosting.

6. CLOSING: The meeting adjourned at 10:33am.