



Humboldt County Workforce Investment Board

Minutes

Friday • April 17, 2009 • 8:30 am – 10:30 am
Humboldt County Office of Education • Annex
901 Myrtle Avenue • Eureka, CA

Members Present: Emilia Bartolomeu, Joe Davey, Ben Fewell, Ahn Fielding, Maggie Gainer, Randy Hansen, Mariann Hassler, Carol Hill, Michael Kraft, Beverly Morgan-Lewis, Mark Lovelace, Libby Maynard, Tina Nerat, Cedar Reuben, Bob Sampson, Jon Sapper, Liana Simpson, James Smith, Sallie Speaker and Alex Stillman

Members Absent: Greg Aslanian, Helen Callahan, Terry Coltra, Maura Eastman, Evelyn Giddings, Linda Grimm, Barbara Groom, Bob Laffranchi, Val Martinez, Jeff Nelson, David Perry and Bryan Plumley

Others Present: Linda Beattie, John Frahm, Connie Lorenzo, Jose Quezada, Jacqueline Debets, Alison Talbot and Sandy Alcaraz

1. OPENING:

- 1.1 Call to Order: Chair Cedar Reuben called the meeting to order at 8:38 a.m.
- 1.2 Self-introductions of WIB members, staff and public present: Introductions were made around the table.
- 1.3 Adjustments to the Agenda: Look at application to the Full WIB for Jerry Saner and Youth Council application for Brad Remington. We're out of compliance which would constitute an emergency to appoint. **Motion** made by Alex Stillman to add item to this agenda, second by Maggie Gainer, so carried. **Motion** made by Alex Stillman to recommend Jerry Saner for appointment to the Full WIB and recommend Brad Remington for appointment to the Youth Council as members, second by Lianna Simpson, motion carried. Update on Humboldt Creamery as well as P-16 Council and workforce issues added to agenda for information and discussion.

2. DISCUSSION & ACTION ITEMS:

- 2.1 Consent Agenda: Motion made by Libby Maynard to approve the February 20th, 2009 minutes, second by James Smith; so carried.
- 2.2 Thank you to Janet DePace: After many years of service on the WIB and as Chair for 2 terms, Janet has resigned. She has taken a full time position as the lead business counselor for the NC-SBDC. Janet has been an amazing contributor to the WIB and will be greatly missed. Create a way to thank Janet on our website.
- 2.3 Election: Are there any additional nominations from the floor? No. **Motion** made by Mariann Hassler to accept the slate of nominees, second by Michael Kraft, motion carries. New officers' terms will begin July 1st, 2009. Add list of officers elected
- 2.4 Stimulus funding: Billions of dollars are coming out through the Stimulus Package. Youth monies are the first coming out of the gate with \$600,000 being sent to Humboldt County. Adult, Dislocated Workers, Youth and Rapid Response will be receiving a total of \$1.6 million dollars. We have begun working with our youth with

a goal of 200 summer jobs; it's looking like we will be spending all \$600,000.00 before the summer ends. Our Youth Coordinator Laura Chancellor is getting everything set up including green jobs...90% of jobs set up now. Youth can begin work as early as May 1st; the challenge is getting enough youth in the program with appropriate eligibility. Congress did not relax the qualifications in any way. *What are the methods for recruiting youth?* We currently have 6 Program Youth Operators; they are the case managers with the system we have created. Ages 14-24 are considered youth but once you turn 24 you are no longer eligible under the youth program but would become eligible for the adult program. RCEA will be taking on 8 youth; Green Way Partners may also be helping. These are mostly minimum wage job working 10-40 hours per week depending on age of youth. Work Readiness Program: the Job Market is working with College of the Redwoods on this. Included in the training are modules, each module consisting of an 8 hour topic relating to conflict management, customer service, etc. Each student will be required to go through a minimum of 3 modules and will receive college credit. An evaluation will be done on each youth; youth will do the first evaluation, employer will evaluate part way through the program and then the employer will do a final evaluation at the end of the job. Possible cash incentives for youth with high performance rating. *Is the start date of May 1st a deterrent because school is not out of session yet?* Students are not required to begin in May; however, that is an option. Curriculum for these modules was approved and designed to improve soft skills. *Have daytime class times been set yet?* Some classes have already begun at CR; they will be setting up classes specific to the StepUp program. The Governor announced a Green Core grant that Jacqueline will be applying for; due date is May 26th. The WIB will convene the obvious partners for this. *What would be the most effective way for the workforce to get this certification?* CR would be a great place to start because they already have an historic architecture program going on. *Do we know the homeowner side of this?* Several different pieces to this; RCAA will have a program for low-income individuals. City of Arcata, and the Headwaters Fund are working on a program to include individuals/families that are not considered to be low income. *Are Stimulus expenditures being tracked somehow?* For Humboldt County only brush cutting is being tracked. Congressman Mike Thompson's website shows each area that is receiving money, how much and where it's being spent. A lot of schools are being retrofitted in our area. The website is being updated constantly. For the Youth Program we will try to get something like this on our upcoming website. Humboldt Creamery: The Creamery is \$55,000,000.00 dollars in debt. *How is this possible?* Didn't know the inventory; all base data was corrupt. Rich knew what was there and how the accounts and auditors worked. *Was the accounting staff involved?* No. Bank is prepared to write off \$25,000,000.00 of the uncollateralized debt. If CDBG likes the management program going forward, then we will be invited to get an application for up to \$5,000,000.00 for working capital. We can't put in an application until the bank writes off the debt. There will be a public hearing. The creameries credit is too tight for the Farm Bureau to bail them out which may cause local farmers to go bankrupt. Would be best to have the dairy's own the company outright. If we can't get the creamery back on its feet, it's gone. *Is there another market if the creamery becomes unviable?* No, this is the worst possible time, no other buyers willing to purchase the product. The market is shrinking for organic products as well. Staff should do some analysis to have a base or snapshot of what's happening to the dairies from HCA difficulties.

3. PRESENTATION: Humboldt Maritime Logistics, LLC; Steven Pepper gave a short PowerPoint presentation on Short Sea Shipping.

- West Coast Service
- Combining different shipments on the barge, called a "bus" model
- Entrepreneurial start-up
- Port enables access to international markets as well as domestic markets

- Transportation industry is fraught with problems
- Saves 1.9 million gallons of fuel per year
- Eliminates 18 million overland miles
- 10 Major West coast freight lanes
- 5 strategically chosen ports
- 3.5 times greater fuel efficiency versus trucking
- 160 thousand gallons of fuel saved per month compared to trucking
- 1000 shipments per month for Humboldt Bay
- 36 direct living wage jobs
- Anticipated 20% reduction in freight costs

How does this model compare to the Short Sea Shipping model on the East Coast? Combination of local and international carriers; different mechanisms to make this work. Is there any Stimulus funding for this? It's being looked into.

4. PUBLIC COMMENT: None

5. REPORTS: None

6. ANNOUNCEMENTS: Nice article in today's paper concerning the Job Market. Who is Marty, speaking about Rapid Response? NCSBDC is still our lead agency for Rapid Response. Jacqueline did a Targets/Occupations presentation to the P-16 Council. Council decided to have as their priority to address the issue of workforce. This will be a long-term strategy. A draft addressing these strategies is outlined in the handout. Workforce development is an economic development strategy, not a social service program. Ahn Fielding is in final stage of putting an CR instructional site in McKinleyville. This is Beverly Morgan-Lewis's last meeting; she will be retiring. Will no longer be a Full WIB member.

7. CLOSING: Meeting adjourned at 10:34.