



## Humboldt County Workforce Investment Board

**EXECUTIVE COMMITTEE MEETING**  
Thursday, October 2, 2008 1:30 – 3:30 pm  
Prosperity Center Conference Room  
520 E Street, Eureka, CA

### MINUTES

**Members Present:** Cedar Reuben (Chair), Janet DePace, Maggie Gainer, Bob Sampson (Vice-Chair), and John Woolley

**Members Absent:** Terry Coltra and Jon Sapper

**Others Attending:** Emilia Bartolomeu, Jacqueline Debets, Angie Schwab, Jose Quezada and Sandy Alcaraz

#### 1. OPENING

**1.1 Call to Order:** Meeting came to order at 1:37 pm with a quorum.

**1.2 Adjustments to the Agenda:** None.

**1.3 Introductions:** None

#### 2. PUBLIC COMMENT: None

#### 3. DISCUSSION and ACTION ITEMS

**3.1 Approval of previous meeting's minutes (September 18): Motion** made by Maggie Gainer to approve the minutes of the previous meeting, second by Bob Sampson, motion carried.

**3.2 Membership:** Ian Caliendo (PG&E) is interested in becoming a Full WIB member; an application will be sent to him. Jose Quezada handed out a list of Labor Unions and Building Trades for reference purposes. *Can we use a union member or does it have to be a union representative?* Jacqueline will check to see what the law says about this. *Have we had a chance to present the Targets of Opportunity to the Central labor Union?* Jacqueline has attempted this a few times but hasn't made any progress. Possibly get put on their agenda for a presentation. *How far up the chain do we need to go to get to a decision maker?* Possibly this decision maker could designate someone on their behalf to speak. If this person is to become a Full WIB member possibly they could designate someone to speak on their behalf. *Should Jose pursue the steward question? Can they appoint someone from a different union, such as the nurse's union?* We need to work through the Central Labor Union; Jacqueline thinks they will be flexible. *Is there an alternate that might work out?* Possibly have members and alternates. John Woolley will talk to Central Labor Council to get on their agenda. Bob Sampson will not be speaking with Liz Fiekowski (nurse's union) until after things are cleared up about representatives.

**3.3 Local Strategic Plan:** Since we began work on this document the state has changed the forms, however, they have extended the deadline so we will have ours finished and sent in on time. Congratulations to the staff for pulling everything together.

**3.4 Targets and Occupations of Opportunity planning:** We did two training sessions with Vocational Counselors over a 2-day period; it went very well. The first half of the day was about how the Targets are defined. Second half of the day was building career progressions in a computer lab with ONET. Gave a format of how you could create this job path or career path, enter it into a spread sheet and see how you

can cross over between the Targets. Middle management within CalWORKs might be a place where Jacqueline and Jose can do a workshop or presentation. EDD, everyone at the Job Market, Department of Rehabilitation, College of the Redwoods, Office of Education, and Eureka Adult School might benefit from a presentation as well. All and all it was very successful. There was a meet and greet in the evening after the workshop. John Melville has said that we are ahead of the curve. *How do we build the bridge between the employer and the person who is a drug addict, felon or someone who has some kind of criminal background? Do we do more work with that population?* There is a large pool of very difficult people to employ and a large group of jobs that need filling. There may be employers who aren't trained in the fact that they don't even know what they want in an employee. CR is working on a modular ready-to-work program. The Job Market mindset in the past has been to advocate for the employee and not the employer. *What's the connection between youth and the Targets of Opportunity?* It is incorporated into the youth program contracts. Jacqueline went down to Eel River and presented for Joann Sapper's Eel River Valley Advisory Committee meeting. Digital Pathways is related to this; Joann would like to do this program in Fortuna. College of the Redwoods would like to provide a counselor to go to the local high schools and provide services whether they decide to attend the college or not. Is the CR counselor going to be career or guidance? Probably career oriented. Possibly get local employers to pitch in monetarily for this position. This is all tied together with Headwaters wanting to fund something in the area of entrepreneurship. All the pieces are coming together. Humboldt State, College of the Redwoods, Economic Fuel and the County are getting a proposal ready to send off to the Kauffman Foundation. Getting a bachelors degree isn't the only solution when there are plenty of jobs for plumbers and electricians. Community colleges have been feeder schools for getting degrees. Make the trades and honorable career choice. *Need to have key people wanting to solve these problems; how do we bridge the gap?* We are continuing to work with a core group that we are asking to be the champions between their colleagues. The website idea is really good; hire someone to sit down and connect job requirements/occupations that lead to businesses that hire those people. *How do you get this out to the youth?* We have employers engaged in the Eel River Valley. Career days could be a place where this might happen. Bill Finlander from New Zealand was here and talked to the Prosperity Network. Our region has a great number of similar opportunities/barriers like that in New Zealand; in line with everything that we are doing and looking at. HSU Career Center is putting on some workshops. There was a fine article in the Eureka Reporter; the writer has lots of ideas as how to get Targets information out there. Once we have more funding there will be other opportunities such as employer panels and a website similar to that of New Zealand's.

**3.5 Full WIB Agenda:** Already on the agenda; Budget presentation, minutes of previous meeting. Cedar would like to move the Local Strategic Plan up to Public Comment, StepUp presentation with guests and a video, Targets report on progress, purpose and conclusion of the report. Discuss the workshop outcome and how things are proceeding. Also give updates on the report (Targets of Opportunity) at regular intervals. It is very easy to over prepare people and then they are unable to get jobs. For instance, when real estate was high, everyone wants to get in on it, but then things fall off. We're talking about the banking industry right now. Jacqueline will take that same workshop presentation and mold it toward the WIB. *Do you want small group discussion? How do we move from our past based view to one of opportunity?* What kinds of conversations are we going to have about getting this information out. Possibly have lapel pins or buttons made up to read "Ask me about Job Opportunities". We will be having a presentation during the WIB meeting from Ken Owens on innovative robotics. There may also be discussion on newly developing curriculum in robotics. If we can feed this into incubator models it might be of use. The project manager for Hewlett Packard works out of Arcata. It would be great to take a group of high schoolers over to him and show them what he does; his employees are from all over the world. Change the Full WIB agenda date from October 18<sup>th</sup> to the 17<sup>th</sup>.

**4. REPORTS**

**4.1 Staff:** No report.

**4.2 Youth Council:** No report.

**4.3 Job Market:** No report.

**5. ANNOUNCEMENTS:** Plan It Green luncheon is every second Tuesday. Business Leader Luncheon will be held on October 24<sup>th</sup>.

**6. CLOSING:** Meeting adjourned at 3:13 pm.