



Humboldt County Workforce Investment Board

EXECUTIVE COMMITTEE MEETING
Thursday • March 5, 2009 • 1:30 – 3:30 pm
Prosperity! Center Conference Room
520 E Street, Eureka, CA

MINUTES

Members Present: Janet DePace, Terry Coltra, Maggie Gainer, Mark Lovelace, bob Sampson and Jon Sapper

Members Absent: Cedar Reuben

Others Present: Jacqueline Debets, Jose Quezada, and Sandy Alcaraz

1. **OPENING**

- 1.1 Meeting was called to order at 1:38 pm by Vice-Chair Bob Sampson
- 1.2 Adjustments to the Agenda – None
- 1.3 Introductions - None

2. **PUBLIC COMMENT** – None

3. **DISCUSSION and ACTION ITEMS**

- 3.1 Minutes – **Motion** made by Maggie Gainer to approve previous meetings minutes, second by Janet DePace. Motion carried.
- 3.2 Membership – Jacqueline recommends that we create a position on the Full WIB for a state liaison: she recommends that John Woolley take that seat. **Motion** made by Maggie Gainer that we appoint John Woolley, pending application of that seat, to the position of state liaison. Letter will need to be sent to Wes Chesboro for approval if needed. Mark Lovelace seconds the motion, so carried. Will look at WIB attendance next meeting.
- 3.3 Nominations 2009-2010 – Nominations committee hasn't yet met. The committee members are Liana Simpson, Alex Stillman, Janet DePace, Terry Coltra and Cedar Reuben. Need to have a slate of nominees by the next Executive Committee meeting on April 2nd. Will be voting on slate at the next Full WIB meeting on April 17th.
- 3.4 Stimulus package – Money is coming in but no one knows when it will be available to us. EDD is saying it will take a minimum of 45 days to get access. Given that we are pulling off a huge youth program this will not work. The Legislature can do this in a day and are currently working on it. If we can get a date to backdate to, we can spend the money up front but not if it takes until June to go on line. Our biggest question right now is when do we have the authority to incur expenses against that money. Still looking at the amount to come in, possibly 1.9 million. We want to hire another person for StepUp. Everything is beginning to rev up; advertising, employers, marketing, roll out. The Job Market may change their phone to 441-JOBS, 7-800-441-JOBS. Unemployment in Humboldt County is at 11.1%, the state is at 10%. Next Tuesday the Stimulus Package is on the agenda for the next Youth Council

meeting. *Are there any questions you have to the Council? Do we want to send all the stimulus dollars to the YPO's or do we want to send it out to others as well? How will they ramp up for this?* StepUp needs to play the coordinating role here. *What contingency can we have if YPO's cannot expend all their monies? Is the opportunity there for non-profits and public as well?* Yes, we're preparing a letter that will go to hundreds of employers saying that the Youth Program is up and running. We want to empower the YPO's to be able to get moving on this and being able to provide jobs for these youth. The contracts have been amended to reflect percentage instead of dollar amount. Currently 80% of the monies are going to staffing, 20% is going to youth. One theme of economic recover is GREEN; John Melville is really involved in that conversation. Dennis Mullins has some initial numbers out on that as well. *What is a GREEN job? What is the GREEN initiative for Humboldt County?* We have some very interesting things in the pipeline; we have the potential to be a biomass pilot program. We should focus and capitalize on the GREEN idea. Carbon sequestration and energy are a big part of this.

- 3.5 Targets & Occupations next - Dennis Mullins is updating the Targets of Opportunity. If we want to do a full update, focus groups would be needed. *Is this the right timing for this?* The cost will be around \$12,000.00. What kind of a longevity period would John feel is necessary to have reliable data to confirm trends one way or another? Fifteen years is when you see a sustainable trend line. Whenever we update we will look at the cluster as a whole. Are we trying to analyze the recession or are we just updating Targets. EDD is about to launch a poster campaign. *Is the information accurate enough to represent things as they actually are? What's happened to the base industries?* Information will not be readily available to the public but Dennis feels confident with the numbers he can get for 2008. Jacqueline will be able to report back at the next Executive Committee meeting.
- 3.6 Full WIB agenda – What topics are we looking at? We'll have the slate of officers for approval. Possibly have a presentation from Short Sea Shipping. *Are there other presenters we could line up?* Seems to energize the group when we do this. Arcata Endeavor, Back to Basics, Kevin Bradley; Kreation in Rio Dell, Ideal Positions in Arcata; a search engine optimization company. We might present an update on people who have been dislocated; are they moving out of the area, staying here, going to college? Most people are in process. Skunk Works Committee out of CR; lining up programs to better fit employer needs. March 24th we're scheduled to be at the Board of Supervisors meeting; would like to have input and impacts on agencies surrounding Targets of Occupations and Occupations of Opportunity. Meeting with channel 3 now about picking up some youth for the summer program.

4. REPORTS

- 4.1 Staff - None
- 4.2 Youth Council -
- 4.3 Job Market Operators – Dr. Marcee would like the Job Market to expand with an office on the CR campus. There is support for looking forward with this. Connie Lorenzo wants to put together a 5 year plan; see if it's sustainable. Would like to see the position staffed by County personnel and not college personnel. Jacqueline has a pocket of funds set aside for this from the CBJTG.

- 5. ANNOUNCEMENTS** – Blue Lake Tribe is looking at bringing in 25 new positions for their hotel which will be opening May 15th. The jobs are entry level all around; housekeeping, front desk, security and valet parking. Youth Business Challenge is in ramp up mode; will happen this spring. First Junior Achievement program will be beginning in a month or so.
- 6. CLOSING** – Meeting adjourned at 3:15 pm