



Humboldt County Workforce Investment Board

EXECUTIVE COMMITTEE MEETING

Thursday, April 5, 2007 1:30 – 3:30 pm
Prosperity Center Conference Room
520 E Street, Eureka, CA

MINUTES

Members Present: Janet DePace (Chair), Cedar Reuben (Vice-Chair), Terry Coltra, Bob Sampson, Jon Sapper, John Woolley

Members Absent: Mariann Hassler

Others Attending: Michael Kraft, Connie Lorenzo, Joe Davey, Jacqueline Debets, Jose Quezada, Dorre Howard

1. OPENING

1.1 Call to Order: Chair Janet DePace called the meeting to order at 1:34pm with a quorum.

1.2 Adjustments to the Agenda: None

2. PUBLIC COMMENT: None

3. DISCUSSION and ACTION ITEMS

3.1 Approval of previous meeting's minutes (3/1/07): **Motion** by Cedar Reuben to approve the 3/1/07 minutes, second by Bob Sampson, motion carried unanimously.

3.2 Membership:

A. Board of Supervisors report is set for consent on 4/17/07 to appoint the following six new members to the WIB, and one to the Youth Council. Need EC action to confirm this recommendation for appointment.

- Dale Maples, Maples Plumbing
- Linda Grimm, VP Humboldt Merchant Services
- Sallie Speaker, COO Carlson Wireless
- Bryan Plumley, Investment Rep Edward Jones
- Ernie Behm, UFCW Local 101
- And to the Youth Council: Gwen LaPena

Motion by Terry Coltra to confirm the above recommendations, second by John Woolley, motion carried unanimously.

B. Senate Bill 293 (2006) increases labor's required seats on the WIB to 15% of the total WIB. That is 4, but could become 5 quickly, which means we would need to add 2-3. Report from Mariann Hassler on recruitment. Mariann isn't here today.

C. Other candidates:

- John Gierak, Humboldt Moving and Storage (José Quezada; has application):** Bob Sampson spoke to Mr. Gierak. He is still thinking about joining the WIB but he has been busy.
- Len Mayer (possibly not resigning, John Woolley):** Len took a job in Humboldt County, so is still eligible to be on our WIB. John Woolley hasn't been able to reach Len to discuss this with him yet.
- Brooks Lockhart, CA Indian Manpower Consortium (CIMC):** Mr. Lockhart's organization provides WIA services to Hoopa two days a week out of Redding. He would duplicate the seat filled by Terry Coltra and would increase our private sector membership. Terry is a prime sponsor for 4 counties. CIMC is a sponsor for some tribes. Mr. Lockhart is an intelligent person who ran a consortium in Illinois. He would fly in for meetings. Would he have the ability to bring more money to Humboldt County? No. He

would add to our public sector membership. CIMC is a non-profit, so we could possibly classify him a private sector, but that would be stretching it. We seem to have some ambivalence about this. We could ask him to come to meetings. We could ask for a letter from him stating why he wants to be on our WIB and what he can bring to the table since he doesn't live in our community.

- **Butch Barker, Experience Works:** Mr. Barker could fill the required partner position for the Older American Act Title V programs (Ginger Campbell used to fill this seat.). He has an application but hasn't returned it yet. Staff will call him and follow-up.
- **Others:** Staff suggests Larry Glass and Jill McDonald, both of whom are on the Eureka City Council. We could also make a courtesy call to Eureka's mayor, Virginia Bass, although she was on the WIB for a short time in the past. These people would be public sector as business owners. What about other city councils?

3.3 Nominations - slate of officers due to be published to the WIB for consideration today: The following people have been nominated to sit for election at the April 20, 2007 Full WIB meeting. Nominations will also be taken from the floor prior to the election.

- Cedar Reuben for the seat of Chair
- Bob Sampson for the seat of Vice Chair
- Janet DePace for the seat of Business At-Large Member of the Executive Committee
- Gregg Foster for the seat of General At-Large Member of the Executive Committee

Motion by Terry Coltra to move this slate of candidates to the Full WIB, second by John Woolley, motion carried unanimously.

3.4 Strategic planning continued: How do we go about implementation?...Shall we develop working groups around initiatives?

We are interested in ferreting out what job skills are needed for jobs that are available so we can find out what skills need to be taught. We do have a list of employers who are in the identified 'Targets of Opportunity', such as diversified health care. We could put this information, along with LMID information, into an online database. Then employers could add information about their company. Apparently there is software that can match up required job skills with employee resumes. Staff says this is a lot of work but we can do it. We need to pull out job titles and see what skills they require. Apparently the software can also do this. To make this three-dimensional we need people to move up and create vacancies in lower levels. Most employers are willing to train.

Staff asks if we need the level of detail that appears in current strategic planning document or should it be more of an action list? Staff can do both. Suggestion that for the Full WIB, an outline would be best with the matrix can be on the back. Also create a timeline. Also, do we need names of people on the list? Can't we just say, for example, 'senator's office'? Staff says okay.

Staff is also looking for input on areas not filled in

Suggestion to say that we will continue to serve the existing industries that are here, such as timber. Staff agrees. Timber is not gone; it is still 12% of our economy. Staff will plug in base industries. Wages are increasing in base industries, but numbers of employees are not. Green Diamond had to recruit from out of the area for even traditional summer jobs. Staff feels there is an important report to be done from this and WIB can do it.

Add a column for who is the key driver, the point person. Staff asks if a timeline is needed? Yes. What about a success indicator? Yes. Should focus on tasks to be done in the near future that can be accomplished in the short-term. Maybe there should be talking points so that WIB members can go out and network with the community. Give them a realistic task and have them report regularly.

Suggestion to open this up to others for input. Staff says we will ask for input at the April WIB meeting.

Staff will prepare this in draft form for presentation and discussion at the April WIB meeting. It could be adopted at the June meeting.

3.5 WIB Agenda planning for April: The agenda for the April meeting will be designed around Strategic Planning.

4. REPORTS

4.1 Job Market Operators: Our Chair requested this report after attending a one-stop re-design meeting.

This one-stop re-design workgroup meets every week. Connie handed out the re-design timeline and their goal and steps to achieve it. Their goal is for the Job Market to “Become the *Go To Place* for Businesses and Job Seekers Alike”. Four steps have been identified to achieve this goal. They are trying to bridge the gap between many entities. They want to enhance services to employers. Employers commonly need human resources support such as assistance with written job descriptions, HR forms, employee handbooks, guidelines for hiring. They plan to pre-screen potential employees and offer interview assistance for employers. They want to lead with services. They can offer advanced training, time management, computer skills. They might do employee orientations if a new casino or other large employer comes to town. For job seekers, they want to have a wall with job listings as well as online job listings. The Job Market has been fairly passive in matching employees with employers. Staff still hears that potential employees are not getting all the services they need

Connie went to Shasta and Tehama counties to look at their practices and got a lot of good information. The work group has gone through the ‘what’, now they need to look at the ‘how’. Staff at the Job Market comes from many different entities. There is a need to align them under one umbrella.

Question: It seems like this is replacing what private employment firms do, is that the case? Connie says the group asked themselves that question. The Job Market will work in tandem with private employment firms.

4.2 Youth Council: The StepUp program had a successful kick-off breakfast sponsored by SHN. Twenty job orders were received at the breakfast and more have been received since.

4.3 Staff: 1) Working on getting required ethics training for members. 2) State of the Industry reports were completed for all base industries. The Times-Standard will publish one a week in a 9 week Sunday series beginning this Sunday with Agriculture. Staff has already received four unsolicited phone calls saying good work. 3) The next Business Leaders Luncheon is scheduled for April 27, Noon-2:00pm at the Avalon. The theme is hiring and maintaining good employees. The speakers will be Bob Sampson from St. Joseph Health System, Randy Hansen from Express Personnel Services and Beverly Wolf from the Avalon. 4) Janet, Jacqueline and John Melville will be giving a presentation on Targets of Opportunity at the CWA Spring conference next week.

5. ANNOUNCEMENTS: None

6. CLOSING: The meeting adjourned at 3:31pm.

The next Executive Committee meeting is scheduled for Thursday, May 3, 2007, 1:30-3:30pm, same location.