



# Humboldt County Workforce Investment Board

## Minutes

Friday • June 19, 2009 • 8:30 am – 10:30 am  
Humboldt County Office of Education • Sequoia Room  
901 Myrtle Avenue • Eureka, CA

**Members Present:** Emilia Bartolomeu, Terry Coltra, Joe Davey, Ahn Fielding, John Frahm, Barbara Groom, Randy Hansen, Carol Hill, Bob Laffranchi, Mark Lovelace, Jeff Nelson, David Perry, Cedar Reuben, Bob Sampson, Jerry Saner, Jon Sapper, Liana Simpson, James Smith, and John Woolley

**Members Absent:** Greg Aslanian, Helen Callahan, Maura Eastman, Ben Fewell, Maggie Gainer, Evelyn Giddings, Linda Grimm, Mariann Hassler, Michael Kraft, Val Martinez, Libby Maynard, Tina Nerat, Bryan Plumley, Sallie Speaker and Alex Stillman

**Others Present:** Bruce Alexander, Laura Chancellor, Connie Lorenzo, Helen Love, Pam Manning, Donna Miller, Nicole Morrow, Julia Peterson, Becky Price-Hall, Wendy Rowan, Angie Schwab, Donna Wheeler, Jacqueline Debets, Jose Quezada and Sandy Alcaraz

### 1. OPENING:

- 1.1 Call to Order: Chair Cedar Reuben called the meeting to order at 8:30 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: Move presentation for Green Jobs Corps until after the break; move report from Sacramento up.

### 2. PUBLIC COMMENT: None

### 3. DISCUSSION & ACTION ITEMS:

- 3.1 Consent Agenda: **Motion** made by Liana Simpson, second by Carol Hill to approve the April 17<sup>th</sup>, 2009 minutes; so carried.
- 3.2 Youth Program Update: StepUp has been building for a few years with little funds; the first year we helped 23 youth, the second year 75 youth, and so far this program year we have helped over 800 youth. The all youth/one program system is really coming together. The YPO's are getting nearly 60 calls per day and 60 kids are currently on waiting lists for training. Digital Pathways is still going strong; we've added Work Readiness to the program. Also a component from College of the Redwoods has been added. All youth will go through 24 hours of training at CR. Each student will self evaluate, then a supervisor will do an evaluation and then the youth will self evaluate again. At the conclusion of the summer program there will be a celebration for those youth who participated in the StepUp program. Each Youth Program Operator will choose two exemplary youth; a committee will be assigned to pick the most deserving youth who will then have the opportunity to have lunch with Governor Schwarzenegger. One reason we have been so successful is because of the groundwork that Terry Coltra did two or three years ago. We're pretty much alone being prepared as we are; much more prepared than other counties. *Do you have numbers gathered together?* Yes we do; we have history and progression. At the end of the summer we would like to present a full report to the Board of Supervisors. The Job Market has put together an orientation letting youth know what opportunities are available to them. These youth can participate in CR's Work Readiness program. Also we are looking at 1, 2 and 3 day opportunities for kids to work.

Any connection that you (the Board) have to a service agency would be great; the agency gets youth to work for them and WIB pays the wages. All programs have equal access to these funds. *How many youth apply but are not WIA eligible?* Approximately 80%, however, the youth will fit into a program somewhere.

- 3.3 Green Jobs Corps: What does it mean; is it just a label? The Energy Authority is providing funds through a grant for Green Jobs. There will be one application allowed from each region as defined by the state of California. We have a good relationship with NoRTEC; we'd both go after the grant and work together. People are interested in energy retrofits but there is a lack of trained workforce. *Where do we start?* We're working on putting together a program with CCC; they would be the enroller and supervisor throughout the program. CR will be training using some distance learning and also onsite training. Greenway Partners is joining up with us as well; they will be setting up worksites in all counties. After youth have completed their training they will spend 2 weeks with CCC and 10 weeks doing audits and top to bottom retrofits of community facilities. Wanted to get a retrofit done on the Samoa Cookhouse but that hasn't worked out yet. In all, this is a 12 week program; students will be paid accordingly. This program will begin in May or June of 2010; students will get certificated training as well as college credit. We've written a proposal for approximately \$500,000. This will bump up our money for youth next year. This will not provide youth with jobs; but it will provide training. At this point it looks like apprenticeship training; early programs need to be designed this way. We've got time to do a more detailed design of the program later, to make sure the links are there. We should have word back by the end of the month. Terry Coltra has set aside money for Native American youth, we will be putting money in from WIA funding and CCC is putting in match as well. Greenway has also put up match. *Are there any public facilities being included in the audits?* Specific sites have not yet been set up although we are thinking about looking into local Grange halls.

#### **4. PRESENTATION:** Work Life Alliance – Following are highlights from presentation.

- Child care and business overlap
- Child care is a business
- Child care is part of our economic infrastructure
- Good quality child care helps parents be productive
- First 5 started in CA in 1998
- 2004 had capacity to care for about 5000 kids
- Drew 13 million in federal and state funds
- Supported 562 FTE
- Purpose is to carry out the recommendations in the Economic Impact Report
- Ensure all children in child care programs in Humboldt County receive high quality care
- Ensure all child care programs are accessible and affordable
- Employers vie child care as an employee issue – not an employers'
- Humboldt County lost \$15,600.00 in food stamp money last year
- The WLA decided to use HSU as a needs assessment pilot project
- 16% of each group (listed in presentation) have considered leaving their job due to child care issues

This is a workforce issue, as these children will be our future generation of workers. HSU has a very good childcare lab and childcare development center. The cost is a huge barrier. This is the last place you want to save a buck. Childcare costs (over the years) are almost as much as the cost of a college education. *Do you think childcare givers should be county employees?* There are different venues; some fit communities better than others. Wages are a whole different topic that could be discussed at a different time. Unfortunately there is a real inequity in the pay; many times caregivers leave the field for higher paying jobs.

#### **5. DISCUSSION & ACTION ITEMS:**

- 5.1 Report from Sacramento: purpose of trip was to follow up on the Targets of Opportunity report. This was received as well as our last presentation. The material is very complex but it wetted their

appetites. Heard a little about Green Jobs Council; they're asking the hard questions. *How do we help the industry and markets move?* The California WIB started this; we need to connect WIB work with business and industry regionally. Great to see how this has been applied; we're at the head of the crowd moving things forward. *How do you move from a shrinking industry into a growing industry?* This is very difficult to put into a report; this information needs to be useful to people; something they can grab hold of. We tried to get this information to vocational counselors; lots more work to do on that. The person who is in transition needs this information directly. *Is there much resistance out there?* Jacqueline hasn't heard of any but generally speaking people don't like change. People need to see this data for themselves; there are jobs out there. *When will we be able to refresh the information on Targets of Opportunity?* We would like to be able to do that in the next year or so. We need to speak with Congressman Mike Thompson's office for funding that could pay for this as well as other programs coming up soon. There is still economic development to grow; we still need a workforce. When we talk about where the jobs are we need to dig deeper, look at employers that have 5 or more people working for them; not just the large employers. Dennis Mullins prepared numbers about unemployment in our area; we're at 10 or 11% right now where previously we were in the high 20's to low 30's. The Targets have helped to fill this gap. Ahn Fielding, Terry Coltra and Mark Lovelace also attended this meeting. Mark felt it was great to get the context of the work being done; understanding the ongoing efforts at the state level. It was clear from the comments that this program is exemplary; this is exactly what we're trying to achieve. Not every area has a relationship with their local college as we do here. We've done this through necessity; started working on these things because of need. Our work is really beginning to pay off now.

5.2 Thank out-going officers: Cedar Reuben is transitioning off the position of Chair of the Board. He was presented with a plaque from Fire and Light commemorating the great work he has done. During his term Cedar showed a positive attitude and humor as well as his passion for Humboldt County and its wellbeing. As Bob Sampson stated "the only axe to grind is that you (Cedar) refuse to take on a 3<sup>rd</sup> year". He has brought balance and vision. Cedar has brought a clear business perspective and helped the Board to navigate through some interesting times. Cedar would like to express his thanks for being in the role of Chair; he's learned a great deal about workforce development and how government works in general. He also thanked the Executive Committee for the dedication they show; they're very engaged with what they do. Also, Cedar recognized the efforts of the staff and the work that they do; not just recognized locally but state wide. Our soon to be Chair is an excellent choice; Bob's perspective is focused and he'll make a great leader.

**6. REPORTS:** None

**7. ANNOUNCEMENTS:** Pay attention to STAA truck access to the County. Some people don't want this; hopefully it won't heat up too much. Working on branding projects for the community. The creamery is a concern right now.

**8. CLOSING:** Meeting adjourned at 10:27.