



Humboldt County Workforce Investment Board

MINUTES

Friday • February 16, 2007 • 8:30 am – 10:30 am
Humboldt County Office of Education • Sequoia Room
901 Myrtle Avenue • Eureka, CA

Members Present: Janet DePace (Chair), Cedar Reuben (Vice Chair), Emilia Bartolomeu, Jeff Bobbitt, Debi Callahan, Terry Coltra, Ben Fewell, Gregg Foster, Maggie Gainer, Barbara Groom, Randy Hansen, Mariann Hassler, Bob Laffranchi, Libby Maynard, Tina Nerat, Bob Sampson, Jon Sapper, Jim Smith, Kermit Thobaben, John Woolley

Members Absent: Joe Davey, Maura Eastman, Carol Hill, Jim Hubbard, Kim Kellenberg, Stephanie McCaleb, Jeff Nelson, David Perry, Liana Simpson

Others Present: Linda Grimm, Kit Mann, Stephen Avis, Beverly Morgan Lewis, Neal Carnum, Michael Millenheft, Greg Werronen, Rob Schadt, Helen Love, Nancy Bay, Stephen Amezcua, Senator Pat Wiggins, Zuretti Goosby, Alex Stillman, Ann John-Stromberg, Mary Keehn, Pam Godwin, Michael Regan, Mark Lovelace, Denise Miller, John Melville, Jacqueline Debets, Jose Quezada, Dorre Howard

1. OPENING:

1.1 Call to Order: Chair Janet DePace called the meeting to order at 8:37am with a quorum.

1.2 Self-introductions of WIB members, staff and public present: Everyone introduced themselves.

1.3 Adjustments to the Agenda: None

2. PUBLIC COMMENT: None

3. PRESENTATION: **Targets of Opportunity:** John Melville of Collaborative Economics presented the WIB's final report on six rapidly growing industries on the North Coast.

3.1 Employer Panel: Neal Carnam from Winzler & Kelly, Kit Mann from Kokatat, Linda Grimm from Humboldt Merchant Services, Mary Keehn from Cypress Grove Chevre and Cedar Reuben from Healthware Solutions talked about what drives their businesses.

Questions & Answers:

Why aren't there skilled programmers being trained here? It seems like students feel there are no jobs here. There is a widespread belief that there are not jobs, yet employers say that looking for experienced workers is a challenge. Resumes show graduates with no practical experience.

What quality of life features do we need to attract new talent? Housing affordability is a challenge. Entry-level workers making \$10-15 an hour can't afford to buy homes. Local entrepreneurs try to show college students there are opportunities here. We have a small town, rural atmosphere. We have ready access to beautiful places and recreation like kayaking, bicycling, hunting, hiking and fishing. Water features are the most attractive draw, especially if combined with good airport. There are many places to go out to eat or go out for music. Most workers in Humboldt County work locally. Those who do work out of area fly out. Quality of life means different things to different people.

What about sustainability? We can't bring a large business here. Many businesses start here. We invest in small start-ups because they grow creating more jobs.

We all know these things are a problem, now we must find the solution. It is about opportunity.

4. BREAK: No break was taken.

5. DISCUSSION & ACTION

5.1 Consent Agenda: The following items are recommended for approval via a single vote of the membership. Members who have questions about any of these items may request that the Chair pull that item off the consent agenda for discussion.

5.1.1 Approve minutes from December 15, 2006 meeting.

5.1.2 Recommend to the Board of Supervisors the following individual for appointment to the WIB:
Beverly Morgan-Lewis of County Department of Health and Human Services

Motion by John Woolley to approve the consent agenda as presented, seconded by Terry Coltra, motion carried unanimously.

5.2 Adopt Targets of Opportunity report: A member commented that this is a profound report. This is 53% of private sector wages, it is the answer to our question “Where are the jobs?”

Motion by Jim Smith to adopt the Targets of Opportunity report for informational purposes and for use in the Strategic Plan, seconded by Terry Coltra, motion carried unanimously.

5.3 Draft strategic plan review (see handout): The Executive Committee took the results from the retreat and developed a draft strategic plan. A final strategic plan will be presented for adoption at the April Full WIB meeting. Send any comments you may have to Jacqueline, or attend the March or April Executive Committee meetings.

5.4 Governor’s budget proposal (see WIB Report #93): The Executive Committee approved a letter opposing the Governor’s 2007-08 budget proposal to cut \$27.1 million from EDD budget for Job Service. The letter was sent to our elected representatives in the California State Assembly and Senate.

6. REPORTS: The following are submitted as written reports:

6.1 Staff:

- Job Market usage volume has increased substantially (3,000 in January).
- We did not receive a \$600,000 Governor’s 15% grant for a “Passport to Work” program.
- We submitted a grant application for \$1.25 million in additional assistance for dislocated workers and recently separated veterans. North Coast Veterans Resource Center would deliver services with about \$500,000.
- We submitted a grant application for \$300,000 to address high-risk youth.

6.2 Nominations Committee: The committee consists of Cedar Reuben, Terry Coltra and Janet DePace. Bob Sampson agreed to be put forward as Vice Chair. Gregg Foster agreed to run for the Public Sector Member-At-Large on the Executive Committee. Bob Laffranchi is considering the Member-At-Large Private Sector position. If you would like to be considered for a position, let Janet or Cedar know.

Len Mayer has resigned the WIB because he is leaving the County. Dale Maples has agreed to join the WIB. Pat Cowan will also send in an application.

Staff says we are always on the hunt for more private sector members. We are in balance right now, but that could change.

6.3 Youth Council: Nothing to report.

7. ANNOUNCEMENTS: 1) Debi Callahan said that Green Diamond has been hiring summer help for jobs that pay from \$10-15 an hour. They had to go out of area because they couldn’t find locals to fill the positions. She has brochures, 2) Libby Maynard announced that The Ink People’s annual Artware Affair will be held on Saturday, March 10th from 5-10pm. Posters are available, 3) Maggie Gainer said that John Melville will give the Targets of Opportunity presentation again today at 1pm at HSU, 4) Maggie also urged us to attend a presentation about broadband at the Wharfinger on March 1st from 5-7pm, 5) Mariann Hassler said a Women In Construction Fair will be held at Redwood Acres Fairgrounds on Saturday, March 24th from 10am-3pm. It is an introduction to construction and will be a good time, 9) StepUp, the WIB’s youth jobs program, is working on kickoff date.

8. CLOSING: The meeting adjourned at 10:39am.

The next Full WIB meeting will be Friday, April 20, 2007, 8:30-10:30am.