

**WORKFORCE INVESTMENT BOARD  
of San Luis Obispo County**

**BUSINESS COUNCIL MINUTES**

**Date:** Tuesday, December 16, 2014  
**Time:** 9:00 a.m.  
**Location:** DSS, 3433 S. Higuera, 1st Floor, Room 101

---

**Present:** Kirk Coviello, Dawn Hinchman, Pam Avila, Verena Latona-Tahlman, Chuck Jehle, Allison Schiavo

**Excused:** Kevin Kuhn, Phillip Koziel, John Cascamo, Thomas Wood

**Guests:** Chris Berthiaume (Shoreline)

**Staff:** Reva Bear, Sarah Hayter, Michael Coughlin

---

**Call to Order:**

Chair Kirk Coviello called the meeting to order at 9:05 a.m. Quorum.

**Public Comment:**

No public comment.

**Action/Information/Discussion:**

- 3.1 Approval of October 21, 2014 Minutes  
Motion: Pam Avila  
Second: Dawn Hinchman  
Abstentions: None  
**Motion Passed Unanimously**

**Information/Action/Discussion:**

**4.1 Receive North County Employer Survey Results**

Pam Avila (Member) presented the informational survey which is available as part of the agenda. The survey is an excerpt from a report created by the Paso Robles Chamber of Commerce which focuses primarily on the Paso Robles business climate. Ms. Avila indicated that employers have stated that they are most concerned about filling entry-level positions, citing a lack of essential employability skills and customer service skills in the available workforce. Allison Schiavo (Member) informed the Council about "Bring Your "A" Game to Work", an essential employability skills training and certification program, which is run by The Center for Work Ethic Development. Member Avila expressed a desire to have this sort of program done at the high school level. Reva Bear (Staff) stated she believes that Cuesta College is developing an employability skills curriculum. Dawn Hinchman (Member) stated that Central Coast New Tech High School in Nipomo is emphasizing these skills within their school culture.

**4.2 Receive Overview of Strategic Initiatives for PY 2014-2015**

Ms. Bear presented the informational item which is available as an addendum to the agenda. Ms. Bear stated that the Workforce Economic Analysis Report, created by BW Research, is still being finalized and that BW Research will be doing presentations for Cuesta College's faculty as well as for the Economic Vitality Corporation (EVC). BW Research has recommended that the Workforce Investment Board (WIB) focus its efforts on essential employability skills for "Uniquely SLO" industries. Additionally, it is recommended that the WIB focus on the health care and information communication technology (ICT) industries as well as developing an Employer Feedback Loop, Ms. Bear indicated that the latter is something that the WIB has struggled with. The final recommendation is that the WIB look at programs

servicing a relatively homogeneous population that is looking for a more specific set of skills. Ms. Bear then presented a color coded Business Services Plan chart (Item 4.2a) which details the goals, successes and challenges for the WIB as it attempts to collaborate and partner with local employers. Member Avila expressed support for also increasing collaboration with local agencies in part to limit duplication of efforts. In order to address some of the challenges detailed in the Business Services Plan, Ms. Bear recommended that the WIB secure consultant services to assist in developing an early warning system, a business services design and a regional business services approach as well as assisting with Career Pathways and Sector Work. Ms. Bear stated that as this plan moves forward it will be presented to the WIB.

#### **4.3 Review of Labor Market Report for Business Services**

Sarah Hayter (Staff) presented the draft report which is available as part of the agenda and provided an additional handout which is available as an addendum to the agenda. The report segments and compares industries and occupations by the State, County and City. The report is currently configured with data for the City of San Luis Obispo; however it is customizable for any city within the County. Ms. Hayter stated that the report will be made available to local chambers of commerce as well as via the website. When working with the local chambers of commerce, Ms. Hayter would further customize the report to reflect any additional data that is requested. Member Hinchman inquired whether this report could be developed for Northern Santa Barbara County. Ms. Hayter indicated that she only has access to specific city data within San Luis Obispo County, but that collaboration with the Santa Barbara WIB is a possibility. Member Avila expressed interest in having the Paso Chamber of Commerce work with Ms. Hayter to develop a report for Paso Robles. Ms. Bear noted that this report is a useful tool in helping raise the awareness and stature of the WIB. Ms. Hayter stated that the additional handout is a more pared down snap shot intended to be utilized in Rapid Response. At this point Ms. Hayter requested feedback from the Council about the report. Refinement of the largest industries versus smallest industries was recommended. Member Schiavo stated that she believes that the report is great for its intended purpose and supports its use in Rapid Response.

#### **Next Business Council Meeting:**

February 17, 2015 at 9:00 AM  
Department of Social Services  
3433 S. Higuera Street, First Floor, Room 101  
San Luis Obispo, CA

**Meeting adjourned at 10:27 a.m.**