

WORKFORCE INVESTMENT BOARD  
of San Luis Obispo County

**Meeting Minutes**

**Date:** Thursday, November 7, 2013  
**Time:** 8:00 a.m.  
**Location:** Business and Career Center, 880 Industrial Way, SLO

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**Present:** Carl Dudley, Louise Matheny, John Collins, Lee Collins, Dr. Julian Crocker, Kimm Daniels, Kristin Flynn, Aline Graham, Charles Headington, Sara Kennedy, Phillip Koziel, Kevin Kuhn, Verena Latona-Tahlman, Michael Manchak, Patrick McGuire, Karen O'Brien, Grace Schoch-Manzano, Elizabeth Steinberg, Gil Stork, Deborah Wharton, Thomas Wood

**Excused:** Scott Black, Thea Chase

**Staff:** Nina Negranti for Susan Hoffman (County Counsel), Tracy Schiro (DSS), Reva Bear (DSS), Sarah Hayter (DSS), Chenoa Wilkerson (DSS)

**Guests:** Adriana Barbara (EDD), Bill Barker (Goodwill), Jennifer Kirn (Cuesta), Andrew Moreno (EVC), Kathy Marcove (Goodwill), Luciano Santeen (EDD), Dawn Hinchman (Business Council), Nancy Miller, Kristin Lima, Christine Rogers, Eileen Rohlfing (EDD)

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**Call to Order and Introductions**

Chair Carl Dudley called the meeting to order at 8:00 a.m. **Quorum at this time.**

**Public Comment**

Public comment was moved to the end of the meeting.

**Presentations**

- 3.1 Nancy Miller from Lucia Mar Unified School District and Kristin Lima from Santa Lucia Regional Occupational Program, presented on Career Pathways. Career Pathways is part of a broad regional workforce development plan. It is a three-year comprehensive course of study, in addition to core courses, that will help students become better employees and students. All of the Career Pathways will include an industry certification. Lucia Mar instituted graduation requirements a year ago that will better prepare students entering college/university, enrolling in vocational training, or joining the workforce. With input from employers, skill gaps can be identified and employable skills can be developed. Chair Dudley thanked both for their presentation.
- 3.2 Christine Rogers, Project Manager, provided an update on some of the Economic Vitality Corporation's (EVC) activities. The EVC's Economic Strategy Project is a county-wide project funded through private and public sponsorships and was developed based on an analysis which identified six industry clusters. Priority outcomes were developed and strategies were identified. Suitable housing was identified as a major challenge in attracting and keeping employees because a disparity exists between median housing prices and the median household income in the county; affordability is definitely a challenge to the local workforce. Infrastructure was also identified as a challenge due to a lack of development of workforce housing. The process is vast, complex, and involves many agencies. The EVC's role has become one of outreach and encourages businesses to participate in the process. Work also continues to better promote employment opportunities and career choices in SLO County.

Michael Manchak spoke about infrastructure and how that impacts competition in SLO County. Infrastructure needs to be a primary investment tool to continue to keep the county competitive and

help keep companies in the county. The local area needs to be better promoted to enable people to learn more about products and services. Emphasis should be placed on getting more local airport services as business travelers represent about 70% of airline travel. Fundraising efforts have been ongoing, with the Board of Supervisors offering \$200,000 as an incentive to have United Airlines provide services to Denver. Competition is a concern because currently business travelers must fly to either LAX or SFO to connect to other flights.

### **Consent Items**

Motion to approve items on the Consent Agenda:

- 4.1 Approval of the August 1, 2013, WIB meeting minutes.
- 4.2 Approval of WIB Member Nomination – Angelo Arevalos, Jr.
- 4.3 Appointment of Jessica Thomas to the Youth Council

**Motion: Thomas Wood**  
**Second: Biz Steinberg**  
**Motion passed unanimously**

### **Action/Information/Discussion**

- 5.1 **Introduction of New Members** – Kristin Flynn of Sierra Vista Regional Medical Center was introduced and welcomed to the WIB.
- 5.2 **Receive Local Plan Update** – Ms. Bear explained that the local plan has been approved. It contains four sections: Adult, Youth, Business, and Generic. Services include online learning platforms, an integrated services model and assisting more people. Recruitment to have all sectors represented in the WIB is ongoing.

### **Reports**

#### **6.1 Committee Reports**

**Executive Committee** - Chairman Dudley reported the committee meets on months that do not have a full WIB meeting. He meets with Louise Matheny and Ms. Bear on a monthly basis and these meetings are going well. Chair Dudley spoke briefly about youth carryover funds, why they remain and who is responsible to make sure those funds are spent. Patrick McGuire stated that lingering issues remain regarding carryover funds and further discussion is needed. Gil Stork stated he was very displeased and insulted by the insinuation that Cuesta College is not performing well as a provider. Mr. Stork felt blind-sided by conversations some have had and suggested these may have violated the Brown Act. Mr. Stork said there is a perception that the WIB is unhappy with the Youth Council and he doesn't appreciate the tone and underlying portrayal of Cuesta. He stated that regarding carryover funds, Cuesta College does not and will not spend money just because it's available. Cuesta is accountable for and uses all monies to provide quality services. Mr. Stork suggested that if there is a problem, it needs to be discussed promptly and out in the open. He also suggested an independent audit may be needed.

John Collins stated that Goodwill is the contractor, not Cuesta, and he is taken back by comments implying Cuesta is failing to provide services, resulting in carryover funds.

Dr. Julian Crocker stated it is highly unusual to issue a Request For Proposal (RFP) and that doing so does not make sense at this time. Dr. Crocker suggested that if in fact there is a problem, the first step should have been to approach the provider directly.

Chair Dudley reminded all that a good working relationship exists between the WIB, the provider, Goodwill, Cuesta College, and DSS, the Administrative Entity. He stated WIB funds are at times arduous to administer given the restrictions and other complex issues.

Lee Collins acknowledged that Cuesta is an important partner and apologized to Chair Dudley for criticism that may have been unfairly directed at him. Lee Collins stated Mr. Stork had not approached him regarding carryover funds; moreover, John Collins, the WIA Youth Services contractor, was not approached either. Lee Collins stated his decisions are based solely on the law and guidance he receives from County Counsel. He stated there have been unmet needs in the past and the RRP would serve to identify others who would be able to provide services. He denied even the perception of a “hidden agenda.”

Chair Dudley expressed his appreciation for the participants’ candidness and moved to the next item due to time constraints.

**Business Council** – In Kirk Coviello’s absence, Ms. Bear stated that dates for future meetings are being rescheduled. The State has also given new direction regarding employer services and how to best meet the needs of the workforce.

**One-Stop Leadership** - Grace Schoch-Manzano informed the Board that the meeting scheduled for November 11, 2013, has been cancelled due to the Veterans’ Day holiday. The committee will meet again on January 13, 2014.

**Youth Council** – Patrick McGuire reported they will be meeting December 11, 2014.

**Central Coast Collaborative** – Ms. Bear reported that work is being done on a virtual job fair involving all WIBs in the Collaborative. Kathy Marcove is leading this effort and is positive it will be a good service for job seekers.

## 6.2 Administrative Entity Update

- Lee Collins gave an update on the California Department of Corrections Transitions Program. At this time there are many concerns, one being that many prisoners may potentially return to other counties and not remain in SLO County. The program may not be viable, and the State still needs to provide clear direction.
- Lee Collins stated the budget looks good at this time and complete details can be found in the agenda package.

6.3 **Provider Reports** – John Collins thanked Ms. Marcove for her work on the integrated services delivery; teams are doing a good job and job seekers are benefiting. He stated employers are the ultimate customers and that Metrix serves as a bridge between employers and employees. Due to the sequester, money was not spent on training through Individual Training Accounts (ITAs) or On-the-Job (OJT) contracts. He also commented that there are many challenges in meeting the training and leverage requirements of SB734.

6.4 Review Business Outreach Services Provider Report – Andrew Moreno, EVC Business Outreach Project Manager, spoke about the Business Outreach Program. Mr. Moreno explained that this program works to help businesses and entrepreneurs identify resources available to them. Business marketing and access to capital have been identified as needs, and to that end, EVC is working closely with banks so that businesses have stronger loan applications. Outreach work continues throughout the county.

### Next Meeting Date:

February 6, 2014  
8:00 a.m. to 10:00 a.m.  
Business and Career One-Stop  
880 Industrial Way, 3<sup>rd</sup> Floor Conference Room, San Luis Obispo

**Adjournment:** Meeting adjourned at 10:00 a.m.