

WORKFORCE INVESTMENT BOARD  
of San Luis Obispo County

**Meeting Minutes**

**Date:** Thursday, May 1, 2014  
**Time:** 8:00 a.m.  
**Location:** America's Job Center of California, 880 Industrial Way, SLO

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**Present:** Carl Dudley, Louise Matheny, Angelo Arevalos, John Collins, Lee Collins, Charles Headington, Phillip Koziel, Kevin Kuhn, Verena Latona-Tahlman, Michael Manchak, Grace Schoch-Manzano, Gil Stork, Thomas Wood, Scott Black, Karen O'Brien, Scott Smith, Aline Graham, Sara Kennedy

**Excused:** Kristin Flynn, Patrick McGuire, Deborah Wharton, Kirk Coviello, Dr. Julian Crocker, Elizabeth Steinberg

**Staff:** Nina Negrante (County Counsel), Tracy Schiro (DSS), Reva Bear (DSS), Dawn Boulanger (DSS) Sarah Hayter (DSS), Dustin Ensign (DSS), Felipe Gonzalez (DSS)

**Guests:** Matthew Green (Cuesta), Jennifer Kirn (Cuesta), Andrew Moreno (EVC), Kathy Marcove (Goodwill), David Ryal (Henkels) Dawn Hinchman (STEM Collaborative), Christine Rogers (EVC), Adriana Kuhnle (EDD)

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**Call to Order and Introductions**

Chair Carl Dudley called the meeting to order at 8:01 a.m. **Quorum.**

**Public Comment**

No public comment was voiced.

**Presentations**

**3.1 Local Strategies Update**

Reva Bear began her presentation by speaking of intentionality in the way the WIB works with economic development, education, and workforce. Past presentations the WIB centered on different projects and initiatives taking place, and focused around industry relevance. In a demand driven system, once a particular industry expressed a need for employees, job seekers who have the appropriate skills and experience to fulfill that need would be matched in a pipeline. What the WIB is tasked with doing is figuring out how industry is changing and with those changes, identifying skills gaps. Once the skills gap is identified, training, educating, and matching can begin.

The WIB is a multi-perspective organization with the ability to pool its collective resources to best serve the needs of the job seeker in response to the needs of business. In the upcoming year, Ms. Bear identified top priorities that were a result of the last local plan the WIB reviewed:

1. Economic Analysis
2. Skill Gap Analysis
3. Labor Market Literacy
4. Increase Awareness of Training Resources
5. Diversify Funding
6. Convening Partners-Community Presence
7. Oversight and Accountability

Lastly, Ms. Bear discussed strategies moving forward. Ms. Bear spoke on the career pathways presentations and how through workforce training, a person might enter into a new field but have the skills to succeed in that field while at the same time having earned stackable, portable credentials. Sector partnerships will be an area of focus in the upcoming year, which will be taking what is learned about the clusters of opportunity within our service area and combining it with education and career pathways to best serve the needs of those we assist. Consulting on the process may be required. The Slingshot Initiative and WorkKeys program were also presented as areas of discussion and implementation in the upcoming year. Gil Stork shared progress being made by the Lucia Mar School District to implement flexible career pathways program at the freshman level and other schools in the county may be following that example.

### **Consent Items**

Motion to approve items on the Consent Agenda:

- 4.1 Approval of the February 6, 2014, WIB meeting minutes.

**Motion: Gil Stork**  
**Second: John Collins**  
**Motion passed unanimously**

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

#### **5.1 Report on NAWB Conference**

Member John Collins began by handing out a written report of his experience at the National Association of Workforce Boards (NAWB) conference while Ms. Bear shared briefly on her experience. Ms. Bear spoke about how the conference spoke on looking past the oversight portion of being a WIB and really getting to see the impact the WIB has on the community. She also shared that other WIBs used labor market data as a way to connect with employers. Member Collins highlighted points from his handout regarding the fact that San Luis Obispo is not considered a rural program area and many times we must compete for funding and projects with areas like Los Angeles and the Bay Area. He also shared information about major growth in the cyber security field. Over a 30 percent increase in job creation over the next five years is projected which will lead to many more job opportunities including little pockets of opportunity within our own county. He also shared that advances in technology, specifically in South Carolina, have made it easier and more accessible to find potential jobs by utilizing an application on smart phones that allows the job seeker to know if a registered business is currently hiring. Chairman Dudley thanked both attendees for their report and representation at the conference.

### **Reports**

#### **6.1 Committee Reports**

**Executive Committee** - Chairman Dudley asked Vice-Chair Matheny to speak on the behalf of the Executive Committee due to his absence at the meeting on April 9, 2014. Vice-Chair Matheny said that the meeting was very streamlined. There was a verbal report regarding Member Collins trip to the NAWB conference. A vote was brought before the Executive Committee to move forward with the America's Job Center of California (AJCC) Rebranding strategic initiative. The vote passed unanimously and the rebranding is now underway. Reports were heard from the managers and WIB subcommittee members who were in attendance.

**Business Council** – Kirk Coviello was absent from the meeting so Ms. Bear recapped the April 15, 2014 Business Council Meeting. The council had a presentation on Work Ready Communities by Mary Ann Leffell and Joyce Aldrich from the Monterey Business Council. It was a single issue meeting.

**One-Stop Leadership** - Grace Schoch-Manzano informed the Board that a meeting was held on March 10, 2014 and shared on the topic of cost distribution in relation to the rebranding of the One-Stop. Rebranding is happening to change the name of the Business and Career One-Stop to America's Job Center of California. The OSL also received the AJCC Annual Review and held its collaborative session. Out of the session, it was discovered that there was a missing presence from the Department of Rehabilitation at the One-Stop, but now an agreement is in place to have a representative from the DOR at the AJCC at least once a month.

**Youth Council** – With the absence of Patrick McGuire, Chairman Dudley asked if an attendee from the Youth Council could speak to what occurred at the last meeting on April 9, 2014. Matthew Green shared that the Youth Council had a Brown Act presentation and discussion and appeal on existing and new membership. Jenn Kirn also shared on the fact that there is work being done to create a Youth Service Award for businesses and employers who are assisting youth within the county.

**Workforce Collaborative of California's Central Coast (W4C)** – Ms. Bear reported that the collaborative tries to meet twice a month and the focus last month and moving forward will be the Slingshot Initiative. Ms. Bear also reported that the collaborative will be working on a Virtual Job Fair with Kathy Marcove being a local contact on that event.

## 6.2 Administrative Entity Update

- Lee Collins briefly discussed the budget and how San Luis Obispo is recovering from the unemployment crisis faster than the rest of the state an unemployment rate of 6.2 percent making San Luis Obispo the 6<sup>th</sup> best unemployment rate in California. Although this is good news for the county, it will negatively affect the funding in the coming year by approximately 12 percent. Initiatives are being put in place to soften the effects of the reduction. All contracts are being reviewed and monitored by the Administrative Entity to ensure spending and contract requirements are being met. Member Lee Collins also made it clear that no contract is guaranteed renewal.

## 6.3 Provider Reports

- John Collins briefly discussed the One-Stop Performance Report that was included in the meeting's agenda, the One-Stop Operator Report, and the Youth Services Report. He expressed concern regarding whether or not the Five Cities One-Stop could potentially face closure due to funding. Jenn Kirn reported that all goals for the Youth One-Stop have been met for this program year. Lee Collins asked to have a strategy meeting to ensure that prior to a potential closing of the South County, all financial options and service accessibility issues are addressed to ensure that the needs of the county are still satisfied to the greatest extent possible. Members Stork and Manchak also shared their concerns on the matter. Kathy Marcove gave an operational standpoint on the potential closing of the Five Cities One-Stop. Ms. Marcove also stressed the need of coming up with new and creative ways to utilize training dollars. Two events that Ms. Marcove shared with the board were the South County Job Fair on May 5, 2014 and the PG&E hiring event on May 30, 2014.
- Andrew Moreno from the Economic Vitality Corporation briefly discussed the progress being made by the EVC with regards to outreach and reviewed the Business Outreach Services Provider Report.

- David Ryal gave an update on the GreenSmart Training programs progress. The first six weeks were designated to establishing building staff and infrastructure in North County. Networking and recruitment is underway and 14 youths are registered. A challenge the program is facing is trying to find physical locations where the youth are congregating in order to make connections. They anticipate being at 20 youth registered by the May 9, 2014.

**Next Meeting Date:**

August 7, 2014

8:00 a.m. to 10:00 a.m.

America's Job Center of California

880 Industrial Way, 3<sup>rd</sup> Floor Conference Room, San Luis Obispo

**Adjournment:** Meeting adjourned at 9:56 a.m.