

Morris Myers  
WIB Chairman

Rob Field  
Assistant County Executive Officer, EDA

Felicia Flournoy  
WIB Director

Imran Farooq  
WIB Vice Chairman



Mark Christiansen  
WIB Deputy Director

Rilla Jacobs  
Secretary

*Infinite Opportunity, Lasting Prosperity*

## Executive Committee January 15, 2014

Chairman Morris Myers called the meeting to order at 9:06 a.m.

### Members in Attendance

Robert Frost	Francisca Hernandez	Imran Farooq	Jamil Dada	Laurie Stalnaker	Lupe Del Gado
Morris Myers	Mary Jo Ramirez	Shelagh Camak	Sonia Nunez		

### Members Absent

Juan De Lara	Michael Pazzani	Rick Glasmann	Tina Sewell		

### Guests

Stephen Amezcua					
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### Staff

Felicia Flournoy	Mark Christiansen	Pat Ramos	Thi Pham	Edna Vallecillo Garcia	Queenie Galvez
Zaskia Ruiz-Jones	Rilla Freeman				

### Administrative Item: 1.1 Approve November 21, 2013, Executive Notes

**Motion: That the Workforce Investment Board Executive Committee approve the November 21, 2013, executive notes.**

Moved by	Imran Farooq	Second by	Bob Frost	Abstain	Laurie Stalnaker, Lupe Del Gado, Francisca Hernandez
Status	Approved				

### Administrative Item: 1.2 Manufacturers Council of the Inland Empire Summit Public Outreach

**Motion: That the Workforce Investment Board Executive Committee approves \$10,000 public outreach funding to support the Manufacturers' Council of the Inland Empire 2014 Summit.**

Moved by	Shelagh Camak	Second by	Francisca Hernandez
Status	Approved		

Discussion

Felicia Flournoy was contacted by the Manufacturing Council of Inland Empire's (MCIE) leaders. They are looking to expand their membership into Riverside County. They began as a group who brought training programs into the Inland Empire. They have 50 members and each year they host a summit in Ontario. They want to get Riverside manufacturing involved. MCIE is asking the Riverside WIB to play a bigger role and have a bigger presence in the summit. We will provide some keynote speakers. Imran Farooq will be one of the speakers; we will showcase our i-HUB exhibit and our business solutions services. MCIE wants to include some of our manufacturers on their leadership board, have them fill openings that are available. They also want to have next year's event at the Riverside Convention Center.

We are collaborating with San Bernardino to support the MCIE summit. Imran spoke and reminded members that this is another way of providing and gaining collaboration and partners. Our recommendation is to match what San Bernardino County has already committed to, which is \$10,000. This is the Platinum Level which provides the following: two tables, 2 exhibitor booths, 30 second video presentation, table handouts, full page add in the conference program and a link on their website to our Workforce Investment Board website, one of our leaders will have an opportunity to speak. Felicia will see if Supervisor Stone would like to speak at the event.

Actions

Prepare paperwork to request the Public Outreach funding in the amount of \$10,000.

<b>Administrative Item: 1.3 National Association of Workforce Boards Public Outreach</b>					
<b>Motion: That the Workforce Investment Board Executive Committee approves \$5,000 public outreach funding to support the National Association of Workforce Boards Annual Summit.</b>					
Moved by	Imran Farooq	Second by	Shelagh Camak	Abstain	Jamil Dada
Status	Approved				
Discussion	Felicia gave an overview of what the National Association of Workforce Boards (NAWB) is and what they advocate for to the new committee members. She explained the Annual Conference that they provide and how it assists all of the nation's local workforce investment boards. This year we want to show our support for their efforts by providing Public Outreach funding in the amount of \$5,000.				
Actions	Prepare paperwork to request the Public Outreach funding in the amount of \$5,000.				

<b>Administrative Item: 1.4 Riverside County Youth Ecology Corps Consultant</b>			
<b>Motion: That the Workforce Investment Board Executive Committee approves the Sole Source agreement with New Ways to Work in the amount, not to exceed \$27,000 for work performed to assist with the expansion of the Youth Ecology Corps Program in Riverside County.</b>			
Moved by	Imran Farooq	Second by	Shelagh Camak
Status	Approved		
Discussion	<p>Felicia was approached by New Ways to Work a little more than a year ago. They are an organization that helps communities to build strong youth support systems directed towards education and workforce development. They approached Riverside to see if we were interested in building a youth ecology pilot program modeled after a successful one in Sonoma County Water District. Sonoma County hopes to be able to replicate this model throughout the state of California and we were approached because of our successful track record with youth that our Youth Opportunity Centers have.</p> <p>A meeting was held with several local water districts and Sonoma County and New Ways to Work talked about the success of their program and its benefits from a business perspective. Eastern Municipal Water District (EMWD) took on 6 youth to help with projects they had. We sponsored 3 youth and EMWD sponsored 3 youth. The program was very successful and EMWD wants to repeat the program and they want to bring in other water districts. EMWD wants to host a meeting with the other water districts to look into expanding the program.</p> <p>We are asking to have New Ways to Work come in and assist with the expansion of the program in Riverside County. They are well known and have a proven record for insuring quality is built into programs and they have the processes in place we need to expand the program. This will benefit New Ways to Work in building their statewide initiative. Mary Jo provided information on how the first program went and what the youth and EMWD learned.</p> <p>The contract is for one year and the amount will not exceed \$27,000 and will be based on time and meetings, and will be closely monitored.</p> <p>This is an opportunity for the water utilities to expand their workforce pool. After they reviewed information we provided it was discovered that the majority of their present workforce was 45 years and older and a large number of workers would be retiring in the next ten years. Based on these findings the district realized they needed to begin recruiting and training a new and younger workforce for replacement.</p> <p>Imran asked if we could train or develop a similar program to New Ways to Work which could be used in Southern California. Felicia responded yes as we expand our program and gain the tools and expertise, we will branch out. Imran asked who will provide the program after the year was finished. Felicia responded our YOCs.</p> <p>Laurie asked what the cost was to provide the training. Mary Jo responded under \$20,000 for 6 youths and a staff person. Our YOCs funded 3 at risk youth because that is where our dollars can be allocated. By having the EMWD fund 3 youth this opened the program up to youth who have a need but don't fall within our federal requirements. We put the two groups together and the mix was very positive for both youth groups. We have done two rounds of programs, summer; the fall session included having youth help in the administrative offices. Now the water district wants us to prepare for a spring session and the program keeps expanding its training. Morris asked Mary Jo to give a presentation on the program's accomplishments at a future meeting.</p>		
Actions	Prepare form 11 paperwork for \$27,000 contract funding for BOS approval.		

## Discussion Item: 2.1 Employment Zone Initiative

### Discussion

Felicia gave the members a PowerPoint presentation on the Employment Zone Initiative:

#### Challenges

- Middle income jobs are declining– and many regions in California are experiencing a “jobless recovery”
- Income mobility is on the decline
- Students are falling behind
- Resources are disconnected, systems are cumbersome, and strategies are out-of-date
- We have 112 Community Colleges, 467 K-12 Career Partnership Academies, 74 ROCPs, and countless other CTE and Linked Learning efforts
- We have 49 local WIBs:
- Education, training, and jobs services are delivered within local political jurisdictions but workers seek and find jobs in adjoining areas and businesses attract workers from across and outside government jurisdictions.
- Besides better helping workers and businesses, regional approaches are needed to make best use of limited funds to avoid duplication of services and allocate responsibilities within a region- ***Local Delivery, Regional Thinking***

#### Employment Zones Purpose

Accelerate California’s economic engine through collaborative efforts by education, economic development, and workforce - creating regionally-driven solutions to regionally-identified problems.

- Make the greatest impact on jobs and employment at the regional level
- Tackle the BIG issues that move the needle on job creation, employment, and education
- Measure what we undertake – know what success looks like and know when you get there
- Create the space to take risks and accelerate innovation
- Value local delivery- but urge regional thinking
- Support Job Growth and increase income mobility
- Flexibility and Freedom in defining success, and determining how to get there
- Build on strengths can help “slingshot” a region to success:

#### State’s Perspective

- ***What This Is:*** Coordination and Alignment, Implementation Support, Cutting Red Tape, Increasing Flexibility, Rewarding Outcomes
- ***What This Is Not:*** A New Program, Duplication of Existing Efforts, A State Requirement
- **How can the State partners add value?**
  - Shaping the concept
  - Creating rigorous criteria with regional leaders
  - Developing metrics and rewarding performance
  - Promoting success and fundraising

#### Key Components

- A geographic area that reflects a shared base of economic activity
- Identification of the jobs and employment challenges, solutions, gaps and opportunities, including:
- Commitments from key partners: education, workforce, economic development, community development, and the private sector
- Identification of at least one major jobs challenge, and a commitment to develop strategies that could result in large-scale impacts
- A work plan for a research, design and development phase of work that would result in implementation-ready strategies

#### Research, Design and Development Planning

- Regional Collaborative whose business plans are completed will receive up to \$20,000 that will be matched 1:1 by funds from within the region.
- During the planning phase, regional partners will deepen their research as needed about key workforce issues and possible strategies to undertake, and then design and develop a mix of selected strategies for implementation.

	<p><b>Inland Empire Employment Zone Concept</b></p> <ul style="list-style-type: none"> <li>To significantly impact the unemployment of young adults, ages 16 to 24.</li> <li>15% unemployment among 16 to 24 year olds compared to 7.3%.</li> <li>Persistent high unemployment among young people is having a tremendous impact on our current and future economy <ul style="list-style-type: none"> <li>\$25 billion in uncollected taxes &amp; Increased safety net expenditures</li> <li>Impact on skill development and future earnings</li> </ul> </li> </ul> <p>Next Steps: Identify the economic impact unemployment among 16 to 24 years youth is having on the economy now and will have on the future. Brainstorm ways to begin to correct this issue. Coordinate a regional 3 WIB meeting to hold discussions. Riverside, San Bernardino and City of San Bernardino WIBs.</p> <p>Jamil brought up the issue with the Veterans who are an at-risk population and asked if youth and veterans could be included in the Employment Zone Initiative plan that will be presented. The response was yes. Imran asked about the current status of the plan and what will be the approach. There will be another meeting and the California Workforce Association (CWA) will submit to the California Workforce Investment Board (CWIB) and Mike Rossi, our proposal for final approval by Mike Rossi in January. Then it will go to the CWIB in March, then if funding is involved a formal notification must go out. We have started to work on the plan but we cannot submit it until the notification comes out that they are accepting business plans. We are setting up the joint meetings with the 3 WIBs executive boards to present the plan and get their approval.</p> <p>Mary Jo said this issue is so great, if we don't get the initiative funding can we still work to get funding to begin correcting this problem. Felicia responded this is an issue that we want to continue to having conversations on in our regions. There is funding available that we can compete for in other areas. .</p>
Actions	Invite Ernest from City of San Bernardino WIB. Add veterans to the Employment Zone Initiative Proposal.
Motion	Bob Frost put forth a formal motion that veterans be added to the Employment Zone Initiative before it is presented to the CWIB Moved by : Bob Frost Second by: Imran Farooq
Status	Approved

## Discussion Item: 2.2 Strategic Plan Update

<b>Discussion</b>	
Morris Myers	<p>Morris briefly went over the discussion the members held at the November, Executive Committee meeting, on whether to expand the existing strategic plan or create a new one. The final decision at the November meeting was to extend the existing three year strategic plan.</p> <p>The Executive Committee held a brief discussion on the strategic plans and how the strategies were progressing and how the procurement process for hiring a consultant was progressing. Everyone was satisfied with the progress being made on the current plan and how it was proceeding. They agreed to extend the current plan for one year so new members can get involved and become familiar with the strategic plan and its process. The Executive agreed to do a review of the plan in towards the end of 2014. At that time, based on the progress of the current plan during the year, they will determine if a new plan needs to be created.</p>
Actions	Correction Section 2- 13- 15. Workforce Investment Board members list needs to be updated and corrected

## Discussion Item: 2.3 Career Trust Fund Planning Update

<b>Discussion</b>	
Actions	TABLED

## Discussion Item: 2.4 Fiscal Update

<b>Discussion</b>	
Actions	Zaskia presented the Executive Committee with the schedule for the fiscal year, described the process and let the members know when the next report will be available.

<b>Reports :</b>	
Regional Committee Updates	
West	TABLED
East	TABLED
Mid-County	TABLED
Southwest	TABLED

<b>Council for Youth Development</b>	
	TABLED

<b>Federal and State Report</b>	
Jamil Dada	The Continuing Resolution (CR) runs out this week but we don't think it will be an issue. Both houses are working together towards another CR. There will be a NAWB Executive meeting in two weeks and they will be working with Secretary Perez and both houses to get a Senate Bill passed for WIB reauthorization
Imran Farooq	The Employment Zone is the dominating item right now. The CWIB has not had a meeting in several months but I'll be meeting with them this week and I'll bring back more information to our next Executive meeting.

<b>Discussion</b>	
	Morris discussed where the next Full Board meetings will be held. The decision was: Feb- Mead Valley Apr- Aug-March FAM Dec-Carriage House
Motion:	That the February 19th Full Board Meeting be held at Mead Valley Resource Center. That the April and August meetings are held at the March FAM and the December meeting be held at the Crestmore Carriage House.
	Moved by: Jamil Dada    Second by: Imran Farooq

<b>Chairman's Report</b>	
	NONE

<b>Director's Report</b>	
	NONE

<b>Public Comments</b>	
Mark Christiansen	The Riverside County Date Fair will be held February 14 – 23 <sup>rd</sup> , 2014 and tickets are available for WIB members. Any member accepting tickets will need to be report them for the Political Fair Practice Purposes.
Bob Frost	February 22 <sup>nd</sup> , from 8:00 a.m. to 5:00 p.m. Riverside Community Health Foundation will hold a medical fair at the Bobby Bonds Center. They will bring dentists and doctors to provide help to the community. Bob invited workforce development to come and have a presence at the event to reach out to dislocated and unemployed workers. There will be no cost to workforce. The group decided to have the Mobile One Unit driven to the event to provide workforce services.
Motion:	Laurie moved that if any costs are incurred for having a booth presence at the event that the WIB pay the bill.
	Moved by: Laurie Stalnaker    Second by: Shelagh Camak
Status	Approved

<b>Recap of Actions</b>	<b>Person</b>
Determine if any costs will be incurred for having a presence at the 2/22/14 event. If so prepare paperwork for the WIB cover the cost.	Mark Christiansen
Schedule Mobile One for 2/22/14 medical event at Bobby Bond Center.	Mark/David Alvarez
Correct 2014 Calendar: the February 19th WIB Meeting be held at Mead Valley Resource Center. April and August meetings held at the March FAM and the December meeting be held at the Crestmore Carriage House.	Rilla Jacobs
Prepare paperwork to request the Public Outreach funding in the amount of \$10,000.	Edna/Vera
Prepare paperwork to request the Public Outreach funding in the amount of \$5,000.	Edna/Vera
Prepare form 11 paperwork for \$27,000 contract funding for BOS approval.	Operations
Invite Ernest from City of San Bernardino WIB.	Kristi/Rilla
Add veterans to the Employment Zone Initiative Proposal.	Felicia
Workforce Investment Board members list needs to be updated and corrected.	Edna