

Ricardo Olalde  
Chairman

Robin Zimpfer  
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Felicia Flournoy  
WDB Director

La Tonya Johnson  
WDB Coordinator

Rilla Jacobs  
Secretary

Workforce Development Centers of Riverside County  
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## Executive Committee Meeting February 18, 2009

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on February 18, 2009. Chairman Ricardo Olalde called the meeting to order at 11:32 a.m.

### Members in Attendance

Ricardo Olalde	Robert Frost	Shelagh Camak	Lee Haven
Morris Myers	Laurie McLaughlin (CC)	Jamil Dada	Robert Little

### Members Absent

Cindy Roth	Jim King
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### Staff

Felicia Flournoy	La Tonya Johnson	Melissa Reid	Holly Reeves
Wendy Frederick	Kathleen Terry	Rilla Jacobs	Kathy Boyer
Pat Ramos			

### Guests

None

### ADMINISTRATIVE ITEM #1.1: APPROVE JANUARY 18, 2009 MINUTES

**Motion:** That the WDB Executive Committee approves the January 19, 2009, minutes.

**Discussion:** None  
Moved by Lee Haven, seconded by Morris Myers, abstention Shelagh Camak

**Status:** *Approved*

### ADMINISTRATIVE ITEM #1.2: APPROVE "THE PRESS ENTERPRISE NEWSPAPER IN EDUCATION PROGRAM PUBLIC OUTREACH

**Motion:** That the WDB Executive Committee approves the \$250.00 public outreach effort to support the dissemination of Press Enterprise newspapers to Riverside County schools to improve students reading, through the Press Enterprise Newspapers in Education Program (NIE).

**Discussion:** La Tonya gave a brief overview of the program. The board has continuously supported this program in the past except for one break due to budget decreases. This program potentially, ties in with the boards goals to ensure all present and future constituents develop their skills. The newspapers will be made available to several school classrooms to assist students in

learning and improving their reading skills. In addition, the Executive Committee will be able to identify the specific schools who will receive the newspapers. This will provide recognition for the WDB board by having its name and logo displayed by Press Enterprise to the public. La Tonya distributed a document, which showed the other levels of Public Outreach funding available to the board.

Ricardo Olalde stated that his firm Kleinfelder has continuously supported the Press Enterprise newspaper Outreach effort. Kleinfelder understands that knowledge of current events is very important to educational institutions.

Moved by Lee Haven, seconded by Robert Little.

**Status:** *Approved*

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### **ADMINISTRATIVE ITEM #1.3: APPROVE COUNCIL FOR YOUTH DEVELOPMENT NEW MEMBER NOMINATIONS**

**Motion:** That the WDB Executive Committee approve the new appointment of Garfett Calhoun and Tony Ortiz to the Council for Youth Development (CYD).

**Discussion:** La Tonya informed the Executive Committee that the individuals have completed the approved interview process and their nominations are approved by the CYD. La Tonya shared background information on both individual with the Committee.

Garfett Calhoun is the Assistant Recreation Coordinator with the City of Riverside Parks, Recreation & Community Services Department. Garfett coordinates the daily operations of the Youth Opportunity Center (YOC) and is responsible for collaborative partners, special events, job creation, and program augmentation related to education, job development, and personal empowerment. He received certification from Cal State Northridge Center of Disabilities in Assistive Technology, which allows him to work with physically challenged individuals and their quest for independent living. Garfett is certified by the Bureau of Private Postsecondary and Vocational Education State of California and has taught at the college level for several years in the area of Information Technology.

Tony Ortiz is a graduate of California State University, Fullerton with a degree in Public Relations and has been an Outreach Specialist with Riverside Community College for the past seven years. Serving as a liaison between the college and the community, Tony provides motivational presentations and coordinates campus tours to encourage youth to attend college. Tony has worked with such programs as Passport to College, Gear UP, TRIO Talent Search and the Riverside County Foster Youth Emancipation Program. His passion and belief that education changes lives has been the cornerstone of his presentations and service to the community. Tony helps students from all walks of life maneuver through the college enrollment process and understands the pathways to university transfer. He is a United States Army Veteran and continues to serve his community as the Head Coach for Junior All-American Football Riverside Rams. Ric opened the floor for questions.

Lee Haven asked how members are currently on the CYD. La Tonya responded with the addition of the two new members there will be a total of eighteen members. Ric asked if Tony and Garfett are aware of the commitment of time that the CYD will require. La Tonya responded yes.

Moved by Lee Haven, seconded by Shelagh Camak.

**Status:** *Approved*

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**DISCUSSION ITEM #2.1: CONSTRUCTION TALENT TRANSFER PROGRAM UPDATE**

**Discussion:** Ric asked Robert Frost to give a brief summation of the Construction Talent Transfer (CTT) Program and how it was created. Robert responded Holly Reeves, Wendy Frederick and others, originally presented the CTT Program to me. The State of California awarded grant money to Riverside and San Bernardino County. Riverside evenly split the grant with San Bernardino and received around \$466,000 dollars to re-educate and retrain workers who for new careers after they became unemployed because of the housing industry collapse

By the time we received the grant money other areas of the construction industry began to collapse. We are now finding additional challenges, on which Holly Reeves will give an update. Robert also informed the Executive Board that the following entities:

- Riverside County      48 million dollars
- City of Riverside      11 million dollars
- City of Moreno Valley 11 million dollars
- City of Hemet          8 million dollars
- Corona                  5 million dollars

Received funding to purchase foreclosed homes and have them refurbished for placement back on the market. In an effort to assist the retrained CTT workers, Robert requested that the Executive Board create a Letter of Support for submittal to these county and city supervisors using language which asks them to use the retrained CTT workers to rehabilitate the foreclosed houses they will be buying in their areas.

Holly Reeves began her portion of the discussion by distributing a handout, which shows some of the programs numbers. The handout shows that from July 1, 2008, to January 31, 2009, we have enrolled 138 individuals into the CTT program to receive training and services. Parts of the service were contracted with the community college consortium comprised of:

- College of the Desert
- Riverside City College
- Mount San Jacinto

The consortium assembled some short-term courses for individuals to go through. Intro to construction and OSHA 10 were required courses and optional courses were the prep course and construction math.

The 239 number represents individuals who may have taken multiple trainings. We also sent some individuals through the Individual Training Accounts for infrastructure related upgraded skill training i.e. reading blue prints. Currently we have served 138 actual individuals. We have also provided some supportive services not reflected on this report. Such as, union dues for those who are hired into union supported organizations, tools if needed, testing for those going through the Contractor's State License, and other supportive items separate from the training dollars.

Robert stated, Holly and Pat Ramos organized Job Fairs where people from the construction industry came in and many Project Managers attended to look for other careers. It was surprising to find that most of the Project Managers had no workable skills such as, computer knowledge, auto cad systems, and other skills not used in the housing industry, but are very necessary in other construction areas. We took these individuals aside and directed them to programs where they could gain these skills.

The positive aspect of the CTT program is, it is not designed for one specific craft. All the different

trades that came to the Job Fairs the labors, the plasters, Ironworkers, electrical, and plumbing would come to the fairs and get an idea of their program needs. Some of the programs do not require a high school diploma, which assisted 80 percent of the Latino workers who did not gain a high school education within the United States. By going into the other trades, hopefully these individuals will be able to obtain employment.

The CTT program was a joint effort between Riverside and San Bernardino County. Riverside has accomplished a lot within the limited timeframe we have had. We are hoping as the economy improves, we can put get more of these retrained workers employed.

Lee asked if the enrollment numbers came from the Job Fairs or the workforce centers because the eastern valley numbers were low. Holly responded through the workforce centers. There were several press releases prior to the official notice of the grant award. At the beginning, we were a bit inundated and possibly more people showed up than are represented in the final numbers. Some of these individuals may not have completed the process to become fully enrolled.

We held orientations at each of the workforce centers, we had union resource fairs, and individuals were able to talk with trade representatives to get current information. Partnership with the community colleges has been outstanding and it is on going. We are considering adding additional higher-level courses such as supervisory skills, management 101, and higher OSHA 20 and 30 to address the needs of those individuals who were the project managers. In my review, 50 percent of Riverside's individuals were at the higher level of construction with 25 years experience in housing construction.

Morris Myers asked regarding the Letter of Support request to city and county supervisors, who will it be targeted, who we are trying to get employed and who will be employing them. And are we prolonging the inevitable instead of having these individuals retrained in a more stable career. Will there be jobs for these people once the economy recovers?

Robert responded, eventually there will be jobs once the state passes the budget, and state dollars flow to the Counties of Riverside and San Bernardino. In February 10,000 state construction workers were laid off because of uncertainties with state payroll and this added an influx of people to the layoff numbers. Five major projects were shutdown a high school, a community college, the University of Riverside shutdown three projects and the California School for Deaf shut down two projects, Palos Verde College placed their new theater on hold.

New projects will begin soon. Solar installation is one. Morris responded so the intent of the support letter is to put out of work construction workers back to work on a temporary basis. Robert responded yes, we want to ask the cities to put language in their Request for Proposals to the contractors which requests them utilize 20 to 30 percent of the CTT group temporarily until we can transition them into new careers.

Ric stated the intent of the CTT Program was to bring individuals for residential construction into a higher level of public works environment. The retrofitting of foreclosed housing will be paid for with public dollars and the workers have been trained with public dollars so this should make sense to the county and city supervisors.

Felicia stated conversations are beginning on this subject because this is part of our redevelopment housing division. We are having discussions in the desert about incorporating the language to have a first hiring opportunity or interview process for our customers enrolled in the CTT Program as well as some of our other training. This is happening from the city's standpoint, which we have no control over.

Robert stated he has talked with the supervisors for Moreno Valley, Riverside, Corona and they are willing to implement the language once they receive the Letter of Support. He will talk with the City of Hemet to discuss their future needs. Supervisor Tavaglione and other councils will give their

support to put people to work.

Wendy Frederick mentioned that some of the training numbers may have been placed in other report sections such as Individual Training. Holly met with the City of Desert Hot Springs Public Director of Works and their community development, to discuss how they will use the Neighborhood Stabilization money. They are encouraged because their city council is discussing using trained individuals from the area. Many times bids come in from contractors who are from out-of-town and they are not using people who live in the area to do the work.

We have 120 individuals with residential construction backgrounds enrolled in Indio. They are going through our MIS list and calling these people to see if they will be willing to be on a qualified trade list for the City of Desert of Hot Springs, and I will have the same process for Indio.

Jamil asked how many people received information on the CTT Program. Holly responded more than 200 came through doors. Individuals who did not actually enroll, may have been served under the regular adult services, or possibly gone back to work.

Ric expressed concerns regarding the time line, which was established with the grant. He asked if there would be an extension, or will the original time line remain in effect. Holly responded this is something, which will be discussed with the State of California Program Manger. We have completed our portion, but with the economic down turn jobs just stopped and this is something we should not be penalized for. Ric responded this is a question that needs to be clarified as soon as possible.

Melissa informed the Executive Committee that stimulus money for California infrastructure will be issued soon. Details are sketchy put there is an expectation that some of the money maybe used for infrastructure jobs which stopped when the economy took a downturn. Because there are specific grant requirements, we were going to request that we be allowed to use CTT money for non CTT training to serve other individuals. However, this option is on hold as we wait to see what the stimulus money will cover.

Shelagh Camak asked if there was a target number to reach. Holly responded yes the number we proposed to state was 100. Ric responded that is for serving of individuals, we need to show the transfer into employment. Robert responded because of their years of experience many individuals were and may have been picked up immediately. We need to contact the Building Trades to see how many of them hired people from the Job Awareness programs and we can put these numbers into our reports.

Felicia stated that conversations are happening at higher levels regarding how the stimulus dollars will be utilized. She participated in a joint regional meeting with Secretary Bono of Transportation, who is interested in how to collaborate around economic development and workforce development to effectively use the stimulus money. Conversations held to discuss infrastructure projects and what will happen with the stimulus money. To ensure we are all coordinating our efforts. So when the money becomes available we will understand what types of training will be needed for our jobseekers to get hired.

We will review the CTT model and potentially be able to expand it as some of these projects come through. We are collaborating on the county side, which is in house, and I agree we need to send letters to the cities.

**Motion:** The Executive Committee creates a Letter requesting the cities to utilize CTT applicants on their Request for Proposals for Neighborhood Stabilization Fund and encourage them to use local hires in their community.

Moved by Robert Frost, seconded by Robert Little

**Status:** *Approved, staff will draft the letter in the form of a recommendation for signature. The letter will request that 30 percent of the workforce be from local hire.*

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## **DISCUSSION ITEM #2.2: ECONOMIC STIMULUS BILL**

**Discussion:** Felicia Flournoy distributed handouts. She stated that the Stimulus Bill is now a Law and we will discuss the Act. I will provide a general overview of the stimulus funding and present our plans on what we will do with the money. The last six months my team of managers and their staff have been working hard with the increase demand and overwhelming need for our services at our centers.

Last month in January, we serviced over 10,000 individuals in our three centers. Riverside alone processed at least 5,000 of this number. This number includes returning customers coming back for more services as well as new customers. The impact is great and we have not been as efficient as we could be. We have had consistent funding cuts and have downsized so much we have not had the staff capacity to do everything we are capable of accomplishing.

Based on information we have gathered from:

- Brain storming and listening to our job seekers and business customers
- Collaborations and conversations with our partners.

We began planning a couple of months ago. We were unaware of what language the Law would have, but we are inline with the Law.

I have prepared a provision of services the economic stimulus legislation. It says the funds are to be used predominately for delivery of services to the most heavily impacted populations that are our unemployed and under employed residents. It reinforces that the adult state funding service a certain priority population such as those who are low income on public assistance. The governor gets to take 15 percent of the formula funds and possibly 15 percent of the stimulus fund to provide specialize services across the state as he sees fit.

The legislation emphasizes the need to create opportunities for low-income individuals to ensure they are not left out in this huge economic downturn. We have seen huge numbers of unemployed coming through our doors from professional, highly skilled individuals down to very skilled workers. We need to have a variety of options for them all.

The funds should be used for support needs and related payments to engage individuals in training. We have an opportunity to provide not only typical support services such as transportation, books, childcare and other of these types of services. We can provide stabilized services such as a one-time payment of rent, or other types of services to stabilize their lives. We can provide these services and we will be creating policies pertaining to the use of these services.

Implementation of Innovative Strategies with a proven effectiveness for putting people back to work in high demand occupations, including sector based and career pathways with a focus on green based technology and other viable industries. This is the beginning of almost the ending of our Cluster of Opportunities project, which is a regional economy industries cluster project being done in combination with San Bernardino County.

Programs should provide the skills that are relevant to local regional employers that will help to rebuild our economies. Our plan has a skill development strategy to assist with this. Adult funding will focus on servicing individuals with multiple barriers to employment and specialized populations that we have:

- Welfare recipients
- Individuals with language barriers
- Youth in gangs

- Foster home youth

These are the target populations.

Summer and year round opportunities for youth which include educational enrichment, mediation, skills training and other support services to assist our youth in preparing for high wage, high demand occupations. We have an excellent foundation with our Youth Opportunity Center (YOC)s now we will have the resources to expand opportunities for special populations who need a different type of service strategy.

Training may be provided for jobs in high demand occupations through the awards of contracts with institutions of higher education. But a customer's choice cannot be limited. Training may include provisions of adult education, or English language education services. However, these services must be provided in preparation for employment. Services maybe provided through Community Colleges, and other high quality programs, which provide post secondary education or training.

The law states training must be customer choice and customers who come through our doors must complete an Individual Training Account (ITA). We are required to seek private sector vendors, vocational schools and secure a contract with them and each customer has their own ITA to get training at these schools. Under the current law, it is very difficult except in special cases to provide this type of training.

With the enormous amount of people currently coming through our doors we are finding that many of them lack the computer skills, basic skills, work ethics and other necessary employment skills. This is an opportunity to focus on key industries we know are vital our regional economy.

The Economic Stimulus Plan is broken out into job seekers services the things we plan to contract out and the things we will do in house. We will continue with individual training accounts, on line E-Training, skill enhancement and development classes. We will bring in a vendor to do a professional, high quality career assessment of our job seekers. Currently, we can do limited career assessments at the centers and will continue them, to help individuals understand what their capacities are and where they are best suited.

Many people coming to the centers need assistance with Life Skills. We looking at the whole picture individuals are facing and not just getting them reemployed. Within the centers, we are expanding our group activities and workshop offerings. We have started a networking unlimited club, where people come in and hear keynote speakers. Individuals can network within the group and learn the skills to network outside. We are doing career interest surveys within the groups and looking at what industries we need to bring experts in from the targeted industries. The experts will tell what skills are necessary to become employed in their industry to educate our jobseekers with their career decisions.

Entrepreneurial workshops and training sessions will provide opportunities for individuals who may consider starting their own businesses. As larger companies go out of business opportunities for small business and entrepreneurship will open up.

Stabilization and support services' planning is happening. In the desert, a large job fair is held annually and we are planning a job seekers summit. We attend workforce summits, economic summits, and we hold our own conferences, but now we need to concentrate on the job seekers needs. By exposing them to motivational speakers, workshops, resource and job fairs connected to it.

For businesses, we are looking at contracted services, customized training and assisting them with training their workforce so they can remain competitive. Retention of business visitation we will hold activities to discover the needs of our business communities and how we can assist and retain them in our county.

We will do a labor market survey targeting our five key industries to obtain more information back

regarding their needs, growth, and other on time data. We are finalizing our Clusters of Opportunities Report and the business consultation. Being able to assist businesses with funding who may need expert consultation services.

In house we will be:

- conducting business mini summits around:
  - business planning,
  - financial assistance,
  - entrepreneurial,
  - business expansion,
  - outplacement information,
  - a series of One Shot business seminars,
- implementation of our Business Solution Plan
- expansion of our out placement services
- looking at technology enhancements
- Marketing campaign and branding

Youth services will have a Summer Youth Employment Program and Request for Proposals will be ready within the next month. Information will go out cities, schools and our partners to make this a huge event, we hope to employ at least two thousand youths.

Expansion of existing services in our Youth Opportunity Center (YOC)s will provide more post secondary opportunities for our youth. This will include online training as well as connecting with community colleges, regional occupation programs and individual training. Services targeting special youth population will have some contracted services in this area.

Felicia opened this portion of the meeting to questions. Morris asked if the bulk of these proposals were new and others were extensions of programs already in place, Felicia responded yes. Morris asked if it was known how much money is being made available. Felicia responded we have an estimate of 14 million dollars extra for the Riverside area.

7 million in youth funding  
6.5 million in adult dislocated funding

This funding will go towards all of the improvements we discussed and staffing. Lee asked how economic downturn was affecting education. Shelagh responded enrollment is down in Riverside for the k-12 system, but up in the community colleges by 21 percent. Morris responded that Temecula's college enrollment is up also. Shelagh stated the college system would not be receiving growth money. The growth of enrollment in colleges is due to laid off workers going back to school to train in other industries.

Ric asked for an estimate of funding for the year given all the numbers, which were discussed earlier. Felicia responded possibly 30 to 35 million dollars in funding for the year. Ric stated so this amount takes us back to where we were 7 years ago. Felicia stated closer to 8 or 9 years ago. This current economic situation is beyond what anyone has ever seen, it is worse than when we had funding amounts of 30 million dollars.

Felicia stated this is also a time for opportunities; the Stimulus Act has funding for schools, infrastructure, green technology and other areas. The key is coordination, collaboration, and bringing workforce development into the mix. The stimulus package will only be available through June 2010. This is why we are being extremely effective and strategic on how we are putting the money in place. By putting structure back in place to operate at a higher level to assist more individuals.

Shelagh stated, there was some concern regarding the human process and the old structure which kept us from moving forward. Felicia responded one issue was staying with only doing Individual



Training Accounts (ITA)s would keep us confined and it would be difficult for us to do other things we planned. It appears ITAs are being taken out of the equation and revisions are being made in the ACT. The other issue was procurement for the Summer Youth Program this is still viable or we could run the Program ourselves realizing that Riverside is a huge county. We are moving ahead with prepare a procurement process with stipulations that final funding amounts are unknown. We are trying to become a more proactive than reactive agency.

Members expressed concerns that with the term Green Jobs being constantly voiced it is important that individuals understand what green jobs actually are. The Green Belt Council is doing extensive training in the area and it is establishing a subcommittee in the lower desert for our partners to be on. They have many individuals who make up this industry on their Council who could be an asset to EDA and WDB in defining the Green industry.

Felicia informed the Executive Committee that initial research from the Industry Cluster of Opportunities and information from the Stimulus Act show healthcare, renewable energy, have shown great potential for job growth over the last seven years. Utilities, infrastructure, professional and business services are growing and morphing around Green Technology and these are the industries we will focus on.

Felicia shared a testimony from Bill Canton the Sacramento Central Labor Council who does not favor the workforce investment boards and them being predominately private sector. He is lobbying against the boards being private sector controlled and WIA. He talks up the Employment Development Department, LMID and the wonderful things California has accomplished. The California Workforce Association will prepare a response to present, but we would like to have testimonials from our Labor representatives to contradict these claims.

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## INFORMATION ITEM #2.3: REGIONAL STRATEGIC ACTION PLANS

### East Region:

Lee Haven reported that the East Regional Committee met on January 26, 2009. Our first goal is to coordinate with an economic study being conducted by Market Street in coordination with Coachella Valley Economic Partnership. We as the EDA WDB are sharing demographic information with them. This collaboration has been a series of online surveys and meetings with individuals to create a competitive assessment. They are using best management practices from areas around the United States. The cost is around \$175,000 and has dates attached to the process.

March 18, 2009, the Market Assessment Report will be held at the University of Riverside and anyone interested can attend. On April 22, 2009 the Strategies and Best Practices Report draft is due. We will watch this process and continue to collaborate with them.

Our second goal centers around developing a web based marketing tool and we are working with district clusters to get understand their interests and what they feel is necessary to assist in designing the web tool. We would like for this tool to work along with the Market Strategy. He mentioned how member Mark Dunlap will remind everyone of the older workers and their needs.

Also Kim McNulty gave an update on the Career Pathways Initiative (CPI). She briefed us on the funding issues the program is experiencing. The Coachella Valley Economic Partners (CVEP) and Career Pathways Initiative are working towards having a continuous funding source. They held a meeting and came up with three potential options.

1. Update CVEP's proposed sustainable funding framework proposal and approach stakeholders' partnership funding commitments by March of 2009. Through find ways to fund the program.
2. Work with existing stakeholders, funding and county EDA workforce development to transition the CPI into the county.
3. Complete our current grant obligations and end the program.

More discussions will be held to resolve this issue.

**Mid-County Region:**

Robert Little updated the Executive Committee on the progress of Mid-Counties strategic goals. Mid-County determined two goals and created key strategies for each goal.

Goal One: Provide leadership to provide sustainable strategies and partnerships that close the skills gap for businesses and workers.

Goal Two: Sustain partnerships between business, education, workers, economic develop groups

We will also begin a "Shop Local Program" in the Pass Area, Hemet and San Jacinto. Pat Ramos mentioned that he and others would begin going out and giving presentations to various entities. Each message will target a specific group such as education, business and economic groups. This will assist with branding the WDB.

**East Region:**

Morris Myers began the discussion by showing the different needs in each region. The East is pursuing funding while his area is still developing ideas on what needs to be done. Southwest developed two goals, which are:

Provide leadership to develop the sustainable strategies and partnerships to close the skills gap for businesses and workers. We developed seven different strategies under this goal that we want to accomplish over time. We will work on three between February and June of 2009. The three strategies are:

1. Develop skill sets in four areas as defined by current and future demand in technical skills, people skills, customer services skills, soft skills, critical thinking and problem solving. We are working towards this strategy by bring in individuals from the identified industries for discussions. On March 4, 2009, we will have this individuals come in and provide us with an overview of their field.
  - o Medical
  - o Utilities
  - o Advanced Manufacturing and Bio Technical

These are the fastest growing industries in the southwest region.

2. Create a continuum for elementary, high school, career awareness to help students understand the world of work.
3. Work with education to align curriculum to the skills of the current and future workplace.

This is under our first goal

Goal 2 is to sustain partnerships between business, education, workers and economic development to address workforce issues. We have six strategies for this goal. One of which we try to accomplish between February and June 2009. To build organizational relevance through products and services provided to industry sectors, economic associations, and educational institutions.

Morris was asked how member attendance was going in the Southwest Committee. He responded, it is going well we are getting consistent attendance from the same individuals. We are constantly giving them the message that consistent attendance and your commitment is needed and they are responding.

**West Region:**

Felicia Flournoy gave the update for the West Committee. She stated, the last meeting concentrated on setting the priorities for the committee. Now they are looking at data, how to collect data to assist in making informed decisions. Our next meeting will have a presentation from Mark Christiansen showing the Workforce Innovation Technical Systems (WITS), which uses global positioning mapping, demographics, and labor marketing all at once. WITS can draw a radius, which can show how business and population relate within the sphere.

Kevin Fleming and will give a presentation on the green economy at the West Regional meeting in March.

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**REPORT ITEM #4.1: CHAIR REPORT**

Ric attended the Green Valley Initiative (GVI), and was asked to Co-chair a Green Pathways Committee. The Initiative wanted representation from workforce. The workforce issue came up during the course of discussions and they asked how do you train the GVI to attract businesses to this area and make them aware that there is a trained workforce, available space for development. I prepared a presentation for our first committee meeting and NHK Japanese network will be recording the presentation.

Between Riverside and San Bernardino, there is a huge amount of information on all aspects of Green Technology and its needs. I will be consulting with Felicia to prepare and disseminate this information to the Green Pathways Committee.

Also, Vice President, Joseph Bidden is leading a middle class taskforce and they will have a conference call on February 27, 2009, the task force is asking for input and I will make the website available for participants.

Ric asked for an update on the Business Education Coalition, the outcome of the Workforce Summit held earlier in February and the Liberty Quarry and how WDB could support the process. Lee Haven stated, Liberty Quarry is an issue that Granite Construction is working on in south Riverside County on the I-15 at the border of San Diego and Riverside County. There is 275 million tons of hard rock which could be a 75 year project to turn the hard rock into concrete and building materials.

The issue is the project is in the County of Riverside and is going through the planning process. An Environmental Impact Report will be complete by April 6, 2009. The City of Temecula has requested to annex a portion of the site and change the zoning, which will make it impossible to continue the project. We are having conversations because this project will create 175 high paying jobs that have an average annual pay of \$90,000 a year after deductions.

Lee asked what position the WDB would take on this issue. He requested the WDB prepare a potential Letter of Support to the Lafco Board, which determines issues concerning city boundaries requesting they strongly consider the regional need for aggregate resources as they make their determination.

Morris responded the City of Temecula took a position a year and a half ago before the Environmental Impact Report or any studies came out. The City Counsel and others are supporting the annexation of the area. If the city is successful in annexing the property the project will not go forward. If is decided by the County the project will get a fairer hearing. Morris stated that Lee's request is correct and the project decision should remain with the County.

More discussions were held regarding the language in the Letter of Support. Lee offered to draft some language for the Executive Boards consideration. The Executive Committee agreed with drafting the letter.

Ric asked Jamil Dada to give a report on the Riverside County Report on Education, the National Association of Workforce Boards (NAWB) and the Business Education Coalition (BEC). Jamil stated the Report on Education was a success. For eleven years the Riverside County Office on Education (RCOE) Superintendent of Schools has held a press conference from their office were they release the school numbers. Usually sixty to seventy people attend. The WDB approached the Superintendent asked that they make it a bigger public event. WDB was the host sponsor and the event was held at the Moreno Valley Convention Center.

Three hundred sixty people attended and it was well received. The superintendent agreed to collaborate with WDB every year to host the event. Other Chambers of Commerce would like to host the event in their city's and this is being addressed.

The BEC is behind schedule and Jamil is working with Ken Young to revitalize the program. This partnership needs to be formalized. Budget concerns have caused the RCOE to set BEC program aside for now. Ric asked if there is an Memorandum of Understanding (MOU) with RCOE on BEC and do we need one. Felicia responded no, the process had not progressed to the point of needing a MOU. Jamil also stated when the BEC is formalized at some point we will do something. Ken is planning on meeting with the Board of Supervisors and having BEC presented as a County Initiative.

Regarding Green Collar Jobs, the Governor has appointed a California Green Collar Jobs Council (CGCJ). It based on a Senate Bill, which mandated that there be a separate CGCJ from the California Workforce Investment Board (CWIB). The State Workforce Board put the CGCJ under the Labor Agency in Sacramento. Now the CGCJ works in tandem with the CWIB. They have begun having meetings and Jamil agreed to be the Vice chair for the CGCJ. Ric asked if the WDB could get invitations to the Green Valley Initiative. Jamil responded yes.

Jamil informed the Executive Board that President Bill Clinton will be a Keynote speaker at the 2009 Summit. President Clinton will introduce Jamil as the new Chair of NAWB. The NAWB is becoming better known as the economic issues continue.

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## **REPORT ITEM #4.2: DIRECTOR REPORT**

Felicia shared with the Executive Board that she is working with Marketing on the WDB brochure. Once it is complete members will be able to have copies. The brochure outlines WDB, members, its role, our strategies, and the strategic plan. Brochures should be ready by the April Executive meeting along with a PowerPoint presentation to use as a speakers kit.

Save the date of May 13, 2009, for the Board of Supervisors symposium to be held at the Riverside Convention Center. It will be a four-hour morning event with breakfast, a keynote speaker and panels.

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## **MEMBER COMMENTS**

Shelagh Camak stated San Bernardino and Riverside County Community Colleges met last week with Dana Hoff at their annual retreat, headed by John Baker. They produced three action items:

They are requesting representation from Riverside and San Bernardino Workforce Investment Boards (WIB) to attend their meetings. They want to create an agenda item, which targets WIB issues and creates better dialogue and conversations. Felicia stated Maria Muldrow will be Riverside's representative for the Region 9 meetings.

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## **PUBLIC COMMENTS**

None

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The February 18, 2009 WDB Executive Committee meeting was adjourned at 1:16 p.m.