

Lee Haven
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Lea Petersen
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Executive Committee Notes February 16, 2011

Chairman Lee Haven called the meeting to order at 11:34 a.m.

Members in Attendance

Lee Haven	Lea Petersen	Jamil Dada	Ricardo Olalde	Morris Myers	Rosa Penaloza
Shelagh Camak					

Members Absent

Robert Frost					
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Staff

Felicia Flournoy	Mark Christiansen	Maria Muldrow	La Tonya Johnson	Rilla Jacobs	Kathy Boyer

Administrative Item: 1.1 January 12, 2011 Notes

Motion: That the Workforce Investment Board (WIB) Committee approve the January 12, 2011, Notes

Moved by Ricardo Olalde Second by Shelagh Camak

Status Approved

Administrative Item: 1.2 Southwest Healthcare Fair Event

Motion: That the WIB Executive Committee approves the Southwest Regional Committee's request for \$1,000 to support the Southwest Healthcare Fair.

Moved by Ricardo Olalde Second by Shelagh Camak

Status Approved

Discussion Healthcare is one of the five demand industries identified by the WIB as a focal industry for securing sustainable jobs for the long-term in Riverside County. The Southwest Healthcare Fair Event will help promote awareness of the many career opportunities within the medical profession. There will be 40 to 50 medial career vendors on site to speak on the nontraditional careers within the medical profession.

Besides becoming a doctor or nurse, the event will educate the current and future workforce on career pathways and other career opportunities that are available to them within the healthcare industry. By securing sponsorships and space in the Lake Elsinore Outlets the Southwest Regional Committee was able to bring the cost of holding the event down from \$16,000 to \$3,000.

The event will be staffed using members of the Southwest committee, EDA Marketing staff, and WDC staff. The questioned was asked if youth could help at the event and the response was yes. Maria Muldrow will follow up on using youth at the event. The question was asked, how many sponsors have come forth, the response was none. Ricardo Olalde will provide a list of individuals to contact and Maria will have staff begin making calls.

Actions Maria will follow up on using youth at the event, Ricardo will provide contact list

Information Item: Business Membership Recruitment

Discussion Felicia Flournoy reminded members that this was an item which was tabled for further discussion from the October 20, 2010, agenda. It was Discussion Item 2.3. An Ad-hoc committee was created in November; Chairman Ricardo Olalde appointed Morris Myers, Lee Haven, and Robert Little (resigned) to the committee. The committee agreed to facilitate a meeting to create a plan on how to engage business. Ricardo asked that a

	<p>meeting reminder be sent to the ad hoc members so they can begin planning a strategy.</p> <p>After further discussions the Executive committee agreed that the ad hoc committee will:</p> <ul style="list-style-type: none"> • Target potential new private sector WIB board members and give these individuals a clear message regarding the WIB and how it works and what value it has to offer. • Identify new regional committee members and make sure the right individuals are sitting on the ad hoc committees. • Determine the fixed number of committee members needed. • Raise awareness of what the WIB does and the services the WDCs provide to businesses. • Get commitments from sitting board members to raise awareness about the WIB at their other forums. • Have staff use the assessment list of the other boards and committees our WIB members sit on and begin to make calls to these members and make a list of the committees they sit on. • Do an assessment of our board.
Actions	Send out meeting reminder to ad hoc members, have staff begin making calls to members, have a Board Assessment Topic at the March strategic retreat, Ric and Lea will review the topics discussed today and narrow down the choices to present to Felicia.

Information Item: 2.2 Mid County Plan

Discussion	<p>How to revitalize the Mid County Regional Committee. Ricardo has been reviewing the problems and identified travel distance as one of the major issues. Ric spoke with various Chambers in the area asking them why they were not engaged with the WIB he found that there is a disconnect with Mid County and the San Jacinto area. He believes that by educating the areas on what the WIB has to offer we can get them re-engaged.</p> <p>Getting the Mid County Chambers involved is also a key element. We need to focus on Hemet, San Jacinto, Beaumont, Banning and Cabazon and try to get 2 members from each of these cities on the Mid County ad hoc committee.</p> <p>Lee asked if any other outreach to the Mid County existing members had be done and what was the response. To date there has been no response. Suggestions:</p> <ul style="list-style-type: none"> • Alternate the meetings between the Hemet-San Jacinto area and the Beaumont-Banning area. • Get the Cities involved with bringing the committee back together. • Set meetings with specific targeted representatives. • Contact Debbie Franklin, City of Banning, Alan Kapanicas, City of Beaumont, the city chambers and have them invite their business leaders to a meeting that three or four Executive committee members will also attend. • Received an invitation from Hemet City Council to give a presentation on the WIB <ul style="list-style-type: none"> ○ Felicia, Lee, Lea and Jamil will attend the March 22, 2011, Hemet City Council meeting. ○ Lee will accept the invitation on behalf of the WIB. • Send a letter to Hemet, San Jacinto, Beaumont, Banning and Cabazon with Lee and Lea's signature on it, copy the mayor, city manager and the chamber executive expressing our concerns and desire to have a vibrant, committed committee representing your region and we need your help to recruit members and ask their advice on how to do this. <ul style="list-style-type: none"> ○ Lee suggested creating the letter and having it reviewed for input before sending it off. <ul style="list-style-type: none"> ▪ Ric and Lee will prepare the draft letter. ○ Schedule meetings; have one with each area.
Actions	Shelagh will speak with Debbie re: meeting in Banning.

Reports :

Council for Youth Development (CYD) Report

Rosa Penalozza	<p>Our last meeting was February 9, 2011, and we welcomed 3 new members. We received a presentation from a representative of SMART Education (Science Math And Robotic Technology). They would like to partner with us to expand their services to Riverside county youth. They are a nonprofit organization from the Coachella Valley and their goal is to provide scholarships and opportunities to youth in the fields of math, science, robotics and renewable energy.</p> <p>Legislative and Advocacy Taskforce: Met on January 12, 2011, and their focus will be on further plans for the youth advocacy group by presenting statics and creating outlines for a position paper to distribute out into the region. Create a fully drafted position</p>
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<p>paper for the CYD in behalf of the youth and focus on our out of school youth.</p> <p>On February 14th the Youth Advocacy Group gave a presentation to Supervisors Marion Ashley and Jeff Stone. They developed and presented their own research and position paper. They emphasized the needs that youth have and how the Youth Opportunity Centers (YOC)s are instrumental in helping youth succeed in life. They also highlighted the teen pregnancy issue, which is countywide and employment opportunities for youth. After the presentation, Supervisor Stone challenged them to become greater than what they are. Rosa will have copies of their report at the next meeting. The group is scheduled to go to Sacramento on March 15, 2011. They are preparing for the trip.</p> <p>Program Systems and Enhancement Taskforce:</p> <ul style="list-style-type: none"> • Met on January 26, 2011, their focus is on the upcoming launch of the youth portal with Monster.com. • Analyzing ways to distribute the LEAP magazine. • Creating strategies for sustaining and leveraging resources. • Having the LEAP program become a program in school curriculums. • Met with Home Builders Institute, we hope to bring them on board as members of the CYD and leveraging our resources together. <p>Character Counts</p> <ul style="list-style-type: none"> • April 15, 2011, is the event date. • Save the date cards went out in January • Invitations will go out on in February • Nominations are being accepted • We have currently raised \$13,500 - \$7,500 is in sponsorships and \$6,000 is in scholarships. • Youth Consortium met on January 12, 2011. <p>Audi Cabaldon, our LEAP magazine's graphic designer informed us that the LEAP magazine is up for an award the American Advertising Federation and will receive either a gold, silver or bronze award. He is requesting our participation in the event. It will be held on Friday, March 11, 2011, at 6:00 p.m. A table will be purchased for the event and invitations sent out.</p>
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National Associations of Workforce Board Chairman's Report

<p>Jamil Dada</p>	<p>The Appropriations Committee and the Continuing Resolutions (CR) have decided to have deep cuts which will eliminate many programs and WIA is in the group. Jamil gave a breakdown of how funding is usually distributed to the various programs. WIA funding is approximately \$3.2 billion for the coming year. The WIA program does work the 2,200 One Stop Centers run by the 580 Boards served over 8 million people and around half of these people found work.</p> <p>Jamil met with Congressman Buck McKeon, who is spear heading the WIA reauthorization and John Kline, Chair of the Non Executive Committee. Many of the legislators are saying, if the House does pass the cuts the Senate will oppose it. NAWB is requesting that at least f 400 of the 580 WIBs ask their Chair and Vice Chairmen and their 12,000 private sector members to send letters saying WIA cannot be shut down. The Legislators need to hear from business and jobseekers who have been helped by our services.</p> <p>The California Workforce Association is working with the WIBs to get the work out. Virginia Hamilton requested key CWA members to send in projects, letters from business customers for Senator George Miller's team. We submitted two letters and some faxes from our customers for their use.</p> <p>Felicia presented the Local Advocacy Plan draft:</p> <ul style="list-style-type: none"> • Lee will sign off on our electronic letter that NAWB created. • Prepare sample letters for personalization to our local areas, which will be signed by Lee and Lea. • Put out an email from Lee to our private sector members and provide them with our sample letter to be personalized by them. • Have our members email the letters back with acc to us. • We will prepare a file to keep all letters in. • We will do an email blast to all WIB members and regional members requesting a letter from each of them. • Will ask regional chairs to follow up with their members to see what we can have them put into the letters. • Will send email blast to all CYD members under Rosa's signature. • We have a Video Clip with customers' testimonies that we can tweak down for emailing.
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- Kathy Boyer is working with the Business Solutions team to get business letters in.
- Will ask YOCs management to outreach to their business customers.
- We will provide all the tools you'll need to you.
- Career Coaches will be soliciting letters from our jobseeker customers.
- Youth from the YOCs will organize a letter writing campaign and they can start posting on their Facebook accounts how our programs affected their lives.

NAWB sent Congressman George Miller the Workforce Investment Works link with its 400 stories. NAWB and CWA have sent letters, Riverside is preparing its local statics and sample letters for the email blast. WIB members will receive a generic letter to sign and send. The Business Solutions team will work with the business customers to prepare and customize their letters. The letters will focus on the impact that WIA had for their business. The letters will be sent to our senators and members of congress.

Other Ideas:

- We will outreach to our key partners and the community colleges to submit letters
- Shelagh will speak with Sue McKee governor's relations.
- Get the local chambers of commerce involved:
 - Felicia will call Cindy Roth
 - Rosa will speak with the Moreno Valley, Perris, and Menifee chambers.
 - Morris will speak with the Temecula, Lake Elsinore, Murrieta and Wildomar chambers.
- Morris will speak with his business members in the Southwest EDC.
- Revise NAWB and CWA's letter to everyone with our local data inserted.
- The Inland Hospital Association, AFL-CIO and labor are supporting WIA.
- Felicia will call Laurie Stalnaker and request a letter of support from labor.
- Contact city partners, local school districts,
- A Save WIA website will be created were all the tools and resources will be available for everyone to use.
- Jamil will speak at the State of Riverside Education and let them know what is happening with WIA and will ask the educational people to help.
 - Create flyers to pass out.
- CWA suggested getting OP Ads for press coverage, Lee will work on this
- Felicia will meet with EDA Marketing to get the website going right away.
- All communications to the legislators will be by emails and fax.

Sample letters should go to the WIB members by Thursday, February 17, 2011. Suggestion was made that original hard copy should be sent to legislators. Everyone agreed.

An Executive Committee meeting for March will be arranged.

Chairman's Report

Lee asked Felicia to begin working on a financial report for a future Executive meeting.
Rosa will send a thank letter to Supervisors Jeff Stone and Marion Ashley for their participation with the Youth Advocacy Group.

ADJOURNED AT 1:02 P.M.