

Jamil Dada
Chairman

Robin Zimpfer
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

La Tonya Johnson
WDB Liaison

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1325 Spruce Street, 4A – Riverside, CA

Executive Committee Meeting August 18, 2008

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on August 18, 2008. Chairman Jamil Dada called the meeting to order at 12:05 p.m.

Members in Attendance

Jamil Dada	Lee Haven	Sharon Duffy	Robert Little
Jim King			

Members Absent

Cindy Roth	Robert Frost	Ricardo Olalde
------------	--------------	----------------

Staff

Felicia Flournoy	Loren Sims	La Tonya Johnson	Melissa Reid
Jennifer Smith	Rilla Jacobs	Robert Lucas	

Guests

Richard Lemire

ADMINISTRATIVE ITEM 1.1: APPROVE JUNE 18, 2008, MINUTES

Motion: Approve June 18, 2008, minutes.

Moved by Lee Haven, seconded by Jim King.

Status: *Approved*

ADMINISTRATIVE ITEM 1.2: APPROVE CONSTRUCTION TALENT TRANSFER FUNDING

Motion: That the WDB Executive committee approve an amount not-to-exceed \$75,000 in Workforce Investment Act (WIA) 15 percent Construction Talent Transfer (CTT) funding to serve 90 laid-off residential construction workers through the Desert Regional Community College Consortia contract and authorize the Director of Workforce Development to execute an agreement.

Discussion: Melissa Reid reported that by the end of May the County of Riverside Workforce Development Agency will be awarded a grant totaling almost \$500,000 from the State of California. The grant, called the Construction Talent Transfer Grant, is to be used by assisting laid-off construction workers in the housing industry by transitioning their talents into the commercial construction. With emphasis on the infrastructure grants being funded through bonds passed by the State of

California.

We have been active since June preparing a curriculum to augment math skills and English as a second language which may be lacking in residential construction workers. We are preparing regional job fairs for the East, West and Central county areas and we have collaborated with San Bernardino County in preparing the job fairs. Now we need the WDB's approval for \$75,000 in funding for the Desert Regional College Consortia who developed the curriculum for the pre-apprentice training. The program will be presented in Riverside and San Bernardino Counties and our intent is to train 90 residential construction workers in the Riverside County and possibly the same amount in San Bernardino.

Jamil asked if San Bernardino was helping to fund the curriculum portion. Melissa responded, we received \$466,000 in funding and Riverside contracted with San Bernardino for an even split of the funding between the two counties, therefore San Bernardino will be able to move forward with their curriculum based on the grant split. Bob Little asked if the \$75,000 would be paid from Riverside's funding. Loren Sims responded yes and explained there is a consortium of community colleges that created a similar program which could be offered in both counties.

We worked with the unions and community colleges to create a training program that the unions would approve. The union wanted individuals to receive an introduction to basic differences between residential and commercial construction which would provide a test preparation course, math and algebra refresher course and an OSHA 10 Certification. With this information, the colleges will have curriculum that all of the community colleges in San Bernardino and Riverside could utilize. The cost per person for this training will be roughly \$650 per person.

Loren was asked how long the course last, and he responded three weeks. With some of the training being provided on Saturdays there is flexibility on where the courses can be held. Bob asked if the union would be hiring the trainees after they completed the course. Loren responded yes, out of the people coming through our doors some are eligible to be apprentices now and will not need to go through the course. They will be directly referred to the union for direct hire or apprenticeships. Some may have enough experience to enter the program as a journeyman, and some will need to complete this program before they can be referred to be enrolled as an apprenticeship.

Loren said ultimately we should be able to serve 50 people through the grant and in the apprenticeship program we should be able to serve ninety individuals. Not everyone may be hired by the unions, but there are upcoming projects that are related to assisting housing construction workers.

Jamil mentioned that the laid-off housing worker issues have been getting lots of media attention and this program will be a good step towards assisting these individuals. He asked the Executive Committee to approve the \$75,000 funding for the community college to offer the program in the Riverside area.

Lee Haven asked if there would be a cost to the worker or employee and the response was no. Sharon Duffy asked about the relationship between the \$75,000 for committee approval, and the \$466,000 in CTT funding. Loren responded, the \$466,000 was the grant amount awarded from the state and half of this was given to San Bernardino for their use. Riverside retained approximately \$233,000 of which \$75,000 is for apprenticeship training.

Jim King moved to approve the \$75,000 in CTT funding for the community college apprenticeship training, seconded by Sharon Duffy.

Status: *Approved*

None

DISCUSSION ITEM 2.1: INTERMEDIARY UPDATES

Felicia Flournoy informed the committee that meetings have been held with Paul Jessup, the Assistant Superintendent for the Riverside County Office of Education (RCOE). She stated the last one focused on marketing and naming the Intermediary. The name was announced as the "Riverside Business Education Coalition (BEC)." The Economic Development Agency (EDA) marketing staff is creating a logo. There are three technical assistance visits coming up and an agenda has been created for the visits. We are sending invitations and making phone calls to invite WDB members and other attendees who will make an impact on the creation of the Intermediary.

The first session will be about grounding us in what it is we really want to accomplish and achieve. Paul Jessup and Jamil will open the session with the vision piece and then we will be separating into regional committees to discuss how we can look at the resources in our areas, and how we can bring those resources together and leverage them more effectively. Next, we will create strategies to move forward and build the next two sessions. It is vital that we have strong leadership and key individuals participating in these sessions.

Felicia asked Bob Little to speak with the Mid-County individuals about attending the sessions. Pat Ramos and EDA staff will assist you in making phone calls to the various individuals. This project has been discussed and planned for almost a year. Felicia mentioned while the leg work will be accomplished by EDA staff, now is the time for WDB members and others to become involved in the planning sessions.

RCOE will be recruiting for a director to oversee the BEC. This position will be filled within a month. In addition, Felicia asked WDB members to inform qualified individuals about this recruitment. RCOE hopes to have someone hired by the beginning of October.

Jamil reminded the Executive Committee that the Intermediary has been a topic of discussion for quite some time and San Bernardino stepped up in their region and created their Alliance for Education. The BEC is our project. Once the intermediary trainings are complete, there will be some tremendous publicity to launch this project. This is a joint project between WDB and RCOE along with the new Chancellor of the University of California, Riverside (UCR) and community colleges. This will become a true "Business Education Coalition" which is how the name was derived and I congratulate Felicia on a job well done.

Lee asked if there were any major corporate sponsors for the BEC. Felicia responded, Jamil has spoken to a couple of sponsors. Once we complete the training sessions, we will have a budget created to review our business expenses. Jamil stated we will also have a grant application submitted to the Irvine Foundation which has assisted San Bernardino's Alliance for Education and they have indicated their interested in assisting our BEC as well.

REPORT ITEM 3.1: REGIONAL CHAIR REPORTS

East Region - Lee Haven reported the East Regional Strategic Planning session will be held on September 10, 2008.

Mid County - Bob Little shared the Mid-County completed its Regional Strategic Planning session and our goals are in line with the Intermediary project.

Southwest - Jamil Dada attended the Southwest Regional Strategic Planning session which went very well and members were very excited.

West - Jamil Dada attended the West Regional Strategic Planning session which had a very good attendance..

REPORT ITEM 3.2: CHAIRMAN'S REPORT

Jamil commented on the success of the Riverside County Business Education Coalition. Additionally, he mentioned his New Mexico trip on the National Governor's Association (NGA) Workforce Conference. He stated he will be one of the panelists to speak at the conference. Jamil commented that the end of September he is scheduled to go to Washington for meetings with the Department of Labor, Chairman George Miller and the presidential candidates' workforce teams to discuss the future of workforce system.

REPORT ITEM 3.3: DIRECTOR'S REPORT

Felicia informed the Executive Committee of the successful implementation of the Service Delivery Strategy in July and we are working together with our key partner, the Employment Development Department (EDD). We are looking at providing career coaching and one-on-one counseling to every job seeker who comes through our doors instead of the current system of self-service. Compared to last year July 22 – August 14, 2007, we enrolled ninety-nine people. This year, for the same time period, we enrolled 2,457 job seekers. We are getting very positive responses to the new system from the job seekers.

There are still improvements needed for the process. We have limited resources and staff are seeing large numbers of job seekers. We are working on improving our customer wait times and doing a better job of using labor market information to assist job seekers in identifying their skills and transitioning these skills to other jobs that are available.

ROUNDTABLE COMMENTS

Jamil announced that there will be an additional Executive Committee Meeting on October 8, 2008, to approve the Workforce Investment Act 5-Year Plan Modification. The Operation and Planning Department must develop the plan and publish it for public comment within six weeks to meet the deadline. Jamil requested that LaTonya Johnson send an e-mail to the entire Executive Committee as a reminder for the upcoming October date.

Bob Little stated Mount San Jacinto College is offering college courses in the two high schools in the Banning Area and the Rotary Kiwanis donated \$5,000 toward books for the participating youth.

Sharon Duffy shared that UCR is still promoting its high school program where high school students are invited to sit in on extension courses and learn more about different careers. This information is being distributed to high school counselors to inform their students. Sharon was asked if there was a brochure available and she responded the dissemination of information will be through e-mail. Loren suggested that the information be sent to the Youth Opportunity Centers of Riverside County and Sharon agreed to send an e-mail to Loren for distribution.

Lee Haven discussed his industry's concerns about Proposition 42 funding being taken to balance the California State budget which will result in more people becoming unemployed because this funding generally is used in the transportation section. If funding is taken, the cycle of transportation work scheduled for the Interstate 5 freeway will be set back to a later date.

Richard Lemire mentioned branding the workforce system with a national logo. Richard stressed the need for branding at a national level. Jamil agreed with Richard's comment because this is the same message the workforce is getting from Congress. There are so many workforce agencies with different names and programs that they do not get recognized when a nationally known entity is competing for the same objectives.

PUBLIC COMMENTS

None

The August 18, 2008, Executive Committee meeting was adjourned at 12:43 p.m.

Jamil Dada
Chairman

Robin Zimpfer
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

La Tonya Johnson
WDB Liaison

Rilla Jacobs
Secretary

**Workforce Development Centers of Riverside County
1325 Spruce Street, 4A – Riverside, CA**

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIES

The Comprehensive Economic Development Strategies Committees held a general business meeting on August 18, 2008. Chairman Jamil Dada called the meeting to order at 12:44 pm.

Members in Attendance

Jamil Dada	Lee Haven	Sharon Duffy	Robert Little
Jim King			

Members Absent

Cindy Roth	Robert Frost	Ricardo Olalde
------------	--------------	----------------

Staff

Felicia Flournoy	Loren Sims	La Tonya Johnson	Melissa Reid
Loren Sims	Jennifer Smith	Rilla Jacobs	Robert Lucas

Guests

Richard Lemire

DISCUSSION ITEM 1.1:

Jamil Dada informed the Executive Committee that it also serves as the Comprehensive Economic Development Strategies (CEDS) Committees which falls under the Department of Commerce and meets several times throughout the year. Robert Moran informed members that the latest revision of the United States Comprehensive Economic Development Strategy has been completed.

Each state or region can submit a CEDS once a year, however, Riverside County submits one every five years and the last one was submitted in 2001. The CEDS should reflect what is occurring in each region of the county. Robert contacted each city in Riverside County and in some of the unincorporated areas to obtain projects these entities felt would qualify for federal funding such as infrastructure. He also had to get the statistical information from each region regarding growth, population changes, and types of resources and moneys that could be applied to what they are requesting in the grants.

Robert queried twenty-four cities and received responses from ten. He submitted their projects along with Riverside County's strategic projects to senior review. The Riverside County CEDS is current as of June 2008 and Robert hopes to have the report back to present at the October 8, meeting for review and approval. This will be an action item for the CEDS Committee approval. After it is approved, it will be forwarded to the regional office in Washington State for approval and formal submittal to the United States Economic Development Administration (USEDA).

Jamil requested that the report be distributed prior to the Executive Committee for everyone to review and Robert agreed to the request. Robert Little asked what amount of money is being sought and Robert Moran responded for the total projects submitted, in the 100 millions. Felicia asked what this represented to Riverside County and Robert responded around 50 million dollars if all county projects are approved. The USED A will review all projects submitted and will make adjustments and compensate for projects that may be funded through individual city submissions.

PUBLIC COMMENTS

None

The August 18, 2008, Executive Committee meeting was adjourned at 12:51 p.m.