

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

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## Executive Committee Meeting October 08, 2008

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on October 08, 2008. Chairman Jamil Dada called the meeting to order at 12:10 p.m.

### Members in Attendance

Jamil Dada	Ricardo Olalde	Sharon Duffy	Cindy Roth
Lee Haven	Jim King	Robert Little	

### Members Absent

Robert Frost

### Staff

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

### Guests

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## ADMINISTRATIVE ITEM 1.1: APPROVE AUGUST 18, 2008, MINUTES

**Motion:** Approve 18, 2008, Minutes.

**Discussion:** Moved by Jim King, seconded by Sharon Duffy.  
Abstention Ricardo Olalde.

**Status:** *Approved*

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## ADMINISTRATIVE ITEM 1.2: WORKFORCE INVESTMENT ACT FIVE YEAR PLAN PUBLIC HEARING

**Discussion:** Loren Sims informed the Executive Committee on September 30, 2008, the draft plan was complete and the time period for public comments has ended.. Jamil Dada opened the official Public Hearing for the Workforce Investment Act Five-Year Plan at 12:12 p.m. for comments from the public.

No members of the public were present for comments and Melissa Reid stated there were no comments during the 30 days of publication. The allocated time for comments was September 7 thru October 7, 2008. Jamil formally closed the Public Hearing at 12:16 p.m.

**Status:** *Public Hearing was closed with no comments from the public.*

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### **ADMINISTRATIVE ITEM 1.3: WORKFORCE INVESTMENT ACT 5 YEAR PLAN**

**Motion:** That the WDB Executive Committee approve and authorize the Chairman to execute the fourth extension to the Five-Year Local Plan for Title I of the Workforce Investment Act (WIA) of 1998.

**Discussion:** Melissa Reid gave a brief update of the plan. Originally, when WIA was implemented the Workforce Development Division submitted a Five Year Plan which went through the same process we recently completed. Once complete it went forward to the Board of Supervisors for approval. The expectation was that the Act would become reauthorized, and it was thought the Five Year Plan would only be a Five Year Plan.

Unfortunately the Act was not reauthorized and extensions were provided to deal with the original Five Year Plan. This will be the fourth modification we will submit for approval. There have been changes made in the law and the WDB has been dealing with these changes and has submitted the necessary responses.

Every year we receive guidance to include all necessary items needed to include in the plan. There is then an opportunity to comment on the directive, actual form, and other items. Melissa stated during her review she found problems with the assurance section of the plan. She included these findings in the plan which went public. She submitted her remarks to the State including her objections to the assurance section which actually bounds the WDB to things outside of its purview and the WDB has nothing to do with. Because of this, the State changed the plan and modified the assurance section to ensure it is inline with local board responsibilities. These changes will be included in the final draft which will go before the Board of Supervisors.

Melissa informed the Executive Board of updated language changes, which include the following:

1. SB 293 efforts were made to meet the Labor Representation requirements and the WDB met the ten percent allotment.
2. Completed language and policy giving the Board the authorization to terminate One-Stop Operators.
3. Developed and approve policy on the amount and duration of individual training accounts.
4. Complete policy regarding training services linked to occupational demands in the area.
5. Include a request to transfer funds from dislocated worker to the adult program including the transfer of paperwork to be submitted with the plan, and the intent as required in the submittal.
6. Concluded our policy to state when funds are limited we will restrict training funds to assist only low-income individuals.
7. Bring common measures up-to-date as they relate to the youth area.

Jamil reminded the Executive Committee that a union representative does sit on its committee, but was unable to attend today's meeting. He also stated that at the California Workforce Investment Board (CWIB) meetings the union and labor representatives were the individuals pushing the representation issue. The labor agency audited the forty-nine CWIBs to ensure they are adhering to SB 293 requirements and labor wanted the CWIB to pass a motion stating any local board not in compliance by the end of the year should be fined or disbarred. The CWIB did not pass any of the motions but stated all boards should make strong attempts to fill the labor seats.

Ric Olalde asked for a better definition of low-income for the policy. Loren stated the policy requires when training funds get to a certain level, criteria has been established to determine whether training funds can be used for particular individuals, services such as enrollment, job coaching and other services are not a part of this policy. This policy applies, if an individual is applying for types of training when we are paying an out of pocket amount of \$3,000. This policy is not just for low-

income. Low-income is one aspect of the Priority for Service policy, other criteria in the policy such as Veterans status, Disabled and additional statuses are sated there.

Ric asked if the current economic situation has activated the Priority of Service Policy. Felicia responded the policy has not been activated because our service delivery strategy in WIA was to move away from job training into a more comprehensive approach of reconnecting our job seekers to the workforce. Training is a small component because we are hearing from the private sector businesses is that the work readiness piece and those types of skills that need to happen.

Also due the steady decreases in funding we have leveraged our partnerships with others and community colleges. We send many of our job seekers to community colleges for training and a host of online skill development opportunities.

Jim King called attention to the following:

- The draft plan does not mention any colleges, they should be listed in the plan.
- Federal guidelines should be stated in the plan.
- Language regarding youth on page 19 should be consistent either 12 -16 or 16 and above, not both.
- Page 10, should be presented in a graph for better understanding.

Ric asked if Melissa had reviewed his questions and comments. Melissa responded yes, one of Ric comments was to add something into the executive summary with respect to the submission of this document be in accordance with the directive and is assembled in accordance to the directive.

The state only requires that the changes be submitted, however the requirement at this stage makes our document look incomplete and we are going to address this. Loren said we will address this by putting off the submission of this document to the Board of Supervisors for a couple of weeks and in between this time we will compile all the previous years plans and any modifications and have all sections completed with revision dates. When this is done we will publish this on our intranet and email it to the WDB members to see the complete filled out version.

Ric agreed that this will be a better document for everyone and will help incoming individuals understand how everything is where it is now, especially those who have to sign off on the document.

Jim asked for clarification on why Riverside County is called the Workforce Development Board and everyone else in the state is the Workforce Investment Board. Melissa responded it depends on how the law reads and that the plan will be reviewed to ensure the content matches.

Jamil also stated that before the Workforce Investment Act was implemented, Riverside was already known as the WDB, once Congress approved WIA they called it the WIB, so ninety percent of the boards in the country are WIBs. We created an identity for Riverside County with this name and we were hesitant on changing it, but with the new act coming up next year we will wait to see what Congress will do.

Loren reiterated that the appropriate name will be used depending on the content of the language in the plan.

Melissa called every ones attention to Ric's comment on page ten, box "C" to ensure the unemployment rate numbers in the plan would be the numbers we would represent. At the time we wrote the plan these were the numbers, they have changed and we will update this section with the most recent unemployment numbers.

Melissa went over the revised charts regarding the negotiated levels of performance. The State Levels of Negotiated Performance is pre-filled by the state and with the advent of the common measures which is the three categories and each category has numbers for program years.

Previously, for the year 2007/2008 no numbers were reported but this section has now been updated. This form was not filled out last year because we were operating under common measures and it was not applicable.

Loren stated that after we published the draft the state came out with a directive for common measures. We inserted the dates and our local measures for 2007/2008 have recently been received but 2008/2009 has not been provided, which is why the local page only goes to 2007/2008. Felicia stated it is customary that we do not give our negotiated performance levels until after the year is complete.

Jamil asked if the Full WDB would approve the draft plan and Loren responded no, once approved by the Executive Committee the draft plan will go before the Board Supervisors with the documented changes. The transfer of dislocated workers dollars to the adult fund because with the implementation of our new delivery system which is enrolling thousands of individuals into our system it is easier to have one funding source. This change is indicated in the budget expenditure this will add another page to the document we send to the Board of Supervisors and the state.

Moved by Bob Little, seconded by Jim King to approve the 2008/2009 Local Plan modification with the transfer of funds from dislocated workers to adult as stipulated in the modification with the changes as requested by the Board members.

**Status:** *Approved with modifications as stipulated and changes requested by Board members.*

**Additional**

**Discussion:** Cindy Roth asked with Riverside experiencing additional growth was the market information taken from the Riverside/Ontario/San Bernardino Statistical Data? The Public Policy Institute recently completed a report showing the Inland Empire in 2015, do you know if these numbers mirror the Institutes report because? Loren responded, we will retrieve a copy of the report but for us whatever document we utilize for the particular industries depends is that one of the policies relates to where we send individuals to training states that we will send them to training in demand occupations. To be consistent with our centers and staff we need to have a standard document for them to refer too.

Loren asked if the document Cindy was referring to always current and regularly updated or is it published and won't be updated until the next publication. Cindy responded that it is published but it was done by the Public Policy Institute and suggested that nothing be changed, and to use the document to see how numbers compare. It was agreed that the document be used as a mechanism to change the county's course along with other activities being implemented. The Economic Development Plan for the county will be brought before the board for those industries where we see growth potential and high demand in Riverside County.

Felicia reminded the Executive Committee that part of the information in the plan is produced by the State's Labor Market Division, and based on businesses surveys they complete has the most accurate data and because this is a state document we tend to use state numbers. But this not the only source and we need to analyze all available information.

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#### **ADMINISTRATIVE ITEM 1.4: CONSTRUCTION TALENT TRANSFER GRANT SUB-AGREEMENT FUNDING**

**Motion:** That the WDB Executive Committee approves \$218,177 in Governor's WIA 15 percent discretionary funding for the San Bernardino County Workforce Development Department (SBCWDD), and authorize the Director of the Workforce Development to execute a two year agreement with SBCWDD.

**Discussion:** Loren reminded the Executive Committee that Riverside and San Bernardino Counties were

awarded \$466,806 for the Construction Talent Transfer grant. We agreed to provide SBC with a portion of the grant so they could create a similar program in their area. The recommendation today is to provide SBC with \$218,177 of the 466,806 grant for their CTT use. With this money they will provide:

- Apprenticeship Training
- On The Job Training
- Vocational Training
- Supportive Services
- Costs for Individuals to Join Unions
- Assistance for Individuals Laid Off from the Construction Field

The idea is to assist individuals who were laid off from their residential construction field make the transition into the commercial construction field whenever possible. This may include joining unions or joining private commercial construction.

Ric stated the verbiage being used should be Public Works Infrastructure because of the 1B funding and public works needed in certain areas. Loren stated this is our main goal, and Melissa added it doesn't prohibit us from doing other commercial works. Felicia also responded we need to move the grant money forward. Right now public works is at a standstill and we need to get people working. We need to ensure the language is accurate in order to use the funding to connect people to other types of construction work.

Moved by Ric Olalde, seconded by Cindy Roth

Sharon Duffy asked if the grant period would be retro to June of 2008. Loren responded yes it will be retroactive from June 1, 2008.

**Status:** *Approved*

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#### **ADMINISTRATIVE ITEM 1.5: RIVERSIDE COLLEGE AND CAREER FAIR PUBLIC OUTREACH EFFORT**

**Motion:** That the WDB Executive Committee approve the \$500 public outreach effort to support the Greater Riverside Chamber of Commerce's College and Career Fair.

**Discussion:** La Tonya Johnson provided background information on the Career Fair. In the past the WDB has provided support as well as public outreach funding. This event provides high school students and parents with opportunities to meet representatives from the University of California system, the California University State system, Private Colleges, Community Colleges, and Trade Schools. Representatives from local businesses will also give valuable information about the career opportunities in their industry. Each year the event grows in attendance, which is a clear indication of its success.

Jamil stated this is a very successful event and Cindy Roth and Tom Donahue have done a wonderful job in the leadership they have provided. This event has been held and ideally this recommendation should have been presented at the August 18, 2008, meeting for approval of the funding before the event. Jamil apologized for the late presentation.

Jamil stated in past years we have given \$1,000 and this year with funding cuts we are endeavoring to keep our costs down. We have reduced funding amounts for other events this year but the College and Career Fair put the WDB down for \$1,000 of public outreach funding.

The Executive held discussion regarding the amount of funding to approve. The Executive Committee agreed to \$1,000 and to ensure that next years date of September 30, 2009, for the

event is posted several months before it takes place. Next year the event will be held indoors and the event will be opened to the Rubidoux Unified School District.

Moved by Lee Haven, seconded by Sharon Duffy.

**Status:** *Approved \$1,000 in Public Outreach funding for the Riverside Career Fair.*

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## ADMINISTRATIVE ITEM 1.6: MEMBER INITIATIVES

**Discussion:** Ric will meet with Mount San Jacinto College (MSJC) Dr. Phillips and wants information on the Intermediary for him along with talking points. MSJC has a mentoring program and is looking for advisory representatives from the industry, which is the purpose of the meeting. The meeting will be held on October 27, 2008.

Ric reviewed the customer comment cards report that were handed out at the Full Board committee meeting and thanked staff on their hard work and noted the positive responses the report shows the integration is working well. Because of some comments in the report, Ric questioned:

- The amount of computers available in the Resource Centers, and asked if this was correctable.
- Concerns about the lack of privacy individuals have when they use the Employee Development Division telephones to discuss their unemployment insurance.
- During the CWA Conference he noticed a poster detailing various paths of an individual's education can take, and requested if it was possible to obtain one as a visual for Riverside jobseekers who utilize our centers.

Felicia responded to Ric's concerns. She will ask Virginia if we can have a sample. Regarding the computers, there will be newer computers put into the Resource Center but the number will not increase. With newer, faster units jobseekers should be able to complete their searches much faster. The privacy of the phones is an issue EDD must address.

Cindy asked what will happen to the old computers from the Resource Center. Felicia responded they are recycled through the County. Jamil asked if Cindy had a recycle program and she responded that Smart Riverside picks up and distributes old computers to qualifying individuals.

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## REPORT 2.1: DIRECTOR'S REPORT

Jamil informed the Executive Committee that Vicky Bradshaw has replaced, Dan Dunmoyer as the Deputy Chief of Staff to the Governor, and the state is recruiting for a new Secretary of Labor and Workforce Development Agency, which is the agency which oversees the CWIBs.

October 29, 2008, Barbara Halsey will add her signature to the CWIB and she will be kicking off a Sectors Strategies Committee which most of the local WIBs will attend. The Committee will begin by focusing on Allied Health.

October 15, 2008, Felicia and Jamil will attend the Riverside County Office of Education's annual ROP event held at the Convention Center and the event is usually well attended. Jamil will be speaking to them on ways to become involved in Career Tech and ROP and how the WDB can stay engaged.

December 3, 2008, will be the next Executive Committee meeting and the Full Board meeting will be December 10, 2008.

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## REPORT 2.2: CHAIRMAN'S REPORT

Felicia informed the Executive Committee that the Economic Development Agency went before the Board of Supervisors to report on their response to the economic downturn and the types of programs and services that we

are implementing and moving forward to help turn things around. As a result of this we were requested to create a report on our system. Robin Zimpfer will share this report with Bob Buster, Bill Luna and others.

Felicia gave out copies of the report to the Executive Committee and will give the other board members a copy at the December 10, meeting. This will be a comprehensive way to inform the WDB members on everything that we do from the WDB through to the Youth Centers. It is an excellent way to educate WDB members on our current operations, programs and systems.

**Discussion:** Ric asked to revisit the union participation discussion and stated we need their presence at the Executive meetings, if union representatives are mandated to be on the board then they should be at the meetings. He stressed the importance of attendance and asked if union representatives could have proxies attend meetings in their absence. The response was no.

Jamil stated that he informed Robert Frost to designate another labor representative to set on the Executive Board if he was unable to attend these meetings regularly. Jamil stated he made the same point at the CWIB meeting when the Unions wanted to penalize WIBs for not having the proper amount of union representatives on their boards. WIBs made efforts to fill the union slots but labor representative were not willing to become board members.

Felicia reminded everyone that the last Pre Technical Assistance training will be held October 28, 2008, and the final action plans will be developed.

Cindy stated that she toured Wild Rockets and they currently have 450 employees. They are suppliers of produce and have announced they will have a 130,000 square foot expansion. In the next four years they will hire an additional 400 to 500 people. We need to make sure Kathy Boyer is working with them.

Jim told the Executive Committee that Press Enterprise no longer delivers in the desert area of Riverside. They are downsizing and laying off employees. Cindy shared that their advertising dollars have dropped off considerably and they have made zoning changes.

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### PUBLIC COMMENTS

None

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The October 8, 2008, WDB Executive Committee meeting was adjourned at 1:23 p.m.