

WIB MEMBERS

ANETTE SMITH-DOHRING  
Sutter Health Sacramento Sierra Region

CAROL PEPPER-KITTREDGE  
Sierra College

CHRISTINA NICHOLSON  
Whole Person Learning

DANIELA DEVITT  
California Employers Association

DAVID DeLEONARDIS  
Crossroads Diversified Services

DAVID FRAZIER  
Winding Winds Consulting

ERIC COOPER  
California Indian Manpower Consortium

JASON BUCKINGHAM  
Golden Sierra Job Training Agency

JOHN TWEEDT  
District Council 16

KATHLEEN BURRIS  
CVS Caremark

KEVIN FERREIRA  
Sacramento – Sierra’s Building and  
Construction Trades Council

KIMBERLY PELLOW  
Brandman University

LAUREL BRENT-BUMB  
Bumb Construction

MARCY SCHMIDT  
Placer Co. Business Advantage Network

MARGARITA VALENZUELA  
Unite Here Local 49 Gaming

MARK FRAYSER  
Department of Rehabilitation

MARTHA ESCOBEDO  
Employment Development Department

MICHAEL ZIMMERMAN  
MTI College

PAUL CASTRO  
California Human Development

RANDY WAGNER  
Sierra Economic Development  
Corporation

RICK LARKEY, *Vice Chair*  
North State Building Industry Foundation

ROBERT WARD  
IBEW

SHERRI SPRINGER  
Happy Kids Preschool & Childcare

STEWART SCHURR  
Doctor PC

TIM COOK  
Experience Works

TINK MILLER, *Chair*  
Placer Independent Resource Services

VIC WURSTEN  
PRIDE Industries

WILLIAM REED  
United Domestic Workers

**GOLDEN SIERRA WORKFORCE INVESTMENT BOARD  
BUSINESS SERVICES COMMITTEE  
REGULAR MEETING  
AGENDA**

**Wednesday, September 24, 2014 – 9:00 am  
Borges – Architectural Group  
1478 Stone Point Drive, Suite 350  
Roseville, CA 95661**

*Mission: To coordinate reliable, valuable resources for the business community.*

- I. ROLL CALL AND INTRODUCTION OF GUESTS
- II. APPROVAL OF AGENDA 1
- III. CONSENT AGENDA:  

All matters listed under the Consent Agenda are considered to be routine in nature and will be approved by one blanket motion.

For Approval

  - A. Approval of Minutes from May 28, 2014 BSC meeting 2-4
  - B. Approval of Minutes from July 23, 2014 BSC Meeting 5-9

For Information

  - C. Attendance Log 10
- IV. MEETING HOST INTRODUCTION
- V. PUBLIC COMMENT- FOR THOSE ITEMS NOT ON THE AGENDA
- VI. BSC MATRIX – NEXT STEPS 11-12
- VII. DESIGN BSC SURVEY 13
- VIII. COMMITTEE GOALS & STRATEGIC PLAN UPDATES
- IX. REPORT OUTS
- X. NEW BUSINESS / FUTURE AGENDA ITEM
- XI. NEXT MEETING  

November 19, 2014 – 9:00 am (rescheduled from November 26)
- XII. ADJOURNMENT

**EQUAL OPPORTUNITY**

Golden Sierra is an equal opportunity employer/program. Auxiliary aids and services are available upon request. Special requests for services, aids and/or special formats need to be made by calling (530) 823-4635 (Voice). TTY users please call the California Relay Service at 711.

**GOLDEN SIERRA WORKFORCE INVESTMENT BOARD  
BUSINESS SERVICES COMMITTEE  
REGULAR MEETING  
MINUTES**

**Wednesday, May 28, 2014 – 9:00 am**

**Raley's  
Event Center/Meeting Room  
39 Lincoln Blvd.  
Lincoln, CA 95648**

I. ROLL CALL AND INTRODUCTION OF GUESTS

Quorum was established and the meeting was called to order at 9:25 am Devitt.

Present: Daniela Devitt, Jenny Wilson, Lisa Hutchinson, Marcy Schmidt, Penny Shervey, and Randy Wagner

Absent: Kathleen Burris, Laurel Andrews, and Sherri Springer

Guests: Jason Buckingham, Latanya Johnson, Lorna Magnussen, and Michael Indiveri.

II. APPROVAL OF AGENDA

**Motion** to approve agenda as presented by Wilson, second by Wagner.

**Motion** approved unanimously.

III. CONSENT AGENDA

All matters listed under the Consent Agenda are considered to be routine in nature and will be approved by one blanket motion.

For Approval

A. Approval of Minutes from March 26, 2014 BSC Meeting

For Information

B. Attendance Log

**Motion** to approve Consent Agenda Items A & B by Schmidt, second by Wilson.

**Motion** approved unanimously.

IV. MEETING HOST INTRODUCTION - None

V. PUBLIC COMMENT – FOR THOSE ITEMS NOT ON THE AGENDA

Indiveri reported that the current overall state and federal job economy numbers show that nationally there are 110,000 less jobs than in late 2008; however, private numbers as well as California have seen growth in these numbers. The average net job increase in the last 3 months has been 238,000; highest net rate over the last 5 years across all sectors. California showed the 2<sup>nd</sup> largest job growth in the country next to Texas. National wages rose 1.9% over 12 months.

VI. APPROVAL OF 2014/2014 MEETING SCHEDULE

Current meeting schedule is 4<sup>th</sup> Wednesday of each month; 9:00-11:00 am; group proposed alternate day and bi-monthly. Group consensus was to go bi-monthly, approve current day & time, and solicit input from members to explore alternate day for future meetings.

**Motion** to approve 2014/2015 meeting schedule bi-monthly, odd months, 4<sup>th</sup> Wednesday, 9:00-11:00 am by Wagner, second by Wilson.

**Motion** approved unanimously.

VII. COMMITTEE GOALS & STRATEGIC PLAN

Group discussion around formatting and content. Johnson stated that the front would be the matrix with the back side containing partner contract information.

Revisions requested:

- Remove JTA in header
- Consolidate Connections
- Delete Placer County HHS & Econ Development as they are already listed under BAN
- Add EPIC to SEDCorp line

Discussion:

- Does list contain all service/partners, specifically youth services. Only contains WIB & Committee member partners to start with.
- Make changes, submit to WIB for approval

VIII. REPORT OUTS

**Schmidt** – The budget for the expanded subsidized employment program for next year is more than double than the current year. Approval was received from the Board to give the Community College Foundation \$30,000 through the end of June towards placing individuals in work experience programs along with the utilization of Expanded Subsidized Employment Funds or ESE funds already in place. We will be working with PRIDE Industries to use those funds in the new fiscal year to train clients with mental health issues, disabilities and other types of barriers to help them build soft skills. PRIDE Industries will be training them, assessing learning styles, helping them with accommodation issues and helping them find placement. Community College Foundation will be the employer on record for this paid, six month program.

**Wilson** – Trying to get the Professional Edge class in Placerville and currently looking for a location. Buckingham suggested using the public library for a meeting place.

**Shervey** – The El Dorado Hills Business Walk was well received and there was a lot of positive feedback from local businesses. Elevate El Dorado also took place on the hottest day of the season. Despite the weather there were still 54 different Realtors and Brokers that attended the event and it was also well received. There are two BOSS workshops coming up.

**Wagner** – Lincoln is currently at 13 or 14 attendees per BOSS Workshop. There was a 3 day boot camp at the Trellis Hall in Citrus Heights last week. Attendance was good, with 15 instructors and 25 students attending. The scores on a scale of 1 to 5 were all on the high end of 4's and 5's overall. It was funded by Wells Fargo member dues. The BOSS Workshop in Roseville was equally successful. Wagner suggests that if these workshops were marketed more regionally instead of town specific that they would be more successful.

**Buckingham** – WIA reauthorization review: The proposed act is called WIOA, Workforce Innovation & Opportunity Act and there are a number of changes to Board composition; no requirement for Youth Council or other standing committees, no real mention of Business Services which means they are allowable, emphasis on technology use and regional planning (similar to the Slingshot initiative). They have combined Core A, Core B, and Intensive and they may have eliminated the eligibility criteria and granted Universal Access. Eligibility comes in at the training access. Although there has been talk of the reauthorization for over 10 years it looks like these changes will take place in 2015.

The Skilled Trade Job Fair was a successful event and the feedback has been good.

Sacramento has been working with SARTA and SACTO on additional systems applications to develop a region-wide Rapid Response system. If they acquire the funding they are looking to do a business outreach to 600 businesses within the region. There will be a steering committee so that there are no territorial issues.

**Devitt** – At the Orange County Job Fair, the attendees were given a fast track ticket and it was an effective way to move people through the system more efficiently.

IX. NEW BUSINESS / FUTURE AGENDA ITEMS

Table Sticker/Business cards-Marketing strategy

X. NEXT MEETING – ~~June 25, 2014~~, July 23, 2014, El Dorado County

XI. ADJOURNMENT

**Motion** to adjourn by Wilson, second by Hutchinson.

Meeting adjourned at 11:01 am.

**GOLDEN SIERRA WORKFORCE INVESTMENT BOARD  
BUSINESS SERVICES COMMITTEE  
REGULAR MEETING  
MINUTES**

**Wednesday, July 23, 2014 – 9:00 am**

**Union Bank  
3970 L Missouri Flat Road  
Placerville, CA 95667**

I. ROLL CALL AND INTRODUCTION OF GUESTS

Quorum was established and the meeting was called to order by Devitt at 9:05 am

Present: Daniela Devitt, Jenny Wilson, Laurel Andrews, Lisa Hutchison,  
Marcy Schmidt, Penny Shervey, Sheri Springer

Absent: Kathy Burris and Randy Wagner

Guests: Michael Indiveri, Lorna Magnussen, Stuart Schurr

II. APPROVAL OF AGENDA

Request to remove Consent Agenda item III.A as the minutes are not ready.

**Motion** to approve revised agenda by Schmidt, second by Hutchison.

**Motion** approved unanimously.

III. CONSENT AGENDA:

All matters listed under the Consent Agenda are considered to be routine in nature and will be approved by one blanket motion.

For Approval

- A. Approval of Minutes from May 28, 2014 (removed)  
BSC Meeting-Removed from Agenda

For Information

- B. Attendance Log

No action taken

IV. MEETING HOST INTRODUCTION

Lisa Florie, Branch Manager, Union Bank – Placerville Branch & associates; History of Union Bank – started in Bay Area; big in Southern California; also has branches in Oregon, Washington, Texas and New York. Approved for expansion – 1 merger per year. Started as Bank of California and then became Union Bank of California now Union Bank. Huge international backing; owned by MUFG Bank of Tokyo Mitsubishi.

V. PUBLIC COMMENT- FOR THOSE ITEMS NOT ON THE AGENDA

Headline of report by Indiveri “Jobs gained! Jobs Unfilled!! Low Pay and Part-time Work!!!

There were 288k net jobs created in the U.S. through June, according to the Department of Labor, with the average over the last 3 months at 240K per month. The National Unemployment rate is at 6.1% and for California 7.4%. These are the lowest numbers since 2008. The total number of jobs is up, but they are different jobs than prior to the recession. 40-44% of the new jobs created are low wage jobs. Government jobs are still down below the level of 5 or 6 years ago. Part-time employment is on the increase. For June it was reported that full-time jobs (over 35 hours weekly) dropped by 250k, but 800K plus part-time jobs were created. The number of involuntary part-time workers or people that desire full time but cannot attain it, was over 4 million in 2007. In June, the number skyrocketed to 7.5 million. The question was asked “Is this a direct correlation to employers not wanting to provide benefits?” Indiveri believes that is partially the issue but there are other factors. Temp agencies are on the rise and employers are “trying out” applicants before committing to full time employment. Wages are climbing at the rate of 2% a year which is matching inflation.

Reports show that job openings are rising and there are skill shortages for businesses. There is an article that asks “Whose job is it to train people?” Indiveri goes on to read in the article *US Manufacturer’s dedicated money, in their budgets for training has fallen to about half from 2006-2013. US companies have been cutting money for training employees for decades. Essentially they think community colleges, online courses and for profit schools can do it.*

WIOA has funding authorization levels. They have put in an annual increases of 3%. The budget committees are the appropriators and function under a cap.

Hutchison asked what he had heard about the minimum wage increase and its impacts. Indiveri stated that the minimum wage is a Federal requirement and a few state have set their minimums higher than the federal minimum. Now cities will be creating their own minimum wage. So far, in totality, jobs are still growing and haven’t been lost due to the wage increases.

Sierra College has worked with companies to provide skilled workers but they have cut their classes back. Indiveri stated that with the new legislation there is more of a structure on how the One Stops and referral systems will work and requires that funds be monitored more closely in regards to things like share of cost.

Schmidt updated the group that she met with Tom McKinnon, the new Recruiting Manager at Thunder Valley. She asked him what some of his hiring challenges were. He shared that the difficult positions to fill for them are the culinary positions. They do not have training on site. They are looking for people with at least a year of experience, who already possess some culinary skills. Devitt confirmed that she has been trying to fill culinary positions for a personal business, to no avail. Institute of Technology is closing its Culinary program. Schmidt stated that Thunder Valley is unionized employment. Devitt asked why a company like Thunder Valley can't be partnered with a training program.

Wilson asked how we can get more full time jobs in the South Lake Tahoe area. Most of the jobs are seasonal, part-time jobs. Some of the North Shore is going year round now but the employment is still part-time. Schmidt proposed using ETP funds to train people off season.

Schurr added that younger workers that just stop working need motivation to keep working and thinks it should be part of the soft skills training to keep them motivated.

Wilson recommended that getting to the information through Career Pathways to high school students might help with some of these issues.

## VI. COMMITTEE GOALS & STRATEGIC PLAN UPDATES

1. Matrix: This is a staff tool, not a consumer tool. This guide is to help define who each of the WIB partners are and what resources they offer. Magnussen instructed that the list would be sent to each of the partners and they would fill in the boxes and provide contact information. The Matrix would be populated with this information. There will need to be an educational component with staff and partners for implementation of this document.
2. Business Resources Guide: This is now on the Golden Sierra website. The mechanism for updates and data revisions still needs to be worked out. Indiveri asked if everyone put their newsletters and chamber notices under Business Resources as a link; everyone agreed this was a good idea.
3. Engaging Employers in training programs: Wilson suggested researching a way to put a partnership together for the businesses that have the greatest need and engaging the community colleges in this partnership. The group asked how we would identify the area of need. Magnussen suggested staying focused on the identified sectors. There are three key sector advocates on the WIB, Rick Larkey for construction, Carol Pepper-Kittredge from advanced manufacturing and Annette Smith-Dohring for healthcare." Laurel stated she might be able to run a report from Caljobs and will look further into it. It was suggested to run a three question survey to the WIB. The three questions to the WIB could be:
  1. What are you seeing as far as industry needs, per your industry?
  2. What are you seeing as far as Category Specific needs?
  3. What are you seeing as non-specific needs?

It was also suggested that the survey contain suggestions of categories and define soft skills.

VII. REPORT OUTS

Tri County Job Fair; August 22<sup>nd</sup> at the Roseville Sports Center; registration is over 50 now, so if there are companies out there that still need to register, especially companies doing a lot of hiring they should be encouraged to register as soon as possible.

Jenny Wilson explained that El Dorado County was not happy with the choice of location because it's too far for registrars to travel and it's not really a Tri County fair. Schmidt wanted to make sure that it's understood that the location will rotate. It was in Folsom last time and will possibly be in Sacramento next. Magnussen added that the LMID data supports that a large percentage of El Dorado County residents commute to Sacramento & Placer for work.

Schmidt wanted to remind everyone that there is a business walk meeting today at the Rocklin Chamber from 3-4pm. There will be another walk in September in South Placer and will find out from the meeting today and update everyone who will be participating in that.

Springer stated that the State budget came out very favorable for private and public sector of childcare. It's still not back to 2008, but this could be ongoing because there may be another bill that will affect childcare coming up. Mandatory kindergarten is still on the bill. They still kept the TK transition kindergarten that 3 month population, and that included all the four year olds that would've closed all most childcare centers.

Shervey said they recently introduced the new Next Skills module "Diversity". In two weeks another new module will be released that focuses on computer technology. It will be a broad spectrum program, held Monday through Thursday from 3-5pm for 8 weeks at the Placerville Connections. There are currently 6 people signed up. It will be a group session lead by WIA staff and Welfare to work staff.

Shervey also stated that today they are having an employee forum for healthcare, Home Watch Caregivers. The last forum featured DST (a billing company), and we hope to have Marshall coming up in the future. Marshall is a sought out employer for the area. Shervey attended the Lisa Jordan forum and stated that it was such a nice workshop to have.

Shervey stated that they have visited 45 businesses this month, and noted that a few different businesses on Main Street in Placerville were unhappy with the shutting down of the road during recent events. They complained that they did not have customers all day."

Magnussen stated that Golden Sierra has two positions open that close Friday July 25<sup>th</sup>. Applications must be in by 5pm on the 25<sup>th</sup>. The positions are for Senior Admin Clerk and Business Employment Specialist. Magnussen stated Golden Sierra also just closed an RFQ for basic computer workshops. They are cycling monthly; 2 hours per week for 4 weeks.

Andrews informed the group that there are three openings in the Veteran Program. This has a great impact on the Business Service team, which she is hoping will expand. Employer recruitments for Roseville and Auburn is increasing."

Devitt started by thanking Lisa for hosting the career event at Cokeva. There were 10 employers and 50 Proedger in attendance, and the event was well received with lots of positive feedback. There were actually 3 career events; one in event for Sacramento/Roseville/Yolo area at Cokeva, one in Fresno, and one in Nevada County. It has always been held at SETA, but there will be a vote held to rotate the location for future events so business can engage in hosting. Since the last meeting Yolo's Professional Edge started.

Orange County began an Occupational training program in June called Bootcamp that goes for 4 weeks, 1 day a week. The participants are sorted into two classes, one white collar and one blue collar. No Job readiness programs are allowed. The curriculum starts out with a strength finder assessment, and goes through conflict management, time management, social media, critical thinking, self-leadership, customer service and attitude makes a difference. The evaluation came back at 98% excellent. The funding is under retaining employment funding.

VIII. NEW BUSINESS / FUTURE AGENDA ITEM

IX. NEXT MEETING

September 24<sup>th</sup> – 9:00 am – Borges Architectural Group

X. ADJOURNMENT

**Motion** to adjourn meeting by Andrews, second by Hutchison.

Meeting was adjourned at 11:01 am.

**Business Services Committee  
Attendance Log**

	Date:	11/20/13	12/12/13	1/22/14	2/26/14	3/26/14	4/23/14	5/28/14	7/23/14	
<b>Business Services Committee</b>							No quorum			<u>Rate</u>
Daniela Devitt- <b>CHAIR</b>		1	1	1	1	1	0	1	1	88%
Jenny Wilson		1	0	1	0	1	0	1	1	63%
Kathleen "Kathy" Burris		1	1	1	0	1	1	0	0	58%
Laurel Andrews		1	0	1	1	1	1	0	1	75%
Lisa Hutchinson		0	1	1	1	1	0	1	1	88%
Marcy Schmidt		1	1	1	1	1	1	1	1	100%
Penny Shervey						1	1	1	1	67%
Randy Wagner		1	1	0	0	1	0	1	0	56%
Sherri Springer		0	1	1	1	1	0	0	1	63%
<b>Total</b>		<b>6</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>4</b>	<b>6</b>	<b>7</b>	

**Golden Sierra  
Workforce Investment Board**

**MEMORANDUM**

**DATE:** September 24, 2014  
**TO:** BSC members  
**FROM:** Jason Buckingham, GSJTA Executive Director  
**SUBJ:** BSC Matrix Next Steps

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Resolution       Action Item       Information

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At the September 18, 2014, WIB meeting, the BSC Matrix was approved by the board for next steps; population and implementation.

The board made the following recommendations/enhancements:

Include:

- specific eligibility requirement
- target population

Once the matrix is web-based, this information could be captured in several ways: “info tabs, drop downs, or links to service provide website.

Golden Sierra	Business Assistance			Training			Hiring			Layoff Avoidance / Assistance		
 <p><b>Partners &amp; Services</b></p>	Business plan development, loans and other financial assistance.	Counseling, training, and/or networking.	Subsidized employment opportunities to hire.	Paid or non-paid internships, job readiness & preparation.	Professional skill development, Incumbent worker training.	On-the-Job Training, Work Experience (WEX), Welfare-to-Work subsidized employment, Employment training Panel.	New Hires: Assistance and support with job announcements & postings, job fairs and recruiting events, interview scheduling and/or interview space, pre-screening of qualified candidates, and advertising.	Post Hiring: Training and skill development, incumbent worker training, human resources assistance.	Employer Incentives: Subsidized employment programs, Work Experience (WEX) programs, tax benefits / credits, veterans credit, On-the-Job Training	Layoff Avoidance: Layoff aversion/prevention, employer resources, employee hiring assistance, business assistance.	Layoff Assistance/Termination: Reduction in force, outplacement services, Employment Development Department informational session, employer resources for employee presentations/resources.	Post Termination: Training, job search assistance, Employment Development Department filing.
California Employers Association												
Department of Rehabilitation												
California Employer Advisory Council												
El Dorado County Health & Human Services												
El Dorado County Economic Development												
EDD Workforce Services (incl. Vet. Svcs)												
Experience Works (Mature Worker Program)												
Golden Sierra Job Training Agency												
Connections Centers – Alpine, El Dorado & Placer Counties												
Placer County Business Advantage Network (Health & Human Services and Economic Development)												
Placer Independent Resource Services												
PRIDE Industries												
Sierra College												
Sierra Economic Development Corporation (SEDCorp) Economic Partners in Change (EPIC)												
Small Business Development Center												
Whole Person Learning												

**Golden Sierra  
Workforce Investment Board**

**MEMORANDUM**

**DATE:** September 24, 2014  
**TO:** BSC members  
**FROM:** Jason Buckingham, GSJTA Executive Director  
**SUBJ:** WIB Partner Survey

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Resolution       Action Item       Information

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The following WIB Partner survey outline was developed at the July 23, 2014, BSC meeting. Further discussion and development of questions is needed prior to distribution.

**WIB Partner Survey**

Objective is to engage employers in training programs and identify the area of need. It was suggested that a survey could contain suggestions of categories and define soft skills. The three questions on the survey would be:

1. What are you seeing as far as industry needs, per your industry?
2. What are you seeing as far as Category Specific needs?
3. What are you seeing as non-specific needs?