

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

Wednesday, February 26, 2014 – 9:00 am

North American Title Company
4357 Town Center Blvd., Suite 210
El Dorado Hills, CA 95762

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

I. ROLL CALL AND INTRODUCTION OF GUESTS

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

Present: Daniela Devitt, Laurel Andrews, Lisa Hutchinson, Marcy Schmidt, and Sherri Springer.

Absent: Jenny Wilson, Kathleen Burris, Kathy Matranga-Cooper, and Randy Wagner.

Guests: Judy Onorato, Latanya Johnson, and Lorna Magnussen.

II. APPROVAL OF AGENDA

Motion to approve agenda as presented by Schmidt, second by Hutchinson.

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 January 22, 2014 BSC meeting

For Information

B. Attendance Log

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

Motion approved unanimously.

IV. MEETING HOST INTRODUCTION

Judy Onorato is the Marketing and Sales Representative for North American Title Company. Owned by Lennar Builders, North American Title Company is among the largest real estate settlement service providers in the United States, offering its customers a unique blend of personal and dependable service, combined with the unsurpassed financial strength and stability of its S&P 500 parent company. The business is the first branch in El Dorado County and has been in the County for three years. In business for sixty years this year, the main density of North American Title branches is in the Bay area and Southern California. The business is expanding and hopes to add more branches in the El Dorado and surrounding areas.

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

Schmidt reminded members and guests about the upcoming Tri-County Job Fair. The job fair includes Placer, El Dorado and Sacramento Counties and will take place on Friday, March 21, 2014 at the Folsom Community Center. More than 60 companies are expected to attend and more than 700 attendees.

VI. APPROVAL OF NEW COMMITTEE MISSION

At the committee meeting in January members decided to modify the mission statement. The new statement is as follows:

To coordinate reliable, valuable resources for the business community.

In accordance with the Brown Act, the committee is required to vote on such changes.

Motion to approve the new mission statement by Schmidt, second by Springer.

Motion approved unanimously.

VII. COMMITTEE GOALS

Survey results – Buckingham created a survey using Survey Monkey to collect information and data from WIB members as it relates to services offered to businesses. Six WIB members responded; Johnson shared the results with the committee and completed the Business Services Guide template to reflect the information collected.

Business Services Guide – The Business Services Guide will serve as a tool for committee members, WIB members and staff members. A working draft of the guide was put together by Johnson and presented to committee members. The guide shows a layout very similar to that of the Business Advantage Network (BAN) handout. Partners and service providers are listed and the services offered to businesses are checked accordingly. The back of the guide will contain contact information of each partner and service provider listed.

There was general consensus on the layout, design and information included in the guide. It was suggested to further define the categories and to add a page number reference to the Business Resource Guide. Committee members will send their ideas for defining the categories to Magnussen. Johnson and Magnussen will work together to summarize the ideas and to further define the categories and bring this information back to the committee. The website will also be added to the guide as a point of reference, especially once the Business Resource Guide is live on the website.

Business card, sticker and postcard –The idea to create a business card for committee members was reintroduced. Members also revisited the idea of adding a sticker to their current business cards. The sticker would be small enough to place on existing business cards. It should include the WIB logo and perhaps the website.

Schmidt liked the idea of a postcard versus a business card. Devitt and Schmidt agreed that a post card would stand out more than a business card.

Magnussen mentioned quotes had been obtained for these items in the past. Johnson will update the quotes and bring them to the next meeting for review and discussion.

VIII. REPORT OUTS

Hutchinson – Cokeva has decided to lease their additional building space to Quest, a technology management company. There will be staff of up to twenty at this location serving as a data service center for companies like Apple.

Springer – Current legislation surrounding childcare and preschool could have an impact on Springer’s business. The bill, SB 837, introduced by Senator Darrell Steinberg, would offer every 4-year-old a seat in a classroom that meets at least twice as many national benchmarks for quality than the preschools the state pays for now. Currently, state-funded preschool programs in California are available only to some students from low-income families and kids who turn 5 during the first three months of the school year. Early learning advocates say many low- and middle-income kids are going without state-funded services, even though these children are the most likely to start kindergarten behind. Late last year, Assembly Democrats called for expanding transitional kindergarten to all 4-year-olds. And in early January, Steinberg introduced legislation expanding on the idea.

Schmidt – The expanded Subsidized Wage Program is underway. There are six people who will be placed in a paid work experience with local nonprofits, including the county. Schmidt is meeting with Human Resources Director this afternoon in an attempt to open other doors within the county offices. The internship program was not as successful as intended due to many clients being parents, in school and trying to complete internships. This is through the Community College Foundation who serves as the employer of record.

Andrews – eWOTC is still under development. This is the electronic method to file the Work Opportunity Tax Credit (WOTC) applications. The Work Opportunity Tax Credit (**WOTC**) is a Federal tax credit available to employers for hiring individuals from certain target groups who have consistently faced significant barriers to employment. The electronic process will become more public and accessible soon where businesses and agents can complete up to 500 applications at a time. Letters will be issued to employers in the near future to educate them on the new process. Information will also be on the EDD website.

EDD is working with Veterans more closely as the program has changed over the years. All Vets will not get intensive services with a Vet rep and will be able to meet with line staff in an effort to provide the best service possible.

Devitt – The Employer Forum event is held at the end of each 16 week ProEdge session. Each time the Forum is held the turnout improves. Current and former members meet at one location and employers like VSP, SMA America, Sutter Health, DST, Blood Source and Dignity Health attend. The Forums are like talk shows. The panel talks about their companies, cultures, opportunities and insider information on what makes a candidate stand out and what knocks them out from the start. Attendees then have an opportunity to ask specific questions. Sometimes attendees are hired after these events. At any given time there are 70-100 attendees; they are looking to find another location to accommodate future Forums.

Magnussen – GSJTA is working with SEDCorp on putting together this year’s Business Owners Survival Strategies (BOSS) workshops. The workshops are free to attend (first come, first served), all day business boot camps, including lunch. Workshops will be held in Auburn, Lincoln, and Roseville between now and June 30th.

IX. NEW BUSINESS / FUTURE AGENDA ITEMS

1. Update on goals and strategic plan.

X. NEXT MEETING – March 26, 2014, Roseville, Chamber of Commerce

XI. ADJOURNMENT

Motion to adjourn by Andrews, second by Hutchinson.

Meeting adjourned at 10:55 am.