

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

**Wednesday, March 26, 2014 – 9:00 am**

**Roseville Chamber of Commerce  
650 Douglas Blvd.  
Roseville, CA 95678**

*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 9:00 am by Acting Chair Burris.

Present: Daniela Devitt\*, Jenny Wilson\*, Kathleen Burris, Laurel Andrews, Lisa Hutchinson, Marcy Schmidt\*, Penny Shervey\*, Randy Wagner, and Sherri Springer.

Absent: None

Guests: Darlene Galipo, Latanya Johnson, Lorna Magnussen, and Michael Indiveri.

\*Denotes arrival

\*9:02 am Shervey and Wilson arrived

II. APPROVAL OF AGENDA

**Motion** to approve agenda as presented by Hutchinson, 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 February 26, 2014 BSC Meeting

For Information

B. Attendance Log

**Motion** to approve Consent Agenda Items A & B by Springer, second by Hutchinson.

**Motion** approved unanimously.

IV. MEETING HOST INTRODUCTION - None

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

\*9:05 am Devitt arrived

Indiveri reported the following facts, statistics, and information:

- The Labor Market report through February 2014 shows the national unemployment rate is 6.7%.
- 175,000 net new jobs created in National Labor Market, a sizeable increase from December and January which were at about 74,000. (Creating 200-250,000 net new jobs is considered a booming economy).
- Participating rate increased to 63% of the people eligible to work; in the 90's that figure was closer to 70% and the number has been trending down since, until recently.
- The voluntary quit rate is 1.6%. This rate was 1.8% a couple of months ago. The higher the rate, the more comfortable people feel about the economy and this show by their willingness to leave one job to look for another. Between the years 2000 and 2006 this rate was 2.1%.
- Long term unemployed is still an issue. Princeton University conducted a study that showed 3.8 million people have been unemployed six months or longer (this is 37% of total jobless population or people looking for work).
- Wall Street Journal report showed 1 out of 6 males between ages 25 and 54 (which is considered prime working age) is unemployed. This is about 16%.
- Among males ages 25 and 54, in the year 2007, 13% were unemployed.
- California's economy has recovered all of the private sector jobs held before the recession, with the exception of one sector: government.
- 26% of Sacramento region employment is government

Indiveri provided a handout that shows trends in the major industrial sectors. The article, from Wall Street Journal, shows leisure and hospitality and constructions doing well. Information technology is not doing well. The handout with additional details was provided to all meeting attendees.

\*9:12 am Schmidt arrived

## VI. COMMITTEE GOALS & STRATEGIC PLAN

**Resource /Guide Tool** – The committee previously discussed, selected, and agreed upon categories to use inside of the Business Services Guide/Tool. The categories, definitions, and subcategories that were agreed upon are as follows:

- Hiring: Job postings, job fairs and recruiting events, interview scheduling or space, pre-screening of applicant pool
- Post Hiring: training and skill development
- Training: Paid or non-paid internships, skill development
- Termination or Layoff: Layoff aversion
- Post Termination: Training
- Startup Business Assistance: Business plan development, loans and other financial assistance, counseling, training
- Employer Incentives: Subsidized wage programs, tax credits

After additional discussion about the above mentioned categories and definitions committee members decided to make additional changes.

Andrews mentioned the term “post-hiring” is not commonly used and shouldn’t be included. Burris and Galipo suggested having fewer categories. Galipo suggested six main categories; Burris recommended as few as three. Indiveri liked the idea of three main categories. He reminded committee members that this guide is a tool for staff to help businesses when they call. The tool should be simple and easy to use. Magnussen suggested adding human resource assistance and incumbent work training. Wagner strongly felt that the inclusion of the business assistance category is not fitting. He emphasized the other categories are workforce related whereas business startup and operation is different. While some committee members agreed with Wagner there was general consensus that the business assistance category should still be included.

In an effort to reduce the number of categories and make the information more user friendly, the committee came up with the following to be used in the guide/tool:

- **Business Assistance**  
Business plan development, loans and other financial assistance, counseling, training, networking, subsidized employment opportunities to hire
- **Training**  
Paid or non-paid internships, professional skill development, job readiness & preparation, work with team to develop incumbent worker training, On-the-Job Training, Welfare-to-Work Unsubsidized employment, employment training panel
- **Hiring**
  - 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 wage programs, tax benefits / credits, veterans credit, On-the-Job Training
- **Layoff Assistance/Avoidance**
  - 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

Johnson will send the new list with tiers to committee members for review and final feedback prior to the next meeting.

**Business cards, postcards, and stickers** – Quotes for business cards, postcards, and stickers were secured. The committee reviewed the quotes and liked the idea of the stickers the most. Magnussen mentioned the stickers would include the Next logo and website. Wagner did not like the idea of including the website due to the sticker size. He suggested that the logo only be placed on the sticker. This would highlight the brand and help begin conversations about the agency, the committee, etc.

There was general consensus to include a link on the sticker. Johnson shared that the sticker can be purchased in several different sizes and the goal is to not create a sticker too large that would take away from the business card itself. Johnson will send a sample of various sticker sizes to committee members. This will be discussed further after members can review the sample.

VII. REPORT OUTS

**Schmidt** – Currently updating marketing material since reimbursement program is now up to \$10,500; Received permission from management to borrow video camera in hopes of taping Job Connections panelists to develop enough footage to share online; Tri-County Job Fair was a success -more than 800 attendees and approximately 74 tables with businesses; every table was full and the event was busy all day; Held Economic Development breakfast this month; Cokeva was honored as Business of the Year.

**Wagner** – Half way through the Youth Financial Literacy Program at Placer High School; the class is 8am-9am on the 4<sup>th</sup> Wednesday of the month; 52 sophomores in the AVID program are participating and staff are getting them ready for job search and interviews. Wagner's staff has learned the class is too lecture based; students are not taking notes, seem to want hands-on experience and need to be entertained. Last year Wagner's team worked with seniors, this year they are working with sophomores. They are considering starting this program in junior high.

**Burris** – Participated in Roseville Connections Job Talk; brought store manager and he was very impressed; Burris says the Job Talk event was great, staff were very prepared, and they did a great job.

**Wilson** – Penny Shervey is the new full-time Business Services Representative in El Dorado County; she will be attending the committee meetings and Wilson is excited to have her on board; CAO office is putting together an economic development team that they will be a part of; El Dorado participated in the Tri-County Job Fair which was a huge success.

**Magnussen** – GSJTA continues to develop Next (Next Generation of Business Services) program; the agency has contracted with SEDCorp to put on five Business Owners Survival Strategies (B.O.S.S.) workshops- 3 in Placer County, 2 in El Dorado County. The workshops are all-day and include lunch and be held between now and June 30<sup>th</sup>. The agency has also contracted with CEA to do job development.

**Devitt** – Working to move the Professional Edge event that takes place at the end of every 16 week session. They are considering Cokeva as a location but have to work with Sacramento Employment Training Agency (SETA) who has hosted this even in the past. The idea is to find a location that will accommodate attendees from multiple locations.

VIII. NEW BUSINESS / FUTURE AGENDA ITEMS - None

IX. NEXT MEETING – April 23, 2014, El Dorado County

X. ADJOURNMENT

**Motion** to adjourn by Burris, second by Andrews.

Meeting adjourned at 10:55 am.