

**GOLDEN SIERRA WORKFORCE INVESTMENT BOARD  
REGULAR MEETING  
Minutes**

**Thursday, July 17, 2014 - 1:00 pm**

**Folsom Lake College – El Dorado Center  
Community Room  
6699 Campus Drive  
Placerville, CA 95667**

I. ROLL CALL AND INTRODUCTION OF GUESTS

Quorum was established and the meeting was called to order by at 1:10pm.

Present: Anette Smith-Dohring, Christina Nicholson, Daniela Devitt, David DeLeonardis, David Frazier, Eric Cooper, Jason Buckingham, John Tweedt, **Kim Pellow**, Marcy Schmidt, Mark Frayser, Martha Escobedo, Michael Zimmerman, Panda Morgan, Randy Wagner, Rick Larkey, Sherri Springer, Stewart Schurr, Tim Cook, Tink Miller

Absent : Carol Pepper-Kittredge, Julia Burrows, Kathy Burris, Kevin Ferreira, **Kimberly Pellow**, Laurel Brent-Bumb, Maggie Valenzuela, Paul Castro, Vic Wursten, William Reed

Guests: George Marley, Diane Patterson, Michael Indiveri, Lisa Flores, Lynda Webb, Jennie Wilson, Darlene Galipo, Dale Van Dam, Lorna Magnussen

Introduction of Dale Van Dam, Dean of Instruction at both the El Dorado and Rancho Cordova Centers of Folsom Lake College. Folsom Lake is one of the four colleges in the Los Rios District, including two outreach centers. The El Dorado Center serves about 2,500 students each semester. A large percentage of the students are GE transfer. CTE programs are also offered and these include, Medical Laboratory Tech, Fire Technician, Human Service and EMT training.

The Board officially recognized and welcomed Rick Larkey as the new Vice Chair. The following membership changes were announced:

Resignation: Jim Hegerty; replacement to be approved at August 6<sup>th</sup> Governing Body.  
New members: John Tweedt, Julia Burrow, Stewart Schurr, and Mark Frayser.

Miller welcome new members present: Tweedt, Schurr and Frayser

II. APPROVAL OF AGENDA

Request to move WIA service provider updates, item XIII up after item number IX.

Strike Item 3C, the consent agenda review of the minutes from 5/15 not available.

**Motion** to approve agenda as amended by Devitt, second by DeLeonardis.

**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 15, 2014  
WIB Meeting
- B. Approval of Youth Council application; Parker Trout  
Representing Youth (Placer)

Informational

- C. Review of Minutes from May 15, 2014 (removed)  
Executive/Finance Special Meeting
- D. Attendance Log

**Motion** to approve Consent Agenda item A, B & D, by DeLeonardis, second by Buckingham.

**Motion** approved unanimously.

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

No comments.

V. APPROVE TRANSFER OF FUNDS K594759

Buckingham informed that this transfer is a standard practice and would allocate funds to serve Dislocated Workers as an Adult. This minimizes eligibility documentation.

**Motion** to approve transfer request by Rick Larkey, second by Smith-Dohring.

**Motion** approved unanimously.

VI. APPROVAL OF MOUs

- Experience Works
- Employment Development Department (EDD)
- Department of Rehabilitation (DOR)

Memorandums are required by WIA in order to document how referrals and services will be integrated to individuals throughout the partner organizations. Some of the requirements have changed. WIA currently stipulates requirements for MOUs so when the WIOA is in effect these will most likely need to be redone.

**Motion** to approve MOUs by DeLeonardis, second by Schmidt.

**Motion** approved unanimously.

VII. REPEAL WIBD12-01  
LOCAL ELIGIBLE TRAINING PROVIDER LIST (LTPL) POLICY

Galipo announced that there have been some changes and new requirements on the state ETPL. Golden Sierra had requested approval in the past from the Board to create a local provider list. The new state system has strict requirements as to the quality of training that is being offered from the providers. This request is for the repeal of Directive WIDB12-01 allowing for a Local ETPL, which is no longer needed. DeLeonardis asked if the new list was in place. Buckingham stated there is a new list and assured that provider's that were on the Golden Sierra list have been notified of the change. Galipo added that the regular local providers were encouraged to reapply to the new list and most of them have done so. Devitt stated that the website does not provide a direct link to the EDD to access the list and that you have to go through CalJOBS website. Cooper confirmed that you have to go through the CalJOBS website to register. Smith-Dohring suggested that registration helps to capture user data.

**Motion** to approve the repeal by Cooper, second by Devitt.

**Motion** approved unanimously.

VIII. PARTNER PRESENTATION

TIM COOK, EXPERIENCE WORKS

Experience Works, formerly Green Thumb is a national, non-profit company and their mission is to improve the lives of older workers through unsubsidized employment. Cook's service area includes Placer, Nevada, Sierra and Plumas counties.

The agency started in 1965 under the support of Lady Bird Johnson and was geared at that time towards rural workers. The focus since then has been redirected to a different demographic. The main support, in more recent years has been from donations and grants. The main grant is from The Department of Labor for the Senior Community Service Employment Program. This program centers around workers, 55 and up and is for low income seniors. To be eligible for the program you have to be under 125% of the established poverty level for that year, be eligible to work in the United States and possess two barriers for employment. Starting July 1, 2014 the minimum requirement for barriers will increase to three. Barriers are defined as disabilities, low income prospects in the area of residence, English language issues and low reading comprehension skills. Age, however is not considered a barrier.

Some of the myths about hiring older workers; viewed negatively by customers, forgetfulness, no desire to advance or stay with the company for long term, not flexible or resistant to change or that they do not need to work, have all been refuted. Older workers have good attendance, solid performance records, loyalty and dedication, practical knowledge, emotional stability, experience and they display an ability to get along with others. Cook states that they are looking for new host agencies to partner with and that they have to be 501C or government agencies.

Cook stated that the applicants contact him or his assistants via phone and a pre-screening of eligibility is done at that time to see if they meet the income requirements. If they are not eligible, they are referred to other programs. If they are eligible, they are scheduled for an appointment and asked to bring in proof of eligibility.

The program has 6 metrics/goals:

1. Enrollment requirements for each county are: Placer 23, Nevada 10, Plumas 3 and Sierra 1. Enrollment must be at 156%. For example, Placer must exit 10 people each year, to be able to bring 10 people on.
2. Applicants need to be training at least 20 hours a week.
3. Most In Need - Verify that applicants meet the barrier requirements.
4. 56.3% success rate of entered employment.
5. Retention rate - requires applicants keep their jobs for 18 months.
6. Average earnings - applicants must receive wage increases and cannot stay at minimum wage throughout the program.

Morgan asked what occupations are you able to match applicants up with. Cook stated that receptionist positions are popular, due to a large percentage of applicants being women. Also, they provide training programs like Class C licenses, forklift and truck driver training. Computer training is a requirement of all applicants.

Cooper inquired if there was a waiting list. Cook stated that there are 12 eligible on the Placer County waiting list and 4 on the Nevada County list.

DeLeonardis asked he average cost to serve an applicant. Cook replied that under the stimulus package it was \$7,900 per applicant.

Devitt asked what the average age of your participants was. Cook said 65. Devitt said that the Professional Edge program has seen an increase over the last 5 years from 49 to 55. From an employer standpoint, applicants that show a greater understanding of technology advancements and that they have updated their skills eliminate the age issue.

Frayser asked if applicants are often hired permanently at the training site after the 18 months. Cook stated what while this is the goal, it doesn't always happen.

Morgan inquired if they were serving ESL clients. Cook said absolutely.

Nicholson inquired if there was any collaboration with Veterans Services. Cook stated that they do have a priority preference list and Veterans 65 and older are first on the list and their spouses are second.

Larkey asked how many people are potentially eligible for your service in our area. Cook stated Placer County has slots for 23 people but was unsure how many people would qualify for services in the region.

## IX. LABOR MARKET INFORMATION PRESENTATION

GEORGE MARLEY  
EMPLOYMENT DEVELOPMENT DEPARTMENT  
LABOR MARKET INFORMATION DIVISION

- A long term unemployment analysis handout, with data for California State was distributed

- The overview of the population for Placer, Alpine and El Dorado counties shows the total at 544,316. The growth rate from 2000 to 2013 for Placer County shows a 32.4% increase. California's growth was at a rate of 11% and most of the counties in California were above the 11% for the state, with the exception of Alpine which lost 4.2%. The population breakdown for El Dorado County shows the largest percentage of growth in the 40-59 age group, with a median age of 44. Placer County also has an older median age at 40 compared to other regions. Alpine County's largest age group is between 40-60, with the median at 47. Yolo stands out at 30, mainly from the influence of UC Davis.
- El Dorado and Placer Counties are trending up for growth in K-12 enrollment. The growth is from many factors; growth in Roseville and Lincoln areas, relocation from the Bay Area and the work that is being done in the flood plains and on the canals. California state's education markers show 81% growth for high school or higher and 30% for Bachelor's degree or higher. Placer County's numbers are on the high end with high school graduates at 90% and Bachelor degrees is at 30% compared to Sacramento at 85% for high school and 28% for Bachelor's degrees.
- The regional median income for Alpine County is at \$59,931 and Placer and El Dorado Counties are in the \$70k range.
- There was a group discussion about why the Alpine number would come in so low, when a large number of the residents are wealthy. Some ideas are that the entire population is only 1,100 and a quarter of the population of the county are Washoe tribe members. There is significant poverty in the region due to the lack of resources.
- Placer and El Dorado counties poverty levels are some of the lowest for the region. The same is true for the over 65 population in those counties. Alpine County is at 13.7% for their poverty level and for over 65 they are at 8.8%. The child poverty level is low in Alpine, at 5.2% and El Dorado and Placer child poverty levels are low when compared regionally.
- The per Capita, personal income for Alpine County is at \$27,000. El Dorado County is a bit higher at \$34,000 and Placer County is \$35,000.
- Marley showed a map of each county that demonstrated where the populations reside. A large percentage of the people that work in El Dorado County, live in that county. The map also showed a higher percentage of El Dorado County residents that work in Sacramento. Placer County residence, the majority of people worked in Placer and Sacramento. Alpine County residence showed Calaveras County as second and Douglas County as the third, for the areas where they are working.
- From May 2013 to 2014 there was an increase of 16,800 more workers in the Sacramento region. This number includes the Metropolitan Statistical Areas (MSA) of Yolo, El Dorado, Placer and Sacramento counties. The unemployment rate dropped by 1.6% over the last year, for these counties. The number of people that were classified as unemployed also dropped 17,100.
- Construction improved by 6.8% from May 2013 to May 2014. Overall, there are 20,000 more jobs in the MSA area. The farm industry reflects a decrease of 700 jobs. The new figures, coming out will reflect the drought and how that is affecting the farm industry. The information industry is also showing a decrease of 600 jobs but for the most part, most industries are showing an increase.

- Marley reviewed the unemployment graph that exhibits data from 2000-2013. In 2000, the unemployment rates were as follows: Placer 3.6%, El Dorado 4.1%, Alpine 4.3% and California at 4.9%. 2006 showed a decrease, during the Tech bubble and then a spike, with the peak in 2010 reaching double digits, during the recession. From 2011-2014 over 10,000 jobs have been recovered in construction alone, in the Sacramento MSA.
- El Dorado County has a total of 49,500 jobs, Placer County has 140,700 and Alpine County has only 670 jobs.
- The weekly wage comparison from 2000-2013 are trending up. In El Dorado County, from 2003-2013 construction was hit hard and the growth rate decreased by 6.4%. Education and health services saw tremendous growth up near 7%. For Placer County, construction was down over 10% and education and health services increased 7% and employ over 7,100 people. There is not enough data to comment on Alpine County.

Forwarded to agenda item XIII (per revised agenda)

X. WORKFORCE INNOVATION & OPPORTUNITY ACT (WIOA) UPDATE

The Implementation date on the legislation for the WIOA is July 2015. The government has 180 days after the legislation is signed to send out the updates. Over the next 12-18 months there will be several executive meetings to work on the changes involved.

XI. SLINGSHOT UPDATE

The information presented to the Board at a previous meeting has changed; however, based on the original document we are currently working with SETA, NCCC and Yolo, and have held 3 convening's 1) Adult Skill Building, 2) Entrepreneurship, and 3) Youth Services. This has allowed us to develop the framework in the document that was provided to you today. Initially the state had \$20k available for each region for a planning phase with additional money for implementation. Since this statement, the state has released the Workforce Accelerator Funding; Golden Sierra applied for the Workforce Accelerator Funding but was not awarded. My understanding is that the state has taken the money available for the SlingShot planning phase and folded it into the Workforce Accelerator program. There will be money for implementation but it is tied up in the state budget until January or February, and we are unsure if any planning phase funds will be carved out of the implementation pool. Buckingham stated the local areas currently participating believe in the planning process and are looking at ways of implementing the program prior to the release of the SlingShot proposals. Smith-Dohring said that there were funds from the 5% set aside that needed to be spent by the end of the year and those are the funds that were used for the Accelerator grants but there should still be Slingshot money available. There is not a deadline or an RFP for the Slingshot program, you just submit an application.

XII. STATE PLAN UPDATE

Sector Strategies

Working on distributing the Prop 39 funding that was received for Conservation Corp members. The program is designed to put Corp members through the MC3 curriculum and then through an apprenticeship in energy efficiency and construction or other apprenticeship programs. The first round of training for the instructors has occurred and an instructor from Sierra College will be working with the first class. The first class will begin in October and will have roughly 20 members. At the end of their instruction period there will be money for supportive services and possible OJTs.

Larkey stated he will be sending out a 6 month report in the next week that will highlight accomplishments. A full membership event will be held on August 11<sup>th</sup> where there will be a labor market update on the construction sectors and will feature the MC3 certification. A panel of general contractors and developers will also be presenting on the various growth issues and what kind of workplace opportunities may be available.

### XIII. WIA SERVICE PROVIDER UPDATES

#### Alpine County Consortium

A new hire from the Department of Rehab in Nevada has joined the team and will be working in the One Stop.

#### El Dorado County Consortium

- In past month
  - 849 served in South Lake Tahoe and Placerville One Stops.
  - 16 workshops; some featured the Next Skills program. One of the workshops introduced a new module of the Next Skills that focused on diversity. .
  - 2 employer forums and BOSS workshops in June and even though they were small, the feedback is that they went very well. The business services representative found that there were several businesses that would have liked to attend but the workshops were all day sessions. They are working on developing shorter workshops in the future.
  - Business Services representative visited 45 businesses in June and is getting the word out about WIA . They are trying to gain a greater understanding of the local businesses to be able to anticipate their needs. The Economic Development group is developing an unofficial campaign, projecting the impact on the area, if every small business hired just one, new employee. In Tahoe, the business service representative visited 10 businesses.
  - Working on spending the DEI grant by serving those with disabilities. Thanks to Golden Sierra, there may be an extension granted.
  - South Lake Tahoe center is working with The Great Basin Institute annually and there are 6 youth, currently placed there.
  - A monthly performance meeting is taking place and as a result, it was discovered that some of the data entry was inaccurate. Since then, there have been great changes to correct and improve the process by the staff.
  - Moving ahead with the GED project.
  - The Tri-County Job fair is on 8/22 at the Roseville Sports Center.

### Golden Sierra Job Training Agency

- Several business assistance outreach events since the last meeting. There were 4 BOSS workshops in Roseville, Lincoln, El Dorado Hills and Shingle Springs, with a total of 47 businesses attending. 70% plus of the attendees rate the workshops at 5 on a 5 and 80% at a 4 or 5. Most of the feedback is that there is too much being packed into one day. There is some new social media marketing taking place that has really boosted the popularity of the events.
- An ongoing recruitment for CVS has been successful and in recent efforts additional recruiting services for the three Auburn locations took place. For the 3 positions open, 10 individuals were referred, 7 were interviewed and 2 were hired.
- Collaboration with Enable Energy; Placer recruited and placed 3 summer interns in the Business Development, Marketing and Finance Departments.
- 2 Employer Seminars by Lisa Jordan took place. The two topics focused on were *Expanding Your Customer Base and Increasing Profitability* and *Marketing Your Business Needs with Social Media*. Around 70 individuals attended the seminars.
- 3 different Job Connection events, featuring Fed Ex, PRIDE and Caltrans.
- Independent City; event put on for the youth with 109 attendants.
- Working on expanding services at the Tahoe/Truckee region. There is a job fair coming up in November at the North Tahoe event center, at King's Beach.
- The Auburn center will be shifting how services are delivered. The new services will begin on August 18<sup>th</sup> and will provide more of a guided service method. Essentially, there will be a two week guided course offered to clients that will have the same courses available in all the regional centers, every two weeks to accommodate schedules and maximize efficiencies.

### PRIDE Industries

PRIDE is doing well with good performance

[Return to agenda item X \(per revised agenda\)](#)

## XIV. COMMITTEE UPDATES

### Business Services Committee

Continued effort on the resource guide for the staff and partnership in the WIB and will try to have a sample at the next meeting.

New schedule approved for meetings being held every other month.

### Executive & Finance Committees

Did not meet in June and August will be Executive only. Finance will possibly be moved to September.



Youth Council

Membership is growing so they are able to meet the quorum more often. There is a strong focus on Basic Skills forming out of the 8 goals that the YC was assigned by the Board. 75% of youth are not passing assessments and 71% of youth were below the basic skills requirement. This exhibits the need for a refined list of resources, which will be the focus of the strategic planning meeting being held offsite on September 17<sup>th</sup>. They are hoping to collaborate with high schools and colleges to be able to offer a more extensive resource list for basic skills. There was also discussion of the WIOA focus of youth services: pathways for youth; drop-out recovery; education and training, leading to diploma; and Recognize Post-Secondary Education credentials.

XV. FUTURE AGENDA ITEMS/NEW BUSINESS

Future Agenda items:

1. WIOA updates
2. Conversion from JTA to VOS, meeting next week to discuss issues at the state level.

Marcy Schmidt stated that Placer County had received \$446K towards expanding the Subsidized Employment Program. Over the summer 29 students have been placed in county sites and non-profits. Over the past fiscal year over 80 individuals have been placed and over a quarter million dollars has been put back into the economy by paying back wages to employers. One individual is making \$48k a year and there are numerous participants that are making over \$18 and hr.

XVI. NEXT MEETING – Thursday, September 18, 2014 – Brandman University

XVII. ADJOURNMENT

**Motion** to adjourn at 3:10 pm by Miller

Meeting adjourned