

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

**Thursday, September 18, 2014 - 1:00 pm**

**PRIDE Industries  
10030 Foothills Blvd  
Roseville, CA 95747**

**I. ROLL CALL AND INTRODUCTION OF GUESTS**

Quorum was established and the meeting was called to order by Miller, Chair, at 1:10pm

Present: Carol Pepper-Kittredge, Christina Nicholson, Daniela Devitt, David De Leonardis, David Frazier, Eric Cooper, Jason Buckingham, John Tweedt, Kevin Ferreira, Kim Pellow, Marcy Schmidt, Mark Frayser, Martha Escobedo, Michael Zimmerman, Panda Morgan, Paul Castro, Rangy Wagner, Stewart Schurr, Tim Cook, Rick Larkey, Tink Miller, and Victor Wursten.

Absent: Maggie Valenzuela, Anette Smith-Dohring, Kathleen Burris, Laurel Brent-Bumb, Sherri Springer, William Reed, and Robert Ward,

Guests: Lorna Magnussen, Traci Cummings, Darlene Galipo, Raeme Kennedy, Terri Trombley, Jenny Wilson, Michael Indiveri, Felicia Buasan, Eric Elberg, George Marley, Jay Onasch, Kristin York, Mindy Tubra, Gabriel Garcia, and Laurel Andrews.

Announcements:

Julia Burrows: Resigned

Robert Ward: New WIB Member

Kristen York: Guest Speaker

Panda Morgan: Retiring; last day on the 30<sup>th</sup> of September; Miller thanked her for her service.

**II. APPROVAL OF AGENDA**

**Motion** to approve agenda: Eric Cooper, second by, Kevin Ferreira

**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 July 17, 2014 WIB Meeting.
- B. Approve Youth Council Applications.
  - Ashley Spiegelberg – Youth Clerk  
Representing Youth (El Dorado)
  - Mariana Garcia – Placer County Probation  
Representing Juvenile Justice

Informational

- C. Review of Minutes from August 21, 2014 EC Meeting
- D. Attendance Log

**Motion** to approve Consent Agenda Items A - D: David DeLeonardis, second by, Michael Zimmerman.

**Motion** approved unanimously.

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

Mike Ziegler, President and CEO of Pride Industries, was introduced. Mr. Ziegler explained how Pride Industries was started in 1966. He explained that a small group of devoted parents met in the basement of a church of Auburn, California and their goal was to create an organization that would find meaningful work for children with disabilities.

Marcy Schmidt announced Placer County received funds last year to expand the Subsidized Employment Program (SEP), SEP is contracted with the Community College Foundation to place individuals in paid work experience sites, or paid internships. They are expecting a slight increase this year. Last year they received \$185,000 and this year they were awarded \$913,000. A larger increase than they had anticipated. Marcy stated that they are looking for opportunities to utilize the money in the community and are hoping that their partners will come up with ideas. They are looking for training opportunities, businesses that may want to hire new employees and businesses that need new trained workers. They will pay wages through the Community College Foundation.

Eric Elberg, Senior Consultant with the Division of Apprenticeship Standards is assigning a permanent consultant to every board in his region. Eric introduced Felicia Buasan as the permanently assigned consultant to Golden Sierra.

Tink Miller announced that twice a year Placer County has a Pre-Medication Take Back Day. There will be over ten locations and it will be held on September 27, 2014 between 10:00am and 2:00pm.

V. APPROVE WIA FINAL 14/15 BUDGET

Terri Trombley refers the board to page 25, row 7, and column C/A for a correction to the document. She shows a 102% increase, but is actually a 2.89% increase in our funding sources and expenditures. There are not a lot of changes from Draft to Final and the budget has been reviewed by the Finance Committee. Golden Sierra is on track for expenditures.

- Rapid Response shows a little increase. (K5-2014)
- Layoff Aversion: \$41,000 for the Consortium.
- SETA-NEG-OJT: Training to be provided, but a challenging population to serve. (Veterans that are long term unemployed and are a very specific target group.)

**Motion** to approve WIA Final 14/15 Budget: Eric Cooper, second by, Panda Morgan.

**Motion** approved unanimously.

VI. APPROVE DEI FINAL 14/15 BUDGET

Terri Trombley refers to page 36 to discuss the DEI Contract. This is the last year of funding for this award. Trombley requests approval for the column that is titled Fiscal Year 2014/2015 Budget. Trombley stated this was a project where funding started in October 2011, but Golden Sierra was not officially awarded until January/February 2012. The award will be fully expended by December 31, 2014. The grant deadlines have been extended to:

- DEI – Wagner Peyser – Extended March 31, 2015
- WIA – Extended March 31, 2015
- Flex Funding – This award must be fully extended by September 30, 2014.

**Motion** to approve DEI Final 14/15 Budget: Eric Cooper, second by, Daniela Devitt.

**Motion** approved unanimously.

VII. APPROVE PROP 39 FINAL 14/15 BUDGET

Terri Trombley reviewed Prop 30 Final 14/15 Budget and the final budget reflects the spending plan for the grant award. The money was awarded to a partnership of SETA and Golden Sierra. Golden Sierra acts as a sub-recipient to SETA and must submit a budget to finalize the contract. We know the budget for the program has not been finalized on our end. We will have to submit a budget revision once everything has been finalized locally.

**Motion to approve Prop 39 Final 14/15 Budget:** Rick Larkey, second by, Panda Morgan.

**Abstained:** Carol Pepper-Kittredge,

**Opposing:** Randy Wagner

VIII. APPROVE BSC MATRIX

Daniela Devitt reviewed the BSC Matrix and requested approval from the WIB. Daniela explained that the Matrix is an education tool for our partners and staff. It will be a starting point and she requested the board to fill out the Matrix regarding each partners respective services and return by November 19, 2014 BSC Meeting.

Christina Nicholson asked if there would be space on the chart to specify more information for target populations. Lorna Magnussen replied that each program will have their own eligibility requirements and the BSC envisioned a Resource Book that may have a matrix that will have all of the services provided and eligibilities requirements for each program.

Tink Miller asked if there would be room for websites to be included for our clients to reference. Carol Pepper-Kittredge suggested links or pull down menus that would navigate the client deeper into a specific answer for each program.

**Motion** to approve the BSC Matrix: Stewart Schurr, second by, Eric Cooper.

**Motion** approved unanimously.

IX. APPROVAL OF MOUs

A. PCOE – 49er ROP

B. Project GO, Inc. (CSBG)

C. Placer County HHS  
Employment Services & Housing Authority

**Motion** to approve MOUs: David DeLeonardis, second by, Tim Cook.

**Motion** to approve unanimously

X. PARTNER PRESENTATION – REPRESENTING SBDC:

Kristin York, the Director of Business Innovation with Sierra Business Council, explained that Sierra Business Council fosters thriving communities in the Sierra Nevada region through “on the ground” local projects that promote, develop and amplify the area’s social, environmental and economic capital. Kristin mentioned that SBC’s mission is economic prosperity, environmental responsibility, and social responsibility and that SBC’s biggest project is with Sierra Nevada Energy Watch. The Energy Watch project includes, Climate planning, Fire restoration, Northern Sierra Biomass Initiative, Water Conservation and the Sierra Nevada Gotourism. Kristin stated that the “One-on-One” Training Counseling and Partnering is very important in the developing of the Sierra Region. (Modoc, Lassen, Plumas, Sierra Nevada, Placer, El Dorado Counties) These areas are underutilized because they have been undercapitalized. The SBC has moved to the Truckee Airport Business Park where small businesses have access to the space. They plan for expansion in the future. The Truckee Airport location is being used for co-working spaces. Panda Morgan is a consultant for SBC and consults in person with the clients, via satellite locations, or at a client’s office. SBC is looking to expand consulting through web-based training/ WebEx remote trainings, group trainings and possible business boot camp.

Kristin further explained the Social & Economic impact in the Sierra:

- 3.7 million people higher unemployment
- 11% higher unemployment
- 20% below poverty

Rick Larkey asked about allocation. Kristin stated that the allocation is purely based on population and the Cash Match is a big challenge. It comes down to money, resources and finding partners. Building a network and securing the funding is Kristin's priority and that the SBC has everything from the (530) area code and above, and there is still a bid out for (916) areas in Placer and El Dorado Counties.

Randy Wagner stated that the SBC overlap is only in parts of two counties (Placer and El Dorado) and the bulk of the SBC's numbers are going to come from those two counties. The most critical success factor for the SBC is going to be what goes on within the WIB.

#### XI. WIOA UPDATE

Jason Buckingham handed out a WIOA overview pamphlet and gave WIOA overview. The WIOA Act will probably not be clearly defined for at least two years. Most of the changes are already implemented, or in the process; this will be an ongoing transition year. Golden Sierra will be offering new services with old performance measures.

- Draft regulation in January 2015
- Implementation date July 1, 2015
- Final regulations January 1, 2016

Jason Buckingham continues that there will be an anticipated reduction in funding due to the governor's ability to withhold 15% for discretionary purposes. Under WIOA the Workforce Investment Board (WIB) name is changed to the Local Workforce Development Board (LWDB). One, One-Stop-Center is required in each local area and all centers must be competitively procured unless permission is given to the local area by the Chief Elected Official and the Governor. WIOA emphasizes a clear priority to serve the low-income population and persons with barriers. It appears that eligibility will be a factor prior to anyone receiving career services. The Youth Program will undergo significant changes:

- 75% of the money has to be spent on out of school youth.
- 20% of the overall youth funding has to be spent on work based learning (Work Experience Programs/OJT Programs)

Buckingham stated that to meet performance measures, services must be rendered until a client reaches a wage that is comparable to, or exceeding, their previous wage. There are changes in the performance calculations and measurement periods. Instead of measuring entered employment in the first quarter, entered employment, will be measured in the second quarter after exit. Employment Retention used to be measured in the third quarter, but under WIOA it will be in the fourth quarter after exit. In regards to earnings, the earnings measure will now be measured as a median instead of an average. Buckingham reiterated that consolidation of the centers in Placer County may occur.

The California Workforce Association will be providing a WIOA Training on October 30, 2014. The Executive Committee members will be in attendance. In early November, there will be an Executive Committee Retreat to discuss next steps in WIOA implementation. The Executive Committee will discuss how we will move forward in order to transition to the new program successfully.

Carol Pepper-Kittredge asks about the Cash Match in the rural areas and is concerned it will be a difficult road. Buckingham states that from a WIA/WIOA perspective, we are always looking at Cash Match or what we call leverage. An example of leverage is when the employer contributes to an OJT Training contract. We reimburse a percentage of someone's wage and the employer picks up the remaining portion. For example: 80/20 (We pay the 80% and the remaining 20% is what we count as leverage). When we enter into a training contract and the participant receives grant funding in addition to WIA funding. The grant funding may count as leverage.

XII. STATE PLAN UPDATE

- Sector Strategies
- Prop 39 is part of the regional construction and energy efficiency initiative and we will start recruiting candidates for that sometime in December and/or January 2015.
- Prop 39 (OJT) February and/or March 2015, and the MC3 Certification Program allocates to train and certify others.

XIII. CWA MEETING OF THE MINDS CONFERENCE REPORT OUT

Tink Miller announced who attended the CWA Conference. The following were in attendance: Lorna Magnussen, Daniela Devitt, Darlene Galipo, Paul Castro and Rick Larkey.

Lorna Magnussen provided the following:

- No further direction regarding WIOA Board Structure or One-Stop Competitive Procurement.
- Apprenticeship Programs planning release of funding.
- Attended interesting workshop given by EMSI, presented data analysis on the Boeing Departure that showed how data was used to create transitional employment options by matching skill sets and industry factors/markers.

Daniela Devitt was a presenter at the CWA Conference and thanked everyone who attended and participated on the panel. The workshops gave a greater insight and an option to exchange ideas.

Diane Galipo stated that she was also a presenter at the CWA Conference and spoke about how to negotiate MOU's. There were two keynote speakers and one specific speaker from IDEO spoke about thinking outside the box, embracing change, and coined the phrase "Don't get ready, Get started". The other speaker, from The Department of Labor, spoke about coping with change. Galipo attended the workshop and the presenters from Los Angeles said they are already doing 70% of their allocations to serve their out of school youth participants. They have a tour bus and use it to reach their clients. They go to the clients and serve instead of clients going to their physical locations. Galipo stated that the incorporation of technology is driven with clients' verses paper and pencil.

Paul Castro shared that he liked the idea of data driven decisions.

Rick Larkey shared he went to a workshop that introduced a phone application that was able to send messages to clients about meetings and allows scanning of records and documents. Another workshop he attended was about the projection/demand of approximately 10,000 IT jobs, over the next five years, in Portland, Oregon. Their higher education system, combined, is producing 350-500 people, per year, for IT. They have contracted with an online provider to train 10,000 participants online, regardless of previous college attendance. This program was started in June and already has 5000 enrollments. Larkey stated, in regards to the JPA, we should stay flexible and figure out what is in our best interest and how innovative we would like to become.

XIV. WIA SERVICE PROVIDER PERFORMANCE

Tink Miller stated that there is no updated WIA Service Provider Performance at this time, but Jason wanted to add that we were allowed to negotiate performance measures with the State every year. Having just had the opportunity to negotiate these measures Buckingham feels what was negotiated are reasonable and obtainable measures.

XV. WIA SERVICE PROVIDER UPDATES

Alpine County Consortium

- Galipo mentioned: Lisa is going to be joining Golden Sierra Staff in Placer County, in October 2014.

El Dorado County Consortium

- One Stop Services are co-located, and between the two centers, they have served 885 clients.
- Twenty (NEXT Skills) workshops are available and we are learning that clients are struggling with basics computer skills.
- Business Services is having a Tri-County Job Fair.
- Placerville Business Services visited 30 businesses and that lead to 3 OJT, and 2 Employer Form Requests.
- Our Tahoe Business Service Representative visited 9 businesses and received 8 job leads.
- AutoZone will be helping at the hiring event in Lake Tahoe.
- We have been working closely with EDD in El Dorado County and have identified that there are 15,000 at-home businesses.
- Our two goals this year are to reach out to our Rotary/Service Organizations and Apprenticeship Programs.

Golden Sierra Job Training Agency – Darlene Galipo reported:

- Seven recruitment events to include: PRIDE, Caltrans and Invitation Homes. Invitation Homes was hiring for Maintenance Technician Positions, at \$25.00 an hour. Invitation Homes was pleased with Golden Sierra's event coordination and they will be coming back next month for us to coordinate different positions for them.
- Golden Sierra's participation has increased in community events and recently we worked with the Roseville City Library. Golden Sierra has spoken with over 200 Roseville residents.

- Placer County Stand Down – Veterans Event.
- Upcoming Events:
  - September 24th & 25th: Career GPS at Cal Expo. There will be approximately 600 Placer County Students and approximately 7,000 students total.
  - October 16th: Honor a Hero, Hire a Vet Job Fair. – Open to public; target audience is Veterans.
  - October 17<sup>th</sup>: NEW High School Seniors Girls. – Sierra College is sponsoring event.
  - October 21<sup>st</sup>; 25<sup>th</sup>: Annual Employer Seminar. – Auburn at the Ridge, Topics are mostly HR.
  - October 31st: Sierra College Job Fair.
  - November 7<sup>th</sup>: Job Fair in the Tahoe region.
  - The Employer Network status: We have assigned over 25 tickets to our Employment Network and we are starting to generate some income for that program. When we reach a certain milestone, the agency will receive payment from Social Security Administration and that can be used to benefit a Consortium.
- Last month, Golden Sierra started the “GET Hired” Workshop Series in Auburn and, in the Roseville office, they will begin the series October 20, 2014. This was an experiment to see if we could improve our content, participation, and overall value of our core workshops. This is a two week series, facilitated by Golden Sierra staff, and informs participants about career readiness. Participants will receive completed applications, resumes and cover letters. The support and interest from participants has been high and there has been a waiting list for every session.
- We have had success working in the Sacramento Area Electrical Training Center and we have placed 5 first year apprentices. The apprentices will receive classroom and on-the-job training. Golden Sierra is able to provide a scholarship of approximately \$4,000 per participant, to offset the cost of the first year of training. We are happy to be in compliance with AB554; we are building relationships with our partners that offer trainings.
- Golden Sierra has a Facebook and a LinkedIn page. If you are interested, please “like” or “follow” us. We welcome you to update us on all the new things that are going on in your areas.
- This month, Golden Sierra started the PC Basics Computer Workshops in Auburn. There is a real need for our participants in order to get exposure to PC Basic Skills. We had a solicitation that went out several months ago and Crossroads, Placer School for Adults and MTI College responded. We will be working with all three of those vendors to provide workshops. Crossroads is doing the first series in September. Attendance is a little lower than anticipated, but we expect an increase.
- PRIDE Industries – Mindy Tubra Pride stated that PRIDE Industries has really good connections with our community partners, The Department of Rehabilitation, Mark Frayser and Christina Nicholson from Whole Person Learning. We do a lot of outreach and we are involved with all the high schools, secondary schools, principals, and vice principals, which are the link to the young adults that we enroll in our program. We are trying different methods of outreach to get clients.



XVI. COMMITTEE UPDATES

- Executive & Finance Committees met today to review budgets.
- September 24, 2014: Business Services Committee Meeting.
- October 30, 2014: WIOA Overview Meeting at the Lions Gate Hotel.
- November 19, 2014: Youth Council Retreat Meeting. Goals for the retreat:
  - Look at who we are and get to know each other. (Bio's)
  - Set Goals.
  - Get Hired series for the youth.

XVII. FUTURE AGENDA ITEMS/NEW BUSINESS

- Recommendation Apprenticeship Presentation.

XVIII. NEXT MEETING – Thursday, November 20, 2014.

XIX. ADJOURNMENT

**Motion** to adjourn meeting by Tink Miller.

**Meeting adjourned at 3:10pm.**