

**GOLDEN SIERRA WORKFORCE BOARD  
REGULAR MEETING  
MINUTES**

**Thursday, September 17, 2015 - 1:00 p.m.**

**Brandman University  
400 Sunrise Avenue, Suite 200  
Roseville, CA 95661**

*Mission: To be the premier provider of business and  
job seeker services in the region we serve*

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

Quorum was established and the meeting was called to order by Chair Miller at 1:05 p.m.

Present: Tink Miller (Chair), Rick Larkey (Vice Chair), Anette Smith-Dohring\*, Carol Pepper-Kittredge, Christina Nicholson, David DeLeonardis, Eric Cooper, Jason Buckingham, Kathleen Burris, Kevin Ferreira, Kim Pellow, Maggie Valenzuela, Marcy Schmidt, Michael Zimmerman, Paul Castro, Randy Wagner, Stewart Schurr, Tim Cook

Absent: Bob Ward, Daniela Devitt, John Tweedt, Laurel Brent-Bumb, Mark Frayser, Martha Escobedo, Sherri Springer, Victor Wursten

Guests: Bill Bettencourt, Trish Kelly, Elizabeth Bosley, Terrie Trombley, Lorna Magnussen, Kathy Spindola, Michael Indiveri, Alexis Zoss, Patrick Guild, Jay Onasch, Cara Welch

*\*Indicates arrival time*

**II. APPROVAL OF AGENDA**

**Motion** to approve the agenda by Zimmerman, 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.

Chair Miller asked that the July 16, 2015 Workforce Board (WB) minutes be removed for a correction on page 7 in reference to the Washoe Tribe.

For Approval

A. Approval of Minutes from July 16, 2015 WB Meeting (removed – refer to III.a.)

Informational

A. Review Minutes from August 20, 2015 EC Meeting

B. Attendance Log

**Motion** to approve consent agenda Items A/B Informational by Larkey, second by Cook.

**Motion** approved unanimously.

III.a. CONSENT AGENDA

*For approval – A. Approval of Minutes from July 16, 2015 WB meeting*

Request correction on page 7 of agenda packet, section VIII to read: Washoe Tribe who reside at Hung A Lel Ti.

**Motion** to approve as revised by Larkey, second by DeLeonardis.

**Motion** approved unanimously.

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

Pepper-Kittredge announced that Sierra College will hold a Nontraditional Employment for Women (NEW) event on November 6<sup>th</sup> from 9am – 2 pm. The goal is to inspire high school girls to continue their education in fields that are considered nontraditional for their gender. Golden Sierra will help sponsor the event. Board members are invited to attend and if interested should contact Pepper-Kittredge for parking passes.

The second event is a competition with Hacker Lab called Startup Hustle, which provides mentorship and tools to allow a person to build a business model in 6 weeks. A competition will take place at the end of the course.

Sierra College partnered with Los Rios Community College District in the spring as part of a Department of Labor grant. The grant was funded and Golden Sierra will participate as a partner in the work.

Miller announced that she passed a flyer around inviting the public to attend meetings held by the Placer County Transportation Planning Agency (PCTPA) to discuss public transportation. Input is given to PCTPA and if the criteria are found to be reasonable to meet, then it must be funded. The PCTPA staff is willing to come out and make a presentation to agencies/organizations.

Castro pointed out that the Spanish version was translated incorrectly. Miller asked for the corrections which she would pass on.

*\* Smith-Dohring arrived – 1:15*

V. APPROVE FY 2015/2016 CONSORTIUM FINAL BUDGET

Buckingham began by saying that the 2015/2016 budget has been modified to report by Cost Centers. Page 18, columns J-M, lists monies that are administered by Agency staff on behalf of the consortium. This budget was approved by the Finance Committee at their September 17, 2105, meeting held just prior to this meeting.

Larkey referred to page 16, row 6, and asked for clarification of the \$539,509 non-allocation awards. Buckingham stated that this is additional grant money that is not a part of the WIOA Adult, Dislocated Worker and Youth funding allocation.

Larkey inquired about the large shift in salaries and benefits listed under expenditures on the same page. Trombley explained that in the past, Placer County was listed separately, but is now combined with El Dorado and Alpine counties; therefore, reflecting the increase in that area.

**Motion** to approve the 2015/2016 Consortium Final budget by Smith-Dohring, second by Schmidt.

**Motion** approved unanimously.

VI. K5 EXPENDITURES UPDATE

Buckingham explained that the matrix shows the expenditure movement of the subcontractors throughout the consortium. There has been an increase in expenditures with El Dorado County since the June 30<sup>th</sup> report, which puts them at 60%. It was agreed that they would reach 80% by the end of December 2015.

Cooper inquired about the \$62,391 reduction for unexpended Rapid Response money in El Dorado County. Trombley explained that the agency was required to have all Rapid Response funds spent by June 30, 2015. El Dorado was not able to expend the money completely; therefore, it was absorbed back into the agency and utilized throughout the Cost Centers. Buckingham reminded the members that part of this was due to a late award of the Rapid Response money to the Agency.

VII. CAREER & YOUTH SERVICES RFP

Buckingham explained that all contracts for WIOA Title I Youth and Career Services must go through a competitive bid process. A bidder's conference was held for the Career & Youth Services RFP with Alpine and El Dorado County contractors turning in completed documentation. The information was rated and is now being presented for discussion/action.

Castro questioned the low ratings and asked Buckingham if he had concerns with them. Buckingham stated that he did not understand why the raters varied to such an extent; the only concern he had was asking the Board to approve the RFP with El Dorado County prior to the County having the opportunity to reach the agreed 80% expenditures by the end of December 2015.

There was concern regarding the low number of bidders; Buckingham said that this was typical of our area. There were two for-profit organizations that chose not to follow through with their bids, likely due to the small amount of funding involved. It was proposed that El Dorado be approved, contingent on meeting their 80% expenditure rate by December 31, 2015. If El Dorado is unable to meet that goal the Board could go out to bid with another RFP or have Golden Sierra administer the contract in-house. Buckingham said this would be up to the Board to decide.

Zoss stated that she has been responsible for the program since February 2015 and believes El Dorado is on-point with their expenditures to date. There has been an increase in expenditures within the last 2 weeks; the report included in the board packet does not include these figures. They are reassessing how they utilize their resources and the RFP gave them the opportunity to redesign how they look at their client services. Zoss said that loss of staff affected the program negatively but with new staff in place they are moving forward in a positive direction.

**Motion** to award the contract to El Dorado Health and Human Services Agency on the condition that they meet all performance numbers and 80% expenditure goal by December 31, 2015, by Castro, second by Larkey.

Nicholson said that the proposal on the table was "all" performance measures and is concerned that this may not be realistic.

Castro would like the Agency to report back in December as to whether the performances have been met.

Larkey asked if it was feasible for Golden Sierra to take over beginning January 2016 if the contract had to be terminated due to El Dorado not meeting their performance measures.

Buckingham said that the Agency could prepare quickly but to spend the money within a six month timeframe in El Dorado County would be unlikely; it would most likely be spent in Placer County.

Buckingham explained that this is an eighteen month contract; it begins January 2016 and expires June 2017. Buckingham expressed concerns with making the award contingent on meeting all performance measures. Currently the consortium is required to meet the expenditure goals. Clearly we want them to meet the performance measures as well. This is also their intent; however, the Board would be changing the measure at the last minute and with little time to allow for corrections if need be.

*After discussion Castro revised the original motion as follows:*

**Motion** to approve and award the contract to El Dorado Health and Human Services Agency on the condition that they meet the 80% expenditure goal by December 31, 2015, by Castro, second by Larkey.

**Motion** approved unanimously.

**Motion** to approve and award the contract to Alpine County Health and Human Services by Smith-Dohring, second by DeLeonardis.

**Motion** approved unanimously.

VIII. SLINGSHOT PRESENTATION

Trish Kelly/Senior Vice President – Valley Vision

Buckingham introduced and welcomed Trish Kelly from Valley Vision. He also shared that Valley Vision manages this region's SlingShot project, which is a State Board awarded grant. Our region includes SETA, Golden Sierra, Yolo and North Central Counties. This region's project doesn't focus on one particular sector; focusing instead on entrepreneurship, business start-up and first-stage business success.

Trish Kelly's presentation included the following highlights:

- there are 10 regions working on the SlingShot project across the state
- focus is on entrepreneurship and education, along with outcomes that make an impact on regional prosperity and income mobility
- entrepreneurs and business owners are building off of existing assets and the innovation ecosystem
- considerable time was spent understanding who is out there in the ecosystem providing services to the start-ups and entrepreneurs
- An advisory committee has been established consisting of employers and service representatives across the four workforce boards.
- Valley Vision is working with national groups including Kauffman Foundation and U.S. SourceLink to define what a healthy ecosystem looks like
- a typology put together by U.S. SourceLink defines 4 types of entrepreneurs:
  1. Innovation-Led – these are groups that come out of research and development; are looking to commercialize and very high growth; are looking for venture capital investments
  2. Second Stage – have progressed through the start-up stage; are looking to grow; have between 10 and 99 employees; are rooted in the community
  3. Main Street – usually local businesses that are not looking for high growth but want to be strong and profitable
  4. Microenterprise – smaller firms that need less capital to start

- a test bed for innovation and extensive research have taken place in Kansas City; capturing the dynamics of this evolving field
- testimonials show that the economy is rising and California is a great place to have a business
- mapping your assets allows the whole system to become more efficient, so the goal is to have a centralized point where the assets are more visible and easily accessed
- network capital identifies resources and gaps
- a challenge that the entrepreneurs are having is finding mentors in like businesses
- the Advisory Group met in August and identified potential strategies for SlingShot to focus on, along with implementation and who would be included in these workgroups
- the next step is to meet with the business leadership council in October, have council determine the priorities and submit the compact for implementation
- an area of interest is the Resource Navigator which is a platform that helps organize information about organizations; connecting the entrepreneurs at various points
- Valley Vision is helping to assemble a metrics workgroup which identifies metrics and reports this out to the board and the community

Questions: Cooper asked if entrepreneur needs are being factored into the process; updated policies, permits, other service needs. Kelly said that there are services that take care of these needs but they are not being connected to the start-up businesses. This is an integral part of the system.

Larkey asked for a definition of what Valley Vision considers as an entrepreneur. Kelly said that it's broad based.

Pepper-Kittredge was concerned that one of the goals is to connect research institutions as the only driver of innovation. Smith-Dohring explained that she doesn't see it as being restrictive in any way. The project is trying to figure out what the catalyst is for entrepreneurship. Partnering with large businesses can bring the mentorship that is needed.

Larkey asked who the emerging leaders are in the ecosystem with the demise of SARTA. Kelly said that over the next six months the workgroups will figure out what is critical to the infrastructure and find a way to keep it going. Cooper said that it's important that we look to the internet because the younger generation utilizes this type of media more than any other.

Wagner said that it's important to build the ecosystem and then connect the people. Find the lender and connect them with the right entrepreneur's business. He believes this will be a long process but once it's created then it must be sustained for generations to come.

## IX. LABOR MARKET INFORMATION DIVISION (LMID) PRESENTATION

Elizabeth Bosley – EDD

Buckingham introduced Elizabeth Bosley, Labor Market Information Division (LMID) consultant with EDD.

Bosley introduced Cara Welch as the new Labor Market consultant for Sacramento. Bosley presented a PowerPoint overview of the Labor Market Information (LMI) for the Alpine, El Dorado and Placer County areas:

- using the labor market information is helpful in finding a job or changing careers
- essential tool for job seekers and economic and workforce developers
- LMI is mutual, objective and credible; answers questions without guessing; improves efficiency; helps to make informed decisions

- population projections are important to make sure the generations are covered according to their needs
- Alpine, El Dorado and Placer counties are above the State average for high school graduates and at/above for bachelor's degree and higher – important when looking at the types of jobs for your area
- labor force data counts population by where they live, number of employed and unemployed age 16 years and older, not a member of the armed forces or in any institutions or prison
- data over the last 10 years shows the State at a high unemployment rate in 2010 and recovering by 2014
- industry employment numbers count population by where they work, number of jobs by industry and geography and uses the North American Industry Classification system
- trade, transportation and utilities hold the largest employed population, with mining and logging showing the fewest

An EDD LMID current economic statistics graph was presented showing the different sectors of regional employment in each industry. Buckingham stated that part of the Sector Partnership Grant will develop a graph showing sectors for each county in the consortium, being beneficial for our region.

- occupations with the most job openings projected between 2012-2022 are personal care aides; retail sales; cashiers; food prep and waiters & waitresses, the commonality being lower-paid jobs
- fastest growing occupations between 2012-2022 are tile setters; tapers; painters; drywall; cement masons; plumbers; pipefitters and steamfitters, this all being in the construction industry

#### X. WORKFORCE INNOVATION & OPPORTUNITY ACT (WIOA)

Miller referred to the Matrix included in the board packet noting that sections in blue are completed and the green and white are in stages of being completed.

#### XI. WIOA SERVICE PROVIDER UPDATES

The agency is transitioning from oral reports to written reports which are included in the Board packet.

- Alpine County Consortium (written report provided)
- El Dorado County Consortium (written report provided)
- Golden Sierra Job Training Agency (written report provided)
- PRIDE Industries (no report)

The report format was well received. Wagner asked if there were requirements as to what type of information is entered in sections of the report. Buckingham said that the report is new and recommendations are welcomed. DeLeonardis suggested that the information under Activity Summary include detail similar to Placer County's report; he found this information very informative and recommended that this be included in the standardized report.

XII. COMMITTEE UPDATES

- Business Services Committee (on hold)
- Executive & Finance Committees (written report provided)

Miller explained that the written report provided captured points of activity that the Executive Committee has been involved in with the transition to WIOA. The focus is to make sure that the lines of communication are open to everyone.

- Youth Council (on hold)

Nicholson said that there are a couple of workgroups that are active under Youth Council - the Homeless subgroup and a Youth Provider Event subgroup. The Youth Provider subgroup joined with the Placer Collaborative Network which had a resource fair this morning, connecting with local resources. Placer County has hired a national consultant to take a look at what is happening with the homeless population and to make recommendations. These presentations are being attended by Nicholson and staff from Golden Sierra.

XIII. FUTURE AGENDA ITEMS/NEW BUSINESS

- WIOA Update

Wagner complimented Buckingham and staff for the restructure of the agenda and the partner presentations. Buckingham said that the changes were, in part, based on responses to the member survey that was sent out.

XIV. NEXT MEETING

Thursday, November 19, 2015 – 1:00 PM, Brandman University

XV. ADJOURNMENT

Meeting adjourned by Chair Miller at 3:17 p.m.