

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

**Thursday, July 21, 2016 - 1:00 pm**

**Folsom Lake College  
Community Room, C-102  
6699 Campus Drive  
Placerville, CA 95667**

*Mission: The Golden Sierra Workforce Board convenes industry leaders and key partners to identify workforce initiatives, create innovative solutions and measure the success of the systems' ability to meet industry and workforce needs.*

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

Quorum was established and the meeting was called to order by Chair Larkey at 1:04 p.m.

Announcements:

Resignations: Sherri Springer and David DeLeonardis. The board now has 2 vacancies.

Renewal acceptance: Daniela Devitt, Jason Buckingham, Kathleen Burris, Kevin Ferreira, Martha Escobedo, and Randy Wagner. Rick Larkey thanked them for being willing to serve. Pending Governing Body approval on 8/3/16.

Present: Rick Larkey (Chair), Michael Zimmerman (Vice-Chair), Eric Cooper, Jason Buckingham, John Tweedt, Kathleen Burris, Laurel Brent-Bumb, Maggie Valenzuela, Marcy Schmidt, Mark Frayser, Martha Escobedo, Randy Wagner, Tink Miller, Victor Wursten.

Absent: Anette Smith-Dohring, Bill Bettencourt, Bob Ward, Carol Pepper-Kittredge, Christina Nicholson, Daniela Devitt, Kevin Ferreira, Kim Pellow, Paul Castro, Stewart Schurr.

Guests: Liz Bosley, Felicia Busan, Janet Neitzel, Lorna Magnussen, Alexis Zoss.

**II. APPROVAL OF AGENDA**

**Motion** to approve agenda by Miller, 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.

Request to amend Consent Agenda to remove agenda item C; carry over to next meeting

- A. Approval of Minutes from May 19, 2016 WB Meeting
- B. Review Minutes from May 19, 2016 EC Meeting
- C. Review Minutes from June 16, 2016 EC Meeting [removed]
- D. Attendance Log

**Motion** to approve Consent Agenda items A, B & D by Brent-Bumb, second by Miller.

**Motion** approved unanimously.

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

Schmidt stated that Tri County Job Fair is August 18<sup>th</sup> at Brandman University. Assistance in outreach would be helpful; posters and postcards are available.

Brent-Bumb stated she currently has an office staff worker whose contract is ending. She is experienced and hard-working. If anyone is in need of an entry level worker in or near El Dorado County, please feel free to contact her.

V. APPROVE EXECUTIVE COMMITTEE MEMBERSHIP

Larkey stated that he would like to put forward for the board's approval the following list to serve the upcoming term on the Executive Committee: Michael Zimmerman as Vice-Chair, Laurel Brent-Bumb as the business member representative, Carol Pepper-Kittredge, Martha Escobedo, and Alexis Zoss.

**Motion** to approve Executive Committee Membership by Miller, second by Escobedo.

**Motion** approved unanimously.

VI. APPROVE TRANSFER OF FUNDS K7102029 FOR FY 2016/17

Buckingham requested approval for the transfer of funds from the dislocated worker funding to adult funding stream. This transfer is requested annually; however, the allowable transfer amount has changed from 50% to 100%. The current request is up to 75%.

**Motion** to approve Transfer of Funds K7102029 for FY 2016/17 by Schmidt, second by Zimmerman.

**Motion** approved unanimously.

VII. APPROVE WORKFORCE BOARD RETREAT

Larkey laid out the specific purpose and overview format of the WB retreat. The purpose is to understand the role and responsibilities of the WB per WIOA; review, revise (if necessary) and ratify the Mission, Vision, and Goal(s), and develop Objectives for the Goal(s).

The format for the retreat would include:

- 1) introductions and a group interaction experience,
- 2) review purpose of the workshop,
- 3) discussion on the WIOA Role and Responsibilities of the Board,
- 4) review, discuss, revise (if necessary) Mission,
- 5) review, discuss, revise (if necessary) Vision,
- 6) review, discuss, revise (if necessary) Goal(s),
- 7) create Objectives for each goal (deliverable, due date, person-committee responsible) given above,
- 8) identify next steps, and
- 9) adjourn the meeting.

Larkey noted that in addition to the stated purpose, the idea would be to get the WB on the same page and take enough time to have a discussion about whom they are and where they are going. The idea or end result of this would be to have some actual tangible deliverables that the WB wants to work towards completing for the year. Larkey stated that since Golden Sierra is sort of a policy/partnership relationship building entity, their focus really is not on how many participants are served as much as how can the WB strengthen the relationships between the various entities and develop some policies or frameworks to help everyone be more effective in serving the various populations.

The board determined that 4 hours with an additional hour for lunch would be sufficient; 10 am to 3 pm on September 15<sup>th</sup> in lieu of regular meeting. Burris offered to host at CVS in Rocklin and Smith-Dohring offered to host at Sutter; based on availability. Magnussen will work with Burris and Dohring to confirm availability and determine most suitable location.

Larkey stated that the areas that he identified for discussion for the retreat are:

- The partnership/relationship piece; what does the board do with these partnerships and how much do they have to do in order to help improve those relationships.
- Regional collaboration: how the WB will operate using the career pathways, what that means for the WB members, and how they need to work with the other career pathway efforts that are going on.
- Some of the upfront work is going over the sections in the WIOA law that talks about the role of the board in comparison to the vision of the WB, the mission of who they are, and is there anything there that they want to change.

The board members suggested that Larkey providing a small summary with key points and focus areas.

Buckingham stated that that the strategic planning guides that just came out may be useful in the process. They are the regional planning guides which is the combined A-H items within the law that are for both local planning and regional planning areas. It includes specific items that have to be addressed.

Larkey clarified that the purpose of the retreat was to get the WB focused on results and enhancing partnerships.

Members expressed that they needed to have a better understanding in regards to all of the partnerships and initiatives in order to make the best decisions possible. The board asked if they could get a list of exactly what partnerships and initiatives are in our region.

Wagner suggested that the WB be given a description of the initiatives; 25 words or less paragraphs before the meeting.

Larkey suggested to Buckingham that he could start the chain with the idea that others in the group could make additions to it so that the entire WB can build the list together.

**Motion** to approve the retreat budget not to exceed \$5,000 by Brent-Bumb, second by Smith-Dohring.

**Motion** approved unanimously.

#### VIII. WORKFORCE BOARD MEMBERSHIP RECRUITMENT

Larkey stated that there are 2 vacant business seats on the board. He inquired if the board felt it necessary to recruit immediately or delay recruitment until after the retreat. Zimmerman stated that a new member might feel overwhelmed at the retreat. Buckingham stated that as a point of process once the potential members have applied to the board, they have to be brought before the Governing Body to actually be approved as members. He stated that even though the board starts the recruiting process now it could take several months to get them in place. He stated that those members can come from the sectors that will be discussed in the following LMI presentation; the board can target from these industries/sectors. Buckingham ultimately recommended starting this process now due to the lengthy process. Larkey agreed and asked if there were additional comments. Wagner concurred with Buckingham's recommendation to recruit from the areas of business that they think the board needs to be serving.

Larkey encouraged everyone to be thinking about whom they know that might be appropriate. Larkey asked if the applications will be online. Buckingham and Magnussen stated that they are already online. He told the board since this is the case, they can direct folks to that site to apply. Magnussen stated that her contact information is on that site as well in case the candidates being directed there have any questions. Buckingham stated that himself or Magnussen will be sure to send out that link to everybody.

#### IX. REGIONAL LMI PRESENTATION; LIZ BOSLEY-LMID

Larkey stated that everybody should have 2 handouts: the presentation handout and the packet that says overview on the first page.

Liz Bosley introduced herself and stated that she is from EDD's Labor Market Information Division, and will be presenting the Capitol region and Golden Sierra region Industry Clusters of Opportunity. The presentation is just a very general or high level overview of the two studies. She will not be going in depth into each of the reportings.

An industry cluster describes a specific grouping of companies with related business activities. These businesses are generally economically interdependent, have common supply chains, labor needs, technologies, and economic markets. The data that EDD used is derived from the Quarterly Census of Employment and Wages program (QCEW). This data provides EDD with the number of businesses, number of jobs, and total payroll for all of the workers that are covered under unemployment insurance programs. When the QCEW data is used, which comes from the employer tax records, EDD is able to build industry clusters based on commonalities between the businesses. Basically, EDD is identifying value chains in each cluster.

EDD created a workforce cluster study for the Capitol region which is a 9 county region that includes the WDB's; Golden Sierra with Alpine, El Dorado, and Placer County; the North Central Counties consortium with Colusa, Glenn, Sutter and Yuba; SETA with Sacramento County; and Yolo County Workforce Innovation Board for Yolo County; and then created one for each of the local areas from the master study.

EDD looked at 2010 to 2015 to see what happened and how the industries are recovering from the recession because in most of the counties, the recession has peaked in 2010. EDD wanted to take a look at how the industries and businesses in our areas are faring since then. Are they declining or are they growing? Did they go away completely? What happened? This was the purpose of the study.

Bosley reviewed the graph with 4 quadrants. There is the left upper quadrant for mature industries. The left lower quadrant for is the declining industries. The right upper quadrant is for growing. The right lower quadrant is for emerging. The X-axis shows the WB the compound annual growth rate which tells them how the industry fared during the study period. Did it increase and by what percentage or did it decrease and by what percentage? The Y-axis shows the employment concentration. It shows the concentration compared to the state. The red line at the 1.00 indicates where the state level is. The goal or idea is for the regions to have industries above that red line to show that we are more concentrated in that particular industry cluster than the rest of the state. What that demonstrates is competitive advantage.

Bosley stated that in the Capitol region they had 10 industry clusters; in size order they are: healthcare and social assistance; arts, entertainment and recreation; business management and support; building and systems construction; investment support; information technology and telecommunications; agriculture, food and beverage production; transportation, warehousing and logistics; manufacturing; and energy and utilities. The labels of the bubbles are the title of the industry cluster and the first number below that is the compound annual growth rate. The second number is the location quotient or employment concentration. The third number is the number of jobs. The size of the bubble directly corresponds to the number of jobs so the larger the bubble the more jobs.

Bosley stated that there are 3 industries that have a location quotient or employment concentration of just over the state. The region had abundant support in investment support, healthcare and social assistance, and building assistance construction. Investment support was at 1.08, healthcare and social assistance at 1.01, and building assistance construction at 1.7. Information technologies and telecommunications was the only industry cluster that actually declined during this study period.

Larkey stated that the whole public sector is missing. Bosley stated that he is correct; the only study that includes government/public sector data is the Sacramento region.

Bosley stated that there were 6 industries that were concluded to be emerging for the Capitol region. These industries included: agriculture, food and beverage; transportation, warehousing and logistics; manufacturing, energy and utilities; arts, entertainment and recreation; and business management and support.

Bosley stated that the Golden Sierra report revealed that transportation and logistics actually grew the fastest at 8.1% annually. There are 6 industry clusters that are considered to be emerging. These include: healthcare and social assistance; business management and support, agribusiness, food and beverage production; information technology and telecommunications; manufacturing; and transportation and logistics. Bosley stated that the only mature industry in this study for Golden Sierra was the Arts, Entertainment, and Recreation.

Wagner asked if the WB could have access to the other 4 reports so they know what is going on in Yolo. Bosley said absolutely.

Smith-Dohring asked Larkey since the board is having their strategic planning retreat in September, will this be where the regional planning is going to happen. Buckingham stated that there is an item on that that they will be discussing during this meeting.

Wagner asked Bosley if they were given a task of recruiting board member, could she help identify from the report who in the bubble they might want to talk to target. Bosley stated that she probably could.

Bosley stated that they need to keep in mind that these are clusters. They are not just sectors. They are several sectors combined into 1 bubble. She stated that with construction how they started with the ground up, in healthcare the healthcare cluster also includes CVS, RiteAids, DME manufacturing, and things like that so it is not just the hospitals. The hospitals are the biggest component of it but there are other factors that they are seeing in the clusters.

Smith-Dohring asked Bosley if she has seen the economic impact report from the hospital counsel. She stated that the hospital council of Northern California recently did a study commissioned by the health systems in the Capitol region to look at their economic impact in Northern California. She stated that she could share it with Bosley and the WB.

Larkey stated that 40% of the jobs in the Sacramento area are in the public sector. Bosley stated that when she sends all of the reports, if you looks at the Sacramento County report that will include the public sector jobs.

X. WORKFORCE INNOVATION & OPPORTUNITY ACT(WIOA) PLANNING & IMPLEMENTATION

- Board Expectations

Buckingham stated that a board expectations document was distributed several months ago but now that the WB has new leadership, they wanted to redistribute the board expectations once again; this document identifies the state goals and reiterates expectations that they have for each of their members. He stated that the board will do another survey based on the information in the packet to make sure that everybody is clear as to the direction that the board should be heading after the retreat. The point of this is to help the board have more valuable conversations. Golden Sierra wants the board members to be well informed so that they can make decisions that are impactful.

Larkey stated that this document could be discussed as part of the retreat.

- Local & Regional Planning Guidance

Buckingham stated that over the last year or so Golden Sierra has been working regionally through the National Emergency Grant planning different initiatives. Golden Sierra is part of a group that is having the conversations about planning and what should be done regionally. In that group, one of things that they want to do is convene the executive members from each of their local areas to talk about how to complete the regional plan.

XI. WIOA SERVICE PROVIDER AND PARTNER UPDATES

Buckingham stated that from the Title I perspective Golden Sierra gives the board written reports. He stated that they are willing to do this for the other partners but since they are not solely focusing on Title I, Buckingham would like to give the other partners a chance to have a discussion about what they are doing.

Smith-Dohring asked in regards to the written reports if the partners could get more actionable data. Smith-Dohring would like the partners to highlight their work and list any action or support they might need from the WB.

Larkey asked if there were any other comments on the report. There were none.

- Alpine County – Alpine County HHS
- El Dorado County – El Dorado County HHS
- Placer County - Golden Sierra Job Training Agency
- Consortium Business Engagement / Rapid Response

XII. COMMITTEE UPDATES

- Executive Committee

Larkey stated that in regards to the EC minutes he thought they were pretty explicit. He stated that it was Miller's last meeting. He stated that the relationship of the EC is to really take a look as to what they are going to be doing at the retreat and see how they can help to facilitate the implementation in the future.

XIII. FUTURE AGENDA ITEMS/NEW BUSINESS

Final Budget for EC & WB to be voted on in September.

Burris gave an update on what CVS health is doing to support a healthy workforce. The Department of Education (DOE) Workability program has a small partnership with the State of California in the Workability program. She stated that they approached Burris to do a video for the state of California and Workability I program. That video will be shown throughout the state through the DOE and shows employer perspective. The video should be found on the Workability site but the State of California told Burris that it will be on their site as well.

Burris stated that CVS just acquired 600 Target pharmacies. So they are training those Target employees on CVS systems. She added that every year with the Workability program, they honor 5 students in the state of California that have gone above and beyond with their service. These students are in special education programs. One of the students that was honored was at Lincoln High School. They had a huge celebration at the Lincoln store with the student and ended up hiring him as well. All 5 students got hired who were celebrated. They place approximately over 300 students a year in the workforce through the Workability program. It is a strong partnership and it is creating a healthy workforce.

CVS was also honored at Capitol Hill and Burris was able to accept the award on behalf of CVS for their efforts in employing people with disabilities. In Michigan, she was keynote speaker for developing programs that supported a diverse workforce that include veterans, people with disabilities, mature workers. She stated that there were over a 100 national businesses at that event and they really talked about practical tools. Being part of the workforce boards came up as a suggestion for employers to get involved with creating a diverse workforce.

XIV. NEXT MEETING

Thursday, September 15, 2016 – 10:00 AM to 3:00 PM, TBD (South Placer)

XV. ADJOURNMENT

**Motion** to adjourn by Larkey at 2:22 p.m.