

**GOLDEN SIERRA WORKFORCE INVESTMENT BOARD**  
**EXECUTIVE COMMITTEE RETREAT**  
**MINUTES**

**Wednesday, February 25, 2015 – 1:00 pm**

**Roseville Connections**  
**115 Ascot Drive, Suite 180**  
**Roseville, CA 95661**

**Teleconference:**  
**El Dorado County Chamber of Commerce**  
**542 Main Street**  
**Placerville, CA 95667**

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

Quorum was established and the meeting was called to order by Miller at 1:00 pm

Present: Tink Miller, Rick Larkey, Keven Ferreira, Laurel Brent-Bumb\*, Martha Escobedo

Absent: None

Guests: Jason Buckingham, Lorna Magnussen, Gabriel Garcia, Michael Indiveri

*\*teleconferencing from El Dorado County Chamber of Commerce*

**II. APPROVAL OF AGENDA**

**Motion** to approve agenda by Ferreira, second by Larkey

**Motion** approved by roll call vote

**III. CONSENT AGENDA (EC)**

All matters listed under the Consent Agenda are considered to be routine in nature and will be approved by one blanket motion.

Magnussen requested item B to be removed.

For Approval

A. Approval of Minutes from January 5, 2015 EC/FC meeting

For Information

B. Review of Minutes from January 15, 2015 WIB Meeting (removed)

C. Attendance Log

**Motion** to approve consent agenda items A and C by Brent-Bumb, second by Larkey

**Motion** approved by roll call vote

IV. PUBLIC COMMENT – FOR THOSE ITEMS ON THE AGENDA

Indiveri shared information regarding an article in the Wall Street Journal that profiled a WIA Program in the Denver area where a software company partnered with Denver County Workforce Centers to cover a \$6,000 per person expense that covered training needed by prospective employees. This training then allowed the company to fill empty positions. The U.S. Labor Department has allocated 2.6 billion dollars for 2014 to cover costs of training adult, dislocated workers and youth to get them back into the workforce.

Indiveri also spoke of a U.S. labor market report that talks about the drop in labor force participation rates. Ten years ago there were approximately 66 million participants, and it has now dropped to around 62.9 million. The major factor is the demographic change; baby boomers are retiring. It affects the labor market because there is a demand for employees, but their skills are not matching the employer needs. Last year was the highest reported unfilled jobs in history of 3.6 million. The challenge is how to prepare the people to fill these jobs. Discussion ensued regarding this topic.

Ferreira stated that the mindset of the population has changed, where once people were willing to relocate to an area to accept a higher paying job; they are now accepting positions where they want to live, even if the pay is lower.

Larkey spoke about the structural gap that was created by the recession. They have 75 jobs they are trying to fill at this time. Qualified workers found work elsewhere and are not coming back. We are also in competition with the Bay area because the skilled workers are making more there and choosing to remain at the higher paying job. Larkey stated that they have entry level positions but the lack of experienced workers to train these people is a problem.

Brent-Bumb stated that March 13<sup>th</sup> is their annual business showcase from 4 pm-8 pm at the El Dorado County fairgrounds in the Exhibition Hall. The Business Awards Luncheon and State of the County address is on the same day at the Cold Springs Country Club in Placerville.

Brent-Bumb also spoke of February 26, 2015, being the first socio-economic workshop date addressing the National Forests NEPA plan discussing maintenance of healthy forests. This organization covers 22 counties and 3 other states, but this workshop is specific to California.

V. WORKFORCE INNOVATION & OPPORTUNITY ACT (WIOA)

• TEGL19-14 VISION FOR THE WORKFORCE SYSTEM AND INITIAL IMPLEMENTATION OF WIOA

Buckingham stated that the regulations for WIOA were supposed to be published January 22, 2015; however, we received notice that they would not be ready until spring (no specific date). Buckingham noted that the TEGL encourages local areas to act on what is known and not to wait.

A highlight of the directive is asking for:

- An integrated job driven workforce system
- Focus on the needs of business
- Excellent customer service from America's Job Centers
- Active role in community and workforce development
- Continuous improvements supported through evaluation, accountability, identification of best practices and data driven decision making

Buckingham's stated that we may need to review our current data analysis system to see if it is worth the price or if we should use LMID or another system that may be appropriate in providing the information and less costly.

Indiveri stated that many areas have paid extra for further analysis which should provide more data but he doesn't believe the system will infuse any new extra money. He believes they are really looking at training being onsite with the employers. If the employers are involved with training it produces a good labor study for that particular job.

Buckingham communicated that they are also looking for active participation of the business community on the front end to influence sector needs of a particular employment issue.

Buckingham also shared that our matrix includes many of the points that are outlined in the TEG.

- IMPLEMENTATION STRATEGIES

Buckingham felt that we should assess and educate the members on the current knowledge and expectations of the Board along with their future roles. Involvement and active participation is the key.

Escobedo commented on attending a SETA WIB meeting where they developed an Ad-Hoc Board Development Committee which took a look at all WIB members and discussed the roles and responsibilities of each member. She believed this was very helpful, especially for new members coming in who may not know what their responsibilities are.

Miller said that it also makes the member feel more valued because of their time and commitment given to the Board.

Buckingham stated that we have tried this in the past without much success, but at present day we have an opportunity to identify a very clear path. Over the next 2 years the board will be identifying initiatives that they want to be involved in.

Miller stated that she is very proud to talk about her work and involvement with Golden Sierra. After discussions with her colleagues, she believes we are ahead of many workforce areas in the state.

Buckingham spoke of the success of the Ticket to Work Program. This program brings in additional funds for Golden Sierra, and it has generated \$11,000 thus far. Miller inquired about earning Social Security trust fund dollars through Benefits Planning, since we have a certified benefits planner in-house. Buckingham stated that he would check into this. Buckingham added that we are also exploring applying to be a DOR vendor.

Buckingham said that we want to increase our emphasis on:

- Earn and Learn models; could be an established portion of budget
- Outreach to targeted Veterans initiatives
- Coordinate regionally to design a universal apprenticeship enrollment process

Larkey spoke about the pre-apprenticeship program being introduced into this area, and to what degree should this be a pre-condition on entering other apprenticeship programs.

Buckingham stated that our data analysis could be used to impact the economic situation of a particular area instead of consortium wide. This would be beneficial in focusing our efforts in an area that may have higher unemployment rates.

Buckingham believes that sector strategies should be focused on a regional approach as much as possible.

Miller stated that she attended a Placer County Transportation Planning Agency meeting where SACOG announced that by 2025 there will be 26,000 new jobs created in Placer County.

Buckingham explained that one of our goals is to expand our Next brand identification across the region which would include centralizing our Rapid Response administration. Instead of awarding the money and then having a majority of it returned it would be best to be able to administer it on behalf of everyone.

- LOCAL AREA DESIGNATION

Buckingham explained that a letter was drafted requesting designation and certification as a One Stop Operator. There was no response, however; shortly after sending the letter out we received a draft directive on local area designation. The final directive was published on February 27, 2015 which allowed a one year designation, but the law states it to be a two year period. This controversy has caused quite a bit of discussion and modification may be taking place. Buckingham suggests that if this remains a one year designation, we fill out the application, but we state that we believe there is a discrepancy, and we have the right to appeal to the Department of Labor for a two year designation. The application is due the end of March.

- HIGH PERFORMING BOARD (HPB) STATUS

Buckingham stated that we submitted our additional High Performance Board status information at the end of October. In January we were unofficially told that we would be recommended. Final approval should come soon.

- JPA / WIB-GB AGREEMENT / BYLAWS

Buckingham explained that the JPA will need to be modified to include the language for WIOA as opposed to WIA. The updated document with recommended changes is close to being completed and sent off to the County Counsel. Next steps will be finalizing the GB/WDB Agreement that outlines the roles of both boards, and then review the Bylaws to ensure compliance.

## VI. UPDATES

- LEGISLATIVE

Buckingham stated that the deadline for submitting new bills for this session is February 27, 2015. We want to watch for implementation language, in particular, referencing changes between WIOA and WIA.

- SLINGSHOT

Buckingham explained that there are three phases with the Slingshot initiative that covers nine counties. We have received \$20,000 for the first phase which consists of planning; this phase ends in March. After this we go into the plan/development phase which allows \$100,000. We receive \$900,000 July 1<sup>st</sup> for implementation. Buckingham explained that the emphasis would be on early stage business start-up.

Larkey suggested that SARTA would be prime candidates for the people in Placer County.

Buckingham explained that we were working locally with Valley Vision to develop our initial plan, but the State assigned Collaborative Economics to assist us further.

Brent-Bumb asked Buckingham if he had spoken to Valley Vision about the Business Resiliency Initiative. Buckingham stated that he had not; they agreed to talk about this at another date.

Larkey asked what the deliverables would be, and the process to get those deliverables. Buckingham stated that these have not yet been defined, but the focus is on income mobility. Further discussion continued regarding expectations of the SlingShot Initiative. Buckingham stated that Golden Sierra may not see any money out of this; it's really about working with the community.

VII. EVENT DISCUSSIONS:

- NAWB FORUM 2015

Discussion ensued as to which pre-conference workshops would be attended by the Board members and Buckingham.

*\*Brent-Bumb excused herself from the meeting at 2:40 pm.*

Workshop outline and proposed attendance will be e-mailed by Magnussen to attendees.

- CWA DAY AT THE CAPITOL

Buckingham confirmed that there will be webinars coming up that would be beneficial if attended by Larkey, Miller, Galipo and Buckingham. Magnussen will send out the webinar and agenda list.

- 2015 BWP CONFERENCE

Golden Sierra MIS staff and 2 Rapid Response staff, Michael Indiveri and Maggie Valenzuela will attend the BWP Conference to be held on March 4<sup>th</sup> and 5<sup>th</sup>.

VIII. DISCUSS LAYOFF AVERSION AND RAPID RESPONSE

Buckingham clarified the difference between Layoff Aversion and Rapid Response saying that one will track whether you were able to save a job, and the other showing how you reacted to an event.

Garcia stated that he has been asked to facilitate a discussion on layoff aversion at the BWP Conference. He stated that there are two components to the layoff aversion, one of them being employer engagement, and the second one being jobs saved. Out of 49 local areas in the state of California, only a handful or less have completed and submitted a 122 Report. A concern is why the local areas are having a difficult time completing the report. Suspicion is that the local areas are conducting layoffs but they don't know how to report it, and if jobs are saved, how do they document it. The discussion will take place at 3 pm on Wednesday, March 4<sup>th</sup>.

Buckingham stated that with the layoff money we have at this time, we are exploring contracting with SACTO and have them help out with greater business outreach within the consortium.

IX. REVIEW EL DORADO K4 EXPENDITURES

Buckingham communicated that he has been working closely with El Dorado County in regard to the workforce development in the community; he acknowledged the effort and commitment of Alexis Zoss and Jenny Wilson.

Buckingham explained the chart representing WIA participant enrollment in the Placerville and South Lake Tahoe noting an increase with the Adult and Dislocated Worker categories. The K4 money ends in June, and they have started using K5 money. Buckingham stated that he has seen improvements. and will continue to meet with El Dorado monthly.

X. REPORT OUT OF TRAINING EXPENDITURES

- K491016 – July 1, 2013 – June 30, 2015

Miller inquired into who is authorizing the money being spent in Alpine County. Buckingham stated that the Alpine County Director HHS oversees the program and funds.

Miller inquired if the tribe in Alpine County was aware of the funding. Buckingham said that they are aware of the funds, but they would like the money to focus on youth in the future. Miller was pleased to hear that they were aware of the funding. Buckingham added that he appreciates Alpines willingness to be a good partner.

Buckingham stated that one of the changes he would like to make in the JPA is to remove awarding of monies by a formula. He would like to see it based on a formula with language that would allow for negotiation so it could be spent in a way that's best for the consortium.

Larkey inquired if we could designate some funds as discretionary. Buckingham stated that this was allowable, but would need to be structured that way.

XI. FUTURE AGENDA ITEMS/NEW BUSINESS

- CWA, Day at the Capitol Report Out
- Draft Budget
- BWP Conference Report Out

XII. NEXT MEETING

April 16, 2015 – Joint Executive & Finance, Roseville Connections

XIII. ADJOURNMENT

**Motion** to adjourn at 3:10 pm by Ferreira, second by Escobedo

Meeting adjourned