

SONOMA COUNTY  
 **WORKFORCE  
INVESTMENT BOARD**

**Notice of Meeting & Agenda**

**January 8, 2025**

**3:00 p.m. – 5:00 p.m.**

2227 Capricorn Way, Santa Rosa

**Santa Rosa Room**

**Note Location** ⇌ ⇌

This is an in-person meeting. If you meet the criteria for AB2449 “just cause” for virtual attendance please contact staff 24 hours before the meeting at 707-565-8500 to confirm and receive a zoom link.

**\*Vote Required**

- |       |                                                                                                                                  |                             |
|-------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| I.    | <b>Introductions and Public Comment (3:00)</b>                                                                                   | <i>(Discussion)</i>         |
| II.   | <b>Approve Minutes of November 13, 2024* (3:05)</b>                                                                              | <b><i>(Action*)</i></b>     |
| III.  | <b>Announcements (3:10)</b>                                                                                                      | <i>(Discussion)</i>         |
| IV.   | <b>IBEW Outreach (3:20)</b>                                                                                                      | <i>(Presentation)</i>       |
| V.    | <b>Job Market and Demographic Updates Report (3:40)</b>                                                                          | <i>(Presentation)</i>       |
| VI.   | <b>Networking Break (4:00)</b>                                                                                                   |                             |
| VII.  | <b>WIB Operations (4:20)</b>                                                                                                     | <i>(Discussion)</i>         |
| VIII. | <b>WIB Retreat Follow Up – Next Steps (4:30)</b>                                                                                 | <b><i>(Action*)</i></b>     |
| IX.   | <b>Ad Hoc Committee Updates (4:40)</b>                                                                                           | <i>(Discussion/Action*)</i> |
|       | <ul style="list-style-type: none"><li>• Membership/Nominating</li><li>• Diversity, Equity, Inclusion, Belonging [DEIB]</li></ul> |                             |
| X.    | <b>DEIB Item (4:50)</b>                                                                                                          | <i>(Discussion)</i>         |
| XI.   | <b>Job Link Operations (4:55)</b>                                                                                                | <i>(Discussion)</i>         |
| XII.  | <b>Adjourn (5:00)</b>                                                                                                            |                             |

**Open Meetings:** *Except as expressly authorized under the Brown Act, all meetings are open to attendance by interested members of the public.*

*If WIB members are **unable to attend**, please call (707)565-8500 prior to the meeting to leave a message stating you are unavailable.*

**Meeting Materials:** *Materials related to an item on this Agenda submitted to the WIB after distribution of the agenda packet are available for public inspection in the WIB Administrative Office at 2227 Capricorn Way, Suite 100, Santa Rosa during normal business hours.*

**Accommodation:** *If you have a disability which requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please call (707) 565-8500 at least 72 hours prior to the meeting, to facilitate arrangements for accommodation.*

## Sonoma County Workforce Investment Board

DRAFT Minutes of November 13, 2024

**Members Present:** Brandy Evans, Lauren Bodsworth, Ethan Brown, Erin Carlson, Judy Coffey, Keith Dias, Paul Duranczyk, Louis Ganzler, Kristina Holloway, Stephen Jackson, Judy James, Scott Kincaid, Cynthia King, John McEntagart, Brian Purtill, George Steffensen, , Ananda Sweet, Pedro Toledo<sup>z</sup>, and Alena Wall

**Absent:** Brad Davis, Chris Knerr Michael Pickens, Thomas Stuebner, and David Tam<sup>z</sup>

**Other Attendees:** Randal Weaver

**Staff:** Michelle Revecho, Katie Greaves\*, Carol McHale, Lillian Vieyra Torres, Clara Flor Vera, Sarah Lewis Crow, Ashely Taylor, Maureen Fifer, and Judy Oates

\* Attendees with asterisks arrived late or departed early.

<sup>z</sup> Members attended via Zoom. Please note this is David's third zoom attendance in 2024 so it does not count against attendance or the votes.

### I. Introductions and Public Comment

Call the meeting to order at 3:00 pm.

### II. Approval of Minutes of September 11, 2024

**Motion to approve Minutes of September 11, 2024: George Steffensen /s/ Judy Coffey.**

Approved (Brandy Evans, Lauren Bodsworth, Ethan Brown, Erin Carlson, Judy Coffey, Keith Dias, Paul Duranczyk, Louis Ganzler, Kristina Holloway, Stephen Jackson, Judy James, Scott Kincaid, Cynthia King, John McEntagart, Brian Purtill, George Steffensen, , Ananda Sweet, and Pedro Toledo). No abstentions. There were no "nay" votes. The motion carried.

### III. Announcements

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

Ethan announced the Fall Economic Perspective event hosted by the Economic Development Collaborative that will be held at Sonoma State University on November 21<sup>st</sup>. Navigating Economic Shifts: Analyzing Potential Post-Election Influence on the Local Economy will be presented by Dr. Jerry Nickelsburg. Please see their website to purchase seats.

The Board recognized Katie Greaves as the outgoing WIB Director. After seven years she is moving to the Economic Assistance division to lead the efforts in that office. She was thanked for her vision, leadership, and dedication to enhancing Sonoma County's economic vitality. Her successor as WIB Director and Director of Employment & Training has not been named at this point.

#### **IV. Job Market and Demographic Updates Report**

This item was tabled until January as Jack was not available to present.

#### **V. WIB Operations**

- Dashboard Report

Sarah led an interactive review of the dashboard report and highlighted the updates and trends of first quarter data.

- Please note Sarah's contact information is at the bottom of the report if you want to reach out to ask her questions after the meeting.
- Items that were added since the last report included: age demographics, layoff aversion data, top three industries, race and ethnicity information for unemployment figures, and the new negotiated rate we have with the stat for our goals in each area.

*Q. Other than the top three industries, what is listed in "other"?*

*A. That is a combination of construction, hospitality, and all the other industries.*

*Q. Can we show the level of support that is provided to the top three industries?*

*A. Staff will add this to future reports.*

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*Q. What kind of credentials are offered in these categories and who is offering those?*

A. These are mostly GEDs, high school diplomas, some bachelor degrees, and several certifications like barbering. Youth Truth Survey has been a great database for obtaining some of this information. Louis shared that there is a lot in that database and it can be used for various projects. Brian and Stephen shared that it is a valuable tool. It is incumbent on staff and educators to guide youth towards careers with their interest in mind.

- WIOA Update Comprehensive Assessment Update:  
Staff reported the AJCC Certification Indicator Assessment & EDD's Affiliate Baseline Certification was completed and submitted. Thank you to David Tam who completed the EDD section, and thank you to Michelle and Carol for gathered information and completed the One Stop section.
- 2024 WIB Meeting Calendar  
Please note the 2025 WIB meeting calendar is included in the agenda packet.

*Alena Wall arrived.*

## **VI. WIB Retreat**

Michelle thanked the Board for their engagement at the recent WIB Retreat and for the Planning Committee for their work in creating a successful event. She then led the group through a presentation of objectives, priority sectors, and other items covered.

- Priority Sectors
  - Sonoma County (Local) WIB does not currently have named priority industries.  
Our criteria for working with industries includes:
    - 1) Projected growth over the next 5 years
    - 2) Willingness to work with our populations
    - 3) Career ladder available within the industry

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4) Willingness to participate in workforce development system as business champions

OR

5) Meets a workforce need related to natural disasters

- There is a Regional Industry focus with North Bay Employment Connection (NBEC) based on wages, availability of middle-skilled jobs and growth on the following industries: Healthcare and Social Assistance, Manufacturing, Construction, Hospitality.
- Items recommended at the Retreat as priority focus areas included the following: Construction, Early Childhood Education, Healthcare, Management, Intersection Between Government and Private Industry, Nonprofit, Technology, Agriculture, Financial and Professional Services.
- Discussed specific needs within each industry and opportunities for the WIB Reviewed transferable skills and possible initiatives for Hospitality, Construction, Social Assistance, and Early Childhood Education.
- Discussed forming a Youth Council/Committee

- Retreat Objectives

The team met all of the objectives set at the beginning of the day.

- Leave the retreat with a common purpose;
- Increase understanding of industry trends;
- Inspired to elevate WIB impact through spheres of influence;
- Have a deeper connection to colleagues and our shared goals;

- Recommendations for Next Steps

- Consider forming a Youth Committee/Council
- Increase marketing
- Decide if local criteria are enough for establishing training and initiatives around the following: Emerging Issues, Leveraging Funding, Partnerships

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- Form an Industry Ad Hoc Committee to determine sector priorities through quantitative analysis of items like influence on sector, job quality, local infrastructure, emerging industries, etc.).
  - ❖ Staff asked for volunteers for this committee. John, Louis, Cynthia, Ethan, Judy, and Alena volunteered. If anyone else would like to join please reach out to staff directly. Staff will reach out to this group and schedule the first meeting.
- Post Retreat Ideas
  - Proposition 28: to support arts education in Sonoma County. This would create pathways for artists to become credentialed teachers. This would fall under and Education goal. Ethan shared that EDC staff is looking into these funds and what training could look like.
  - Microenterprise Home Kitchen Operations (MeHKO) are small-scale restaurants that can be operated in a private home in Sonoma County.
  - Geothermal Opportunity Zone, or “GeoZone”. This is a more efficient source of power in Sonoma County with its geysers , is it put the area in a unique position to have jobs in this area of renewable energy. We can look at funding opportunities if this is a direction we want to take.
  - Need for marketing/outreach. The WIB may want to create a workgroup to rework the marketing strategies and review funding strategies for WIB and Job Link services.

## **VII. Networking Break**

Members met in small groups.

## **VIII. Ad Hoc Committee Updates**

- Membership/Nominating

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- The Membership/Nominating Ad Hoc Committee met and recommended moving forward with the three applications for open required seats that the bylaws state will be chosen from candidates nominated by agencies/institutions or organizations of that field. Those candidates were approved by the Executive Committee and will be moved forward to the Board of Directors for final approval as WIB members.
  - The Membership/Nominating Ad Hoc Committee reviewed and discussed an application on hold for a Business seat. It was decided to hold that application for review the first quarter of 2025.
  - The committee is reviewing the business seat criteria listed in the bylaws and if that criteria is still appropriate or should be more inclusive.
  - The committee will review the open business seat and two un-named seats for recruitment.
  - Noted that seven current WIB members are at the point of their first renewal in January 2025 under the term limit rule added in July 2024.
- Diversity, Equity, Inclusion, Belonging [DEIB]
 

No report at this time as the group has not met recently. WIB members interested in DEIB work are encouraged to reach out to Stephen or Michelle if they are interested in joining this committee and sharing their ideas at the next meeting.

**VI. Diversity, Equity, Inclusion, and Belonging (DEIB) Moment**

Staff shared a short video on how helping one segment of the population can end up helping everyone. The example showed curb cuts for disabled individuals also helps other with walking mobility issues, those with strollers, bikes, allowed for more visibility on corners as cars parked slightly away from the corners. Several members shared other examples where they have seen this type of result. It was agreed that it was a great example of the benefits of DEIB, focusing on access, and understanding other concepts such as Targeted Universalism.

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## VII. Job Link Operations

- Job Link Overview
  - Workshops: The workshop programs have been revitalized and there are more offered again. Carol shared a list of the current classes available to clients.
  - OSO: The permanent position for the One Stop Operator was put on hold in January due to budget constraints and that work has been covered by Patti Andrews as a temporary assignment. We now have a board item in process for approval to hire a permanent person for that position.
  
- Youth Program

Lilian reported that the Youth program finally had the physical files returned from Social Advocates for Youth into the county files. She gave big kudos to Petaluma People Services and Goodwill for their work with the youth as they took on that contract and have been out in the community enrolling youth into the program again.
  
- Monitoring

Job Link WIOA services were monitored by the state. There were two outstanding items to address.
  
- Grant reports:
  - *Regional Equity and Recovery Partnership (RERP)*
    - ❖ Job Link is working with Santa Rosa Junior College for the Early Childhood Education (ECE) and Advanced Manufacturing apprenticeship programs.
    - ❖ The ECE program will pause until spring 2025.
    - ❖ The Fall session of the Advanced Manufacturing program as started. The Trades Introduction Program did a presentation to this class.
  - *Sonoma Family Meal Cohort (Dislocated Worker - QUEST)*

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The culinary job training program working with Sonoma Family Meal is the focus of our QUEST grant. The program is free for participants with Job Link administering the funding. Current clients of this training are completing the final training from this grant, but Job Link has requested an extension to continue this training. So far, we have trained 30 students. The extension will also allow us to do one more cohort to train five additional clients.

➤ *Step Grant*

Job Link received the STEP grant from the Department of Rehabilitation in partnership with SAY in August. This will allow us to serve youth with disabilities in the age range of 16-24. Services include work readiness and stipends for clients to attend workshops and up to 205 hours of paid work experience. Outreach will continue with SCOE, charter schools, and alternative schools to connect with clients and compliment Department of Rehabilitation services. Stephen offered to reach out to the person in charge of SCOE programs for disabled you and make that connection for Lilian.

➤ *Prison To Employment (P2E)*

Clara reported on the Prison To Employment program. Two inmates who attended the prison job fair are now receiving Job Link services.

- Youth Update

Lilian reported that the Youth program finally had the physical files returned from Social Advocates for Youth into the county files. She gave big kudos to Petaluma People Services and Goodwill for their work with the youth as they took on that contract and have been out in the community enrolling youth into the program again.

- Gold Resolution

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The Board of Supervisors awarded Job Link a Gold Resolution naming October National Disability Employment Month.

- Homeless Employment Program

This program will be on pause due to staffing issues until the first quarter of 2025.

- Business Services Program

Job Link will begin partnering with the SonomaWORKS Welfare to Work program to create a service bridge for their clients, helping them transition into the workforce using the workshops and services provided by Goodwill. The first step of this collaboration has been to name Chris Willover to the position of Business Services Supervisor for this bridging program. More information will be shared as the program develops.

- Quarterly Updates

Please note the quarterly reports on Job Link programs are attached for your review.

**VIII. Adjourn (4:59)**

Next meeting: January 8<sup>th</sup> in the Santa Rosa Room

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