

SONOMA COUNTY  
 **WORKFORCE  
INVESTMENT BOARD**

[www.sonomawib.org](http://www.sonomawib.org)

**Executive Committee  
January 8, 2025  
2:00 pm to 2:45 pm**

**Note Location** ⇨ ⇨

2227 Capricorn Way, Santa Rosa  
Santa Rosa Room

**\*Vote Required**

- I. **Public Comment (2:00)** *(Discussion)*
- II. **Approve Minutes of December 11, 2024 (2:05)** *(Discussion/Action\*)*
- III. **Introduce WIB Director (2:10)** *(Discussion)*
- IV. **WIB Business (2:20)** *(Discussion/Action\*)*
  - A. **Membership\***
- V. **Move Funding from Dislocated Worker to Adult (2:35)** *(Discussion/Action\*)*
- VI. **Prepare for Next WIB Meetings (2:45)** *(Discussion)*
- VII. **Upcoming WIB Executive Committee Meetings and WIB Meetings** *(Discussion)*

February 12, 2025	Executive Session:	4:00 pm to 5:00 pm	In person / Zoom As Needed
March 12, 2025	Executive Session:	2:00 pm to 2:25 pm	In person / Zoom As Needed
March 12, 2025	Full Session:	3:00 pm to 5:00 pm	In person / Zoom As Needed
- VII. **Adjourn**

**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.*

**Workforce Investment Board**  
**Executive Committee**  
**DRAFT Minutes of December 11, 2024**

**Members Present:** Brandy Evans, Judy Coffey<sup>z</sup>, Stephen Jackson, Scott Kincaid, Michael Pickens, and Ananda Sweet

**Members Absent:** None

**WIB Staff:** Carol McHale, Maureen Fifer, Clara Flor Vera, and Judy Oates

\* Indicates members who arrive late or leave a meeting early. <sup>z</sup> Indicates member attended via Zoom.

**I. Public Comment**

Meeting was called to order at 4:04 pm.

**II. Approve Minutes of November 13, 2024**

**Motion to approve Minutes of November 13, 2024: Scott Kincaid / Stephen . Approved**

(Brandy Evans, Judy Coffey, Stephen Jackson, Scott Kincaid, Michael Pickens, and Ananda Sweet.)

There were no abstentions. There were no “nay” votes. The motion carried.

**III. WIB Business**

Charity Doronila has been named as the new Director of the Employment & Training Division and has begun her duties in the Employment & Training office. She will join the WIB and WIB Executive Committee meetings in January. Introduction time for the Director and WIB members will be added to those agendas.

**A. Attendance**

- Noted that one member exceeded the number of times allowed to attend via Zoom in a year and that their attendance and vote did not count for the November meeting for this reason. This did not impact having a quorum. There are no other multiple or continuing absences to address.
- Noted the group will continue to monitor attendance and even though we do not have an issue with attendance at this time, members will be reminded at the full meeting of the

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importance of attending the meetings for their input and ability to move forward on issues.

#### B. Membership

- Thomas Stuebner of California Human Development resigned effective 12/31/2024.
  - Noted he represents an important voice in the County.
  - Questioned if the Executive Committee can immediately approve replacement of a representative if their position is important without going to the Membership Committee for discussion.
  - Noted there may be some disruption of funding for work of this entity. Job Link will report to WIB staff after the Job Link Steering Committee if they learn that other staff at that site are resigning.
- The three applications approved by the WIB Executives at the November WIBE meeting are being prepared for review by the Board of Supervisors in late January/early February. We expect to have them attend their first meeting in March.

#### C. Targeted Actions from the WIB Retreat

- Networking time is being added to the agendas.
  - Members recommended Item will be placed after presentations on the agenda to allow for discussion of the prepared information in small groups.
  - Members should be encouraged to join groups with members they do not normally work with.
  - Executive Committee members are encouraged to split up and join other groups during networking time.
- Foundation List for Considered Funding Opportunities  
Staff shared that a list will be on the WIB Member Google drive that will show various funding opportunities that can be pursued. Staff will make recommendations at future meetings based on the following:
  - Proposal requirements.
  - Potential to be a good match as a collaborative partner.

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- Matched areas of industry focus and equity.
- Industry Sectors Ad Hoc Committee
 

This group will meet in January to begin work on a deeper dive into analysis of local data and decide if local criteria is enough for establishing training and initiatives around:

  - Emerging Issues
  - Leveraging Funding
  - Training Partnerships
- Youth Committee/Council
- Marketing of the WIB

#### **IV. Ad Hoc Committee Updates**

##### **A. WIB Membership Committee**

The Membership Committee meeting will meet December 17<sup>th</sup> to discuss the following items.

- Replacement for Mr. Stuebner's seat.
- Status of an unemployed WIB member on the Board.
- Open seats.
- Unassigned seats.

##### **B. DEIB Committee**

The DEIB Ad Hoc Committee has achieved three of its four goals, with the final focus on tracking the Workforce Investment Board's (WIB) DEIB progress.

##### Data Goal Objectives:

1. Develop metrics to evaluate DEIB efforts (board diversity, program demographics).
2. Gather input from Human Services staff.
3. Incorporate community feedback.

##### Key Points:

- Metrics DEIB-related questions may be added to Job Link surveys.
- Political Impacts: Federal changes could affect DEIB funding; reframing DEIB language may protect funding opportunities.

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- Workforce Concerns: Immigration policies and reduced program funding could disrupt industries and impact families.

Next Steps:

- Prioritize support for vulnerable groups with a “targeted universalism” approach.
- Assess immigration policy impacts and inform WIB decisions.

The WIB aims to adapt DEIB efforts to political changes while supporting equity and workforce needs.

**C. Industry Ad Hoc Committee**

First meeting is being planned. Carol asked to join this committee.

**V. Job Link Operations**

Discussed the Job Link report out on months that do not include a full WIB meeting.

- Would like to hear more about how employers have used Job Link services. Learn “the rest of the story” after they have used our services and programs.
- See information from a survey of employer point of view and of client view to see if their needs are being met. Make the survey semi-annual so corrections in direction can be made if needed.
- Survey the industries of the WIB and see if their needs are being met by Job Link (e.g. Labor, Business, Social Services).

**A. One Stop Update**

- Rapid Response/ Job Fair event held at Job Link on 11/14/24.
  - Staff organized Rapid Response/ Job Fair held at Job Link on November 14 in response to large number of WARN notices received in the previous month. It drew over 135 job seekers, featured more than 14 employers, and had services available in English and Spanish. Many attendees applied for and secured interviews on the spot.
  - Staff is looking at how to track the success of job fair events and ways to report it. Staff plans to share success stories of recent job fair attendees at the January meeting.
  - Pictures of the last job fair event will be shared with an article about it in the WIB newsletter.
- Job Link Presentation at SRJC for ECE Cohort

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George Garcia did a presentation on November 19<sup>th</sup> at Santa Rosa Junior College (SRJC) for the Early Childhood Education (ECE) spring cohort that included 12 participants. He will return for a second presentation to this group later in the semester.

Ananda shared that there is an expectation to see more jobs becoming available in the area of early childhood education soon and an expectation of higher pay for educators in the Headstart program.

- Success Story

A Prison To Employment participant who attended the July jail job fair was hired and started employment at a local company in late November.

*Q. Will the schools that are closing, according to the newspaper, have to submit WARN notices?*

A. Yes. Staff expects to receive those around March. Ananda shared she has been advising people to expect to be affected to connect to Job Link services. Stephen recommended that staff reach out to the Superintendent of Schools about the possible layoffs and needs.

B. Job Link Update

There are several positions opening in Job Link at this time. We expect interviews for the One Stop Operator to begin in early 2025.

*Q. How is client traffic in general in the Job Link office?*

A. There is traffic. We are busiest on Thursdays as all staff are in office that day and we also preform orientations on Thursdays.

*Q. How does in office staffing impact client traffic?*

A. Remote workers are doing paperwork and telephone appointments with clients already engaged. There are more one on one in person appointments and workshops scheduled on the all staff on site days.

*Q. What is the current wait time for new clients to meet with a job counselor?*

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- A. The wait time is two months from first contact with the office. Job Link is considering prioritizing the population we are mandated to serve over others in order to bring the waitlist time down.

**VI. Prepare for Next WIB Meetings**

- Items for the Executive Committee agenda include:
  - Introduction of the incoming director.
  - Address any attendance/membership items.
  - Transfer of funds from Dislocated Worker to Adult Services.
- Items for the WIB full meeting include:
  - Announce incoming director and do meet and greet.
  - IBEW Outreach Coordinator, Stephanie Hall Presentation.
  - Job Market and Demographic Updates Report (delayed from November as presenter not available).
  - DEIB Standing Item – Targeted Universalism video.
  - Networking break – Networking question or prompt for the group.
  - Next Steps from October 2<sup>nd</sup> WIB Retreat

**VII. Upcoming WIB Executive Committee Meetings and WIB Meetings**

January 8, 2025	Executive Session: 2:00 pm to 2:50 pm	In person / Zoom As Needed
January 8, 2025	Full Session: 3:00 pm to 5:00 pm	In person / Zoom As Needed

**VIII. Adjourn**

4:45 pm meeting was adjourned.

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