



WIB Membership/Nominating Ad Hoc Committee
Notice of Meeting & Agenda
March 10, 2025
10:00 a.m. – 11:00 p.m.

Note Location ⇨ ⇨

2227 Capricorn Way, Santa Rosa
Santa Rosa Room

- I. Public Comment (Discussion)
- II. Approve Minutes February 10, 2025 (Action*)
- III. Previous Actions (Discussion)
- IV. Board Seats / Applications (Discussion/Action*)
- V. Membership Requirements (Discussion/Action*)
- VI. Outreach for New Members (Discussion/Action*)
- VII. Meeting Dates (Discussion/Action*)
- I. 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.

**Sonoma County Workforce Investment Board
Membership/Nominating Ad Hoc Committee**

DRAFT Minutes of February 10, 2025

Members Present: Stephen Jackson, Brandy Evans, and John McEntagart

Members Absent: Judy Coffey

Staff: Michelle Revecho, Maureen Fifer

*Attendees with asterisks arrived late or departed early.

I. Public Comment

The meeting was called to order at 10:00 am. No public comment.

II. Approve Minutes

Motion to approve Minutes of January 16, 2025: John McEntagart /s/ Brandy Evans.

Approved (Stephen Jackson, Brandy Evans, and John McEntagart). There were no “nay” votes. The motion carried.

III. Review of Board Recruitment Process

1. Reviewed the steps to onboard new Board members, referencing a printout provided by Michelle R.
2. WIBE approved three applications (Sean Nunez, Gary Beerbower, Marilyn Garcia) and they are up for approval by BOS on January 28.

IV. Targeted Outreach:

Michelle Revecho asked the committee their thoughts about targeted outreach for the Board seats. Stephen said it was helpful to have a one pager of information if someone is interested in joining Board. Do one for each Seat or section.

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Action Item: Have a one pager for each Seat or section. Staff will come up with a draft for the next meeting.

There was a discussion about setting a time limit that members can be unemployed and keep their seat. It was noted that in the past it was for 3 WIB meetings.

IV. Membership

Stephen Jackson mentioned that a key aspect of recruitment involves identifying the types of organizations to engage with, particularly those that align with DEIB (Diversity, Equity, Inclusion, and Belonging) principles or work with diverse populations. It was suggested to develop a list of such organizations and invite WIB members to contribute suggestions, ensuring a transparent and inclusive recruitment process. Michelle inquired about how Dr. Elison became aware of the WIB, but no one could confirm, although it was noted that her experience with a different WDB might have played a role. Michelle summarized that a one-pager should be created outlining the membership categories and their requirements. Additionally, she recommended updating the bylaws to reflect flexibility in recruitment, allowing for representatives who may not be CEOs but are actively involved in workforce development.

- The three new members approved at the November membership meeting were approved at the November WIBE meeting and staff has submitted those to the BOS for review/approval on January 28.
- Discussed frequency of Membership Committee meetings. Will add to next agenda to discuss making this meeting a standing meeting instead of an ad hoc meeting.
- **Discussion on Successes and Wins:** Brandy noted that the WIB does not effectively communicate its successes. She emphasized the importance of highlighting the good work being done, sharing accomplishments, and celebrating wins within the board.
- **Meeting with Kaley Dickson (Dale Carnegie):** Brandy shared that Kaley Dickson from Dale Carnegie has requested a meeting to learn more about the WIB. The meeting will take place over coffee on January 29th.

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- **Connections with Economic Security for the Aging Population:** Charity has already connected Brandy with Paul Dunaway, who specializes in economic security for the aging population. Further exploration is needed on how this aligns with WIB initiatives.
- **Exploring Workforce Opportunities in the County:** Brandy mentioned that there is an opportunity to explore workforce engagement within the county. The commitment would be for one year, and while it may not be the right time, it remains a consideration for future collaboration.
- **Paul Dunaway's Previous Experience:** Michelle noted that Paul Dunaway was previously involved with HCP and worked with the group for 18 months.
- **Regional Collaboration and Career Opportunities:** Stephen emphasized that many careers and jobs are regional, and collaborating with other counties could help leverage additional resources and opportunities.
- **EDD and Union Success Tracking:** John suggested that EDD could contribute to understanding workforce success by analyzing where individuals can live and thrive within the county. He highlighted that unions already track success by monitoring applicants over a five-year period. Many recent graduates, primarily from Santa Rosa, are tracked through this model. He proposed increasing Union contracts on the board to ensure workers can earn a living wage without requiring weekend work.
- **Apprenticeship Model and Union Representation:** Stephen supported the idea of defining what success looks like for WIB and endorsed the apprenticeship model. He suggested the potential inclusion of a Union Contractor on the board to provide insights. However, he raised concerns about whether Santa Rosa has enough union jobs to meet demand and whether this sector could be expanded.
- **Union Apprenticeships and Workforce Diversification:** Brandy added that while there is a business need for apprenticeships, some populations may not be suited for these programs. She highlighted organizations like Goodwill that serve individuals who may not fit into traditional apprenticeship pathways.
- **Challenges in Transitioning to a Union Workforce:** Stephen acknowledged Brandy's point, stating that shifting to a union mindset is not always easy. Brandy provided an

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example of forklift workers who are content in their current roles and unwilling to transition.

- The discussion underscored the importance of balancing traditional union pathways with other workforce opportunities to meet the diverse needs of Sonoma County workers.

V. Available Seats

Board Seat Assignments and Recruitment:

- Prioritize a Union Contractor and employers who hire second-chance individuals.
- Identify recruitment priorities in the spring.
- Chris Vanuys will take one of the empty seats.
- Brian Putil needs to be removed.
- Two business seats:
 - One filled by Michael Pickens.
- Two workforce representative seats:
 - One is Michael's replacement.
- Education and Training category:
 - Dr. Christa Ellison moved from Additional Seats to Education.
 - Louis Ganzler should go to Education.
- Remaining vacancies:
 - One business seat.
 - One workforce representative.
 - One additional seat (Chris Vanuys can take business or additional, and one additional seat will be removed).

Clarifications and Next Steps:

- Michelle explained that Workforce Representative is a general term but is categorized under Business.
- The Maddy Book, as explained by County Council, limits targeted recruitment efforts for categories such as DEIB, union contractors, and at-risk populations.

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- A bylaw review is needed to clarify membership requirements.
- Tracy Feick was discussed as a potential board member, though her current relevance was questioned.
- A recruitment draft should be created, outlining category percentages and member placements.
- Charity will be consulted on board composition and recruitment strategies.
- Michelle sent the bylaws and recruitment framework to Charity, who requested clarity on group values and direction for the February meeting.
- Waiting list candidates to be shared with Charity:
 - Chris Vanuys
 - Christa Ellison

VI. Next Meeting

This group will meet again February 10th.

Adjourn (11:08)

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