

Notice of Meeting & Agenda July 9, 2025 3:00 p.m. – 5:00 p.m.

2227 Capricorn Way, Santa Rosa

Note Location ⇒ ⇒

Santa Rosa Room

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.	Introductions and Public Comment (3:00)	(Discussion)
II.	Approve Minutes of May 14, 2025* (3:05)	(Action*)
III.	Announcements (3:10)	(Discussion)
IV.	WIB Operations (3:15)	(Discussion)
V.	Local and Regional WIOA Plans (3:20)	(Discussion)
VI.	DEIB Item (3:50)	(Discussion)
VII.	Networking Break (4:00)	
VIII.	Ad Hoc Committee Updates (4:15)	(Discussion)
	Industry Sectors Ad Hoc	
	Diversity, Equity, Inclusion, Belonging [DEIB]	
	• Membership	
IX.	Job Link Operations (4:25)	(Discussion)
х.	Adjourn (5:00)	

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 May 14, 2025

Members Present: Brandy Evans, Gary Beerbower, Judy Coffey, Marlyn Garcia, Kristina

Holloway, Stephen Jackson, Judy James, Scott Kincaid, Cynthia King^z,

Chris Knerr, John McEntagart, Sean Nunez, Michael Pickens, Ananda

Sweet^Z, and Lauren Vasquez

Absent: Erin Carlson, Brad Davis, Ethan Brown, Paul Duranczyk, Louis Ganzler,

George Steffensen, David Tam, Pedro Toledo, and Alena Wall

Staff: Charity Doronila, Carol McHale, Lillian Vieyra Torres, Clara Flor Vera,

Ashely Taylor, Maureen Fifer, and Judy Oates

I. Introductions and Public Comment

The meeting was called to order at 3:00 pm.

- Scott shared that Lilian Vieyra Torres was recognized as one of their "Forty Under 40" by the Business Journal.
- Stephen Jackson shared he attended the Career Technical Education Foundation
 (CTE) hosted Spark the Future event on May 10th. It was a well-attended student
 showcase supporting career-connected education and pathway programs for
 Sonoma County students. The event raised over \$300,000 and these contributions
 will directly support programming to equip students for a thriving career and future.

II. Approval of Minutes of March 14, 2025

Motion to approve Minutes of January 8, 2025: Michael Pickens /s/ Judy Coffey.

Approved (Brandy Evans, Gary Beerbower, Judy Coffey, Marlyn Garcia, Kristina Holloway, Stephen Jackson, Judy James, Scott Kincaid, Cynthia King, Chris Knerr, John

^{*} Attendees with asterisks arrived late or departed early.

^Z Members attended via Zoom.

McEntagart, Sean Nunez Michael Pickens, Ananda Sweet, and Lauren Vasquez). There were no abstentions and no "nay" votes. The motion carried.

III. Announcements

- Welcome New Member:
 - Sean Nunez of the Department of Rehabilitation
- Introduced Job Link new staff member, Megan Metz. Her position is Eligible Training Provider List (ETPL) Coordinator, and One Stop Operator for which she will facilitate the Job Link Steering Committee.

IV. WIB Operations

- Staff shared that the County Administrator's Office has a new system to track
 membership for the county boards and is sending messages to members of the
 boards to remind them of their term renewal dates. Members were reminded that
 staff works on automatic renewals for members for the first three terms on the
 Workforce Investment Board. If you have any questions regarding your membership
 or renewal date, please feel free to reach out to WIB staff who are happy to answer
 any questions.
- Dashboard Report

Carol led the group through a review of the Dashboard Report. Highlights included:

- > Two proposals submitted to the state to continue adult services were approved.
- Noted the Job Link traffic graph shows how people are using service.
- Q. Please share what the Resource Room and Computer Lab are for reference for newer members and refresh for standing members.
- A. The Resource Room is near the front desk and has a library of information about jobs and careers. This is where clients can look at job postings. There is an Employment Development Department representative there to assist clients with

questions. There is also Job Link staff to answer questions and guide people to workshops and services. A client will start with a resources navigator at this spot. The Computer Lab has computers available for clients to use for job search and applying for jobs. The telephone room we currently have will soon be turned into a private room for teleconference interviews.

- ➤ The number of workshops offered post-covid is increasing and participants are being served in the workshops offered.
- Noted the demographic listed for Job Link clients.
- Q. It looks like most clients are located in Santa Rosa. Is there a way to increase offerings and assist people in west and east county?
- A. We have an office in Petaluma, we have secured a site to open an office in west county office soon, and staff is working on an office in Sonoma Valley.
- There have been fewer lay off events so far this year compared to last year.
- Top occupations have stayed the same but in slightly different order.
- > There are new elements now listed under the Sonoma County Youth Ecology Corps.
- Q. What are the age differences from youth to adult services?
- A. Clients age 16-24 are considered youth.
- Grant opportunities.
 - The Prison To Employment grant numbers are looking great. Our goal was to serve 60 clients, and our current total now is 102.
- Q. What is the amount per person for grants?
- A. We allow up to \$5k per person and can go higher depending on certain factors. We also provide supportive service needs like work boots and equipment.

- ➤ Regional Equity and Recovery Partnership (RERP) These are the programs for early childhood Education and advanced manufacturing that staff continues to work on.
- > STEP Grant This program is for youth with disabilities. We have had a slow start getting this program running and have 58 clients enrolled to date.
- Quest This grant will sunset in September. Staff did a great job with the cohort with Sonoma County Meals.

Youth

- Enrollment numbers are up, and there is an increase of youth with disabilities.
- Living wage figure is slightly lower.
- Q. How is this number determined, and does it include whether the person is in a house or apartment or has health insurance?
- A. MIT living wage calculators. Carol will send a link to that to the group.

 Carol will follow up about the housing and insurance questions.

Performance Goals

This is a response to a question at the March meeting regarding how we set the performance goals you see listed in the Dashboard Reports.

The state set this number based on Department of Labor requirements. We do meet to review and negotiate these numbers if they don't line up well with our projections.

- Q. What is the current client wait times to meet with a job counselor?
- A. Carol responded they were 11 weeks out. Staff has revised some of the intake processes and now are able to have clients meeting with counselors immediately after they complete their Job Link orientation.
- VI. Presentation: Sonoma County Master Plan for Aging Supporting Economic Security for Older Adults

Presenter: Joni Huntsperger - Master Plan for Aging Implementation Coordinator Highlights of the presentation included the following:

- Discussion of how we support our community as we age. The definition of older adults is 60 and older. This California master plan for aging.
- The number of people 60 and older in Sonoma County will double by 2030 which means a large percentage of our population will be in this category.
- We are higher than other counties in our area. Now and in the future will see more need for:
 - health care
 - geriatric services
 - housing
 - close to services
 - close to easy transportation both for the older population and their care givers
- Elder caregiving is a lower wage job. Need to support our care giving community.
- How to engage the elder community and those who want to return to work.
- Concerns for those in retirement.
 - losing ability to drive
 - lack of resources
 - lack of caregivers
- Q. Is there a list of resources by city?
- A. Adult and Aging is working on that type of report.
- Q. 60 is considered elder, but 65 is standard for retirement benefits. How is that picked?
- A. Most people feel the impact of age at 60. That is a state number that is picked and Sonoma County accepted that.
- Q. Is there a service type need mode?

- A. Yes. A lot of adult communities are 55 and over. So, we are looking at the whole of that and other factors.
- Adult and Aging has an action team working on each of the named areas in the presentation.
- Housing—Asked if anyone knows where the people who lived at Journey's End moved to. Joni will look into it and send an email to the group.
- Caregiving—Not all caregivers identify as care giving so can't always see the true
 need. Can cover a lot of different types of care. Nursing, assistants, cooking, etc. Also
 includes the number of IHSS for youth with different needs.
- Transportation
- Wellness, equity, and inclusion.
- Economic security
- Senior advisory commissions
- Q. This is not new. Are you making a plan for steps and next steps?
- A. The goal is to find funding for this work and to create action plans.
- Q. Burbank and PEP Housing help seniors, are you partnering with them?
- A. Yes. The goal is to find funding for this work and to create action plans.
- Q. So, a collective impact model without funding. Is the legislation to ask for funding?
- A. There have been opportunities in the state. We did receive state funds to create a local plan for Sonoma Valley and Santa Rosa to support local adults.
- Q. What does this low younger percentage mean for housing and schools?
- A. We do not know yet.
- Q. Are parts of California already working on this? Like Palm Srings?
- A. We are one of the first to write and adopt something in California. North Carolina has been doing work like this for 20 years.

- Q. Is there a conversation about how to distribute this information?
- A. At this point we are doing presentations district-wide. There will be a newsletter created that can be shared
- Other notes.
 - Several members thanked Joni for the thought-provoking presentation.
 - Charity noted that the WIB is considering recruiting a WIB member who works for the aging community.
 - Joni shared it would be great to find a way to make caregiving a higher paid position.
 - Chris Willover noted that IHSS may soon cap the number of hours a caregiver can work in the program.

VI. Networking Break

Members met in small groups.

VII. Ad Hoc Committee Updates

- Industry Sectors Ad Hoc
 - Reported the group has review reports and had discussion on the quantitative review of industry data to help recommend focus industries to the Executive Committee.
 - The group will move forward on identifying the qualitative data to use to review to help recommend focus industries to the Executive Committee.
 - Reviewed who is on this ad hoc committee and encouraged WIB members volunteer to participate in this very interesting process.
- Q. Why is this information being reviewed?
- A. This helps the WIB approve the priority of service for Job Link clients when/if there is a need due to the amount of funding resources.
- Diversity, Equity, Inclusion, Belonging [DEIB]

Charity reported that staff is working on scheduling the next meeting of this group before the September WIB meeting.

Membership

- Three new members are in the process of being reviewed/approved by the Board of Supervisors.
- Five members are in the process of being reviewed/approved by the Board of Supervisors for their renewal for the second of their three-term engagements.
- > Stephen Jackson shared the group will meet before the September WIB meeting.

VIII. Diversity, Equity, Inclusion, and Belonging (DEIB) Moment

- Staff shared a video regarding bias. The group was asked if they felt bias can affect how we treat people. Comments included the following.
 - We should avoid this.
 - > There can be a "stranger danger" mentality.
 - ➤ Hope we treat others as we want to be treated.
- Going forward we will be asking members of the DEIB Ad Hoc to present for the agenda item. They can use a video to spark discussion, bring an interesting article, or find other items to spark thoughts and conversation on this topic.

IX. Job Link Operations

Adult Dislocated Worker Career Services Provider
 WIOA law allows Local Workforce Development Boards such as our WIB to be an Adult and Dislocated Worker Career Services Provider. The WIB is administered within the Sonoma County Human Services Department. This provides opportunities to leverage funding to provide expanded customer services particularly in developing career pathways for our America's Job Center of California (AJCC), branded locally as Job Link, General Assistance, Housing, and CalWORKs customers. The Executive Committee

approved Job Link to continue in this capacity and will forward that information to the State.

- American Job Center of California (AJCC)
 In compliance with the federal Workforce Innovation and Opportunity Act (WIOA) of 2014, local Workforce Boards are required to conduct an open and competitive process in order to select their America's Job Center of California (AJCC) One Stop Operator. One Stop Operators are responsible for coordinating service delivery among all One Stop partners and service providers within the designated Local Workforce Area. Comprehensive public workforce services are expected to be provided through a One-Stop Career Center, which in Sonoma County is Job Link. Services are delivered through partner agencies using various funding sources. The role of the One Stop Operator ("Operator") is equivalent to a managing partner. In this role, the Operator is responsible for ensuring coordinated service delivery of all twelve partner organizations. The Executive Committee approved Job Link to continue in this capacity and the paperwork will be filed with the state.
- Noted Job Link has an open Employment and Training Counselor and a Human Services Aid position open.
- Youth

> SCYEC

- Pedro reported the Sonoma County Youth Ecology Corps (SCYEC) program will run similar to the set up for last year. This program employes youth for the summer ages 18 to 24 years old. Thirty-two crew members were hired this year.
- The program will run from June 16 to August 7. The kickoff event will be in June and will be held at the Water Education Center. The last event will be the Opportunities Fair and will be held on August 7.

- Staff will send out some emails with requests for volunteers to help with the events. One popular opportunity is the mock interviews at the Opportunities Fair.
- Los Guilicos Employment Fair
 - Staff provided a job fair for the residents of Los Guilicos Juvenile Hall. Twenty organizations including the Boys and Girls Club participated.
 - They had 51 attendees.
 - They had a great response from clients and staff. Attendees reported hearing some say they felt people cared about them and their futures.
 - Sonoma County is the first AJCC to offer an event like this for juvenile facility in California. There will be more details about this in the next WIB newsletter.
- Eligible Training Provider List (ETPL)
 - Megan will be updating and maintaining the ETPL list. Staff has a targeted list of providers and will review the WIB priorities taking them into consideration for best providers. One fast-growing area they are seeing is animal care and they are exploring options for that.
 - MOUs for providers are being reviewed for scope of work.
- Q. Is there a list of programs available through Santa Rosa Junior College?
- A. Staff is working on updating that list.
- Business Services

Chris Willover shared his unit will be doing more job search with Sonoma Works clients and connecting them with Job Link and General Assistance services. They will also be reaching out more to businesses to make connections. Due to time restrictions his full presentation will be moved to a future WIB meeting.

X. Adjourn (5:03)

Next meeting: July 9th in the Santa Rosa Room

WIOA Team Update for WIB

Sonoma County Job Link
July 9, 2025



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Topics

- · Job Link Ops: Carol McHale
 - Waivers
 - Staffing
 - Business and Employment Services
- Youth Program: Lilian Vieyra Torres
 - SCYEC, MPP, STEP Grant
- Projects & Grants: George Garcia
 - Second Chance Job Fair
 - RERP (ECE and Adv Manufacturing with SRJC)
- ETPL & One Stop: Megan Metz
 - Job Link Steering Update
 - ETPL Status



Youth Programs

- ➤ My Pathway Program Updates
 - ➤ Step Grant
 - ➤ 59 youth enrolled
 - ➤\$10,250 awarded to youth for completing work readiness training
 - ▶13 youth ready for work-based learning placements
- ➤ Sonoma Youth Ecology Corps (SCYEC)
 - ➤ June 16 through August 7th
 - ≥ 32 Youth Participating
 - ➤ 2024 Evaluation Report



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SCYEC Kick Off













Projects & Grants

- Second Chance Job Fair: HUGE SUCCESS
 - Workshops provided at the MADF prior to Job Fair
 - 177 attendees!!
 - 35 resumes prepared for attendees
 - 24 employers with available resources
- Regional Equity and Recovery Partnership CA Workforce Grant (RERP)
- Focus area Early Childhood Education & Advanced Manufacturing at SRJC
 - Status update
 - Sunsets September 30, 2025



ETPL Provider Update



Approved: 11 Pending: 13 Total: 24



Phlebotomy



Trucking



Trucking



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ETPL Providers In Process















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