

**Workforce Investment Board  
Program Planning and Development  
Department of Workforce Investment  
1880 West Wardrobe Avenue, Merced, CA  
March 26, 2003, 3:00 – 5:00 P.M.  
Meeting Minutes**

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**Members Present:** Andrea Baker, Mike Boardman (Chair), Sharon Cresswell, Kathleen Crookham, Peter Fluetsch (Co-chair), John Fowler, Scott Galbraith, Carol Greenberg, Anne Newins, Al Romero

**Members Absent:** Don Bergman, Harry Dull, Robert McLaughlin, Gisela Malone, Ana Pagan, Mike Sullivan

**WI Staff Present:** Debby Hoban, Ed McLaughlin, Joanne Presnell, Chuck Purcell

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1. **Call to Order and Roll Call** – The Chair called the meeting to order. A sign-in sheet was used in lieu of roll call.
2. **Agenda** –The agenda was approved as published.
3. **Approval of Minutes** – It was *M/S/C Fowler/Romero* to approve minutes of February 26, 2003, and March 26, 2003 meetings.
4. **Introductions** – None
5. **Public Opportunity to Speak** – None present.
6. **Action Agenda:**
  - a. **Create and Define Subcommittees for Education, Employment/Workforce and Economic Development** – The Chair proposed establishment of three subcommittees: 1) Education, 2) Employment/Workforce, and 3) Economic Development. Ms. Andrea Baker asked if other previously established ad hoc committees (Marketing and Youth Employability Card Committees) would be incorporated in these three subcommittees. The Chair stated he would like members of those ad hoc committees to become members of appropriate subcommittees or this committee and stay involved to make sure any unfinished business associated with those ad hoc groups is completed. Ms. Elaine Craig noted a previous discussion included the Marketing Committee in with the Program Planning and Development Committee. The intent is for marketing to become a permanent part of the Program Planning and Development Committee rather than maintaining a small ad hoc workgroup.
  - b. **Appoint Education, Employment/Workforce and Economic Development Subcommittee Chairs** – It was *M/S/C Boardman/Fluetsch* to accept recommendation for subcommittee chairs: Peter Fluetsch, chair for Education, John Fowler/Scott Galbraith, co-chairs for Economic Development, and Gisela Malone, chair for Employment/Workforce.

The Chair would like everyone to be involved in the subcommittees. Have subcommittees focus on very specific components of the report, but this committee will ensure we are

developing the collaboration and the alignment needs in order to get everyone working together. He asked members to select a subcommittee to work on.

Education – Peter Fluetsch, Al Romero, Anne Newins, Don Bergman

Economic Development – John Fowler, Scott Galbraith, Carol Greenberg, Kathleen Crookham, Harry Dull, Ana Pagan

Employment/Workforce – Gisela Malone, Andrea Baker, Sharon Cresswell, Mike Sullivan

## 7. Discussion Agenda:

- a. **Discuss Goals of the Subcommittees as it relates to the Merced County Economic Development Strategic Plan** – The Chair invited Mr. Scott Galbraith to speak. He listed seven objectives and goals related to creating the productive workforce:

- (1) Ensure that training programs meet priority basic skills for employers and industry clusters. The responsibility is downloaded to workforce and training team – Department of Workforce Investment.
- (2) Ensure there are training programs to address skill gaps for target occupations.
- (3) Develop certificate programs that can address gaps for all the skill groups.
- (4) Create a “Manufacturing Institute”.
- (5) Create a “career ladder” education and training system that fosters and builds knowledge economy skills through lifelong learning.
- (6) Integrate workforce and economic development services.
- (7) Implement a coordinated outreach to business.

A meeting will be scheduled with the Board of Supervisors for a buy-in, and then with all the partner organizations. They are in the process of getting endorsements of all the goals and objectives. Next, is how the goals fit into each subcommittee?

Mr. Fowler stated the word collaboration is repeated throughout the document. Education subcommittee should somehow be connected to the committee being formed by Dr. Lee Anderson so there is a transfer of information. The same goes for Economic Development and Employment Workforce. The WIB needs to reach out and begin touching all organizations so they can become an influential agency within the greater county area. Ms. Baker stated the group should make sure everyone is talking to one another, and understand what is going on in all the arenas to avoid duplication.

Mr. Galbraith stated he basically consolidated all the goals and objectives that address each sector. The Chair stated that with Mr. Galbraith’s assistance he would break this down so it is very applicable as far as the weaknesses to subcommittees. Ms. Baker stated a need for some committees, especially the marketing arm, to tackle some of the perceived weaknesses and identify work in the community that would help in those areas. People who are not members of the WIB can serve on the subcommittees. Staff will help us put together a package for each subcommittee chair focusing on weaknesses and goals, making sure the 79-page report is accessible to everyone.

Ms. Presnell will coordinate with each subcommittee chair to set dates for the subcommittee meetings.

## **8. Information Agenda**

- a. Marketing Plan** – Ms. Elaine Craig thanked the Chair for inviting her, introduced Mr. Eddie Harding, and provided copies of the marketing plan. She briefed the committee on the marketing plan and how we are in compliance with and achieving the goals of the plan. She gave an overview of what is being done, what things are looking like, and solicited any comments and questions from the group.

**8. Next Meeting/Date/Time** – Next meeting will be Wednesday, April 30, 2003, at the Merced County Department of Workforce Investment (large conference room), 1880 West Wardrobe Avenue, Merced, from 3:00 – 5:00 p.m.

**10. Adjourn** – Meeting adjourned at 4:55 p.m.

Minutes prepared by Debby Hoban