

**Workforce Investment Board  
Economic Development Ad Hoc Committee  
1880 W. Wardrobe Ave  
May 23, 2007, 3:30-4:30 p.m.  
Meeting Minutes**



<http://web.co.merced.ca.us/wi/wib/wib.html>

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**Members Present:** Don Bergman, Jesse Brown, Peter Fluetsch, Albert Montejano (Chair)

**Others Present:** Brian Cutler, Dave Davis, Alfredo Mendoza, Joanne Presnell, Anita Vargas

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**1. Call to Order:** The Chair, Mr. Albert Montejano, called the meeting to order at 3:30 p.m.

**2. Approval of Agenda:** It was *M/S/C Bergman/Montejano* to approve the agenda as published.

**3. Approval of Minutes:** It was *M/S/C Bergman/Montejano* to approve the April 18, 2007 minutes.

**4. Meetings Sequence:**

**a.** Staff noted that the first meeting it was the committee agreed on what it wants to accomplish and where it wants to go. The second meeting Economic Development representatives were invited, such as Scott McBride/Frank Quintero. Staff provided a overhead presentation on the following:

**b. Defining Workforce Development**

1. The education, employment and job training efforts designed to help employers get a skilled workforce and individuals to succeed in the workplace.
2. An effort to provide individuals with the occupational preparation necessary for employment, including technical, basic and academic competencies.
3. Strengthening the localized talent pool of workers to match private investments in technology, capital, and product improvement.

**c. Workforce Investment Act and Economic Development**

**Workforce Investment Act: Key Elements**

- Supports “ business-led WIBs
- Promotes influencing demand side of labor market and engaging employers meaningfully
- Promotes flexibility for working with existing firms and current workers
- Authorizes WIBs a strategic role in the regional economy
- Provides funds through adult, dislocated worker, and youth funding streams

**Economic Development**

**WIB’s Role in Economic Transitions**

- Anticipate trends in regional economy, labor force
- Provide layoff aversion strategies, including access to broad range of service
- Exchange information about at-risk companies/industries, potential dislocations
- Conduct early interventions, prefeasibility studies
- Deliver rapid response when layoffs occur

**d. Comparisons-Economic and Workforce Development**

**Similarities between Workforce and Economic Development**

- Broad fields of work/study
- Fragmentation
- Adaptable to local circumstances
- Employer as a customer
- Community well-being goal

**Differences between Workforce and Economic Development**

- Authorizing Federal statute(s)/funding streams
- Metrics for success
- Historically different focus
  - Jobseekers vs firms
  - Blue collar vs white collar
- Single workforce presence, multiple economic development organizations
- Culture/language

**How is Success Measured?**

Economic Development

- Jobs created and retained
- Private investments
- Public investment made
- Tax revenues

OR

- Attraction
- Retention
- Expansion

Workforce Development

- Placement
- Earnings
- Customer satisfaction
- Retention
- Skill attainment/credentials

**e. WIB current actions/tools for Economic Development**

**Current**

- Cross representation
- State-of-the-Workforce
- Applicant Pool
- Enterprise Zone
- Participate in planning
- Represent workforce to potential new businesses
- Formal certification of the One-Stop Career Centers
- Ad Hoc Economic Development Committee

**Future**

- WorkKeys
- Executive Pulse
- Connectory.com

Staff will send an e-mail to all Economic Development professionals explaining the tools that were discussed at today's meeting, and ask them to attend the next meeting.

**5. Roundtable/Chair Comments/Future Agenda Items:**

The committee discussed the following issues:

- a. Would like to have Economic Development professionals from Dos Palos, Los Banos, City Advisory Committee, MCAG and City Managers to attend the Ad Hoc Committee meetings.
- b. What types of industries the county wants to bring into Merced.
- c. When do we start planning for the incoming industries, and the types of level skill sets needed.
- d. Preparing ahead to meet the needs of potential businesses.
- e. Have specific employers attend the to talk about their job history, hiring criteria and attraction characteristics.

Economic Development Ad Hoc Committee

May 23, 2007

Page 3

**6. Next Meeting:** June 28, 2007, Dept of Workforce Investment, Small Conf Rm., 1880 W. Wardrobe Ave, Merced.

**7. Adjourn:** Meeting was adjourn at 4:30 p.m.

Minutes prepared by Anita T. Vargas