



**WORKFORCE
INVESTMENT BOARD
MERCED COUNTY**

**Workforce Investment Board
Dept of Workforce Investment, Large Conference Rm
1880 W. Wardrobe Ave, Merced, CA
September 14, 2006, 3:00-5:00 p.m.
Meeting Notes**

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

Members Present:

| | | |
|------------------|-------------------|---------------|
| Lee Andersen | Andrea Baker | Bob Bittner |
| Sharon Cresswell | Kathleen Cookham | Phil Flores |
| Peter Fluetsch | John Fowler | Robert Harmon |
| Anne Newins | Alfonse Peterson | Larry Pitts |
| Carole Roberds | Vann (Mike) Smith | Mike Sullivan |
| Steve Tinetti | | |

Members Absent:

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|----------------|------------------|-----------------|
| Don Bergman | Nick Benjamin | Ben Duran |
| Ernie Flores | Carol Greenberg | Charlie Lambert |
| Nellie McGarry | Albert Montejano | Terry Nichols |
| Rick Osorio | Al Romero | Chris Rosander |
| Thomas Tsubota | | |

Others Present:

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|---------------|------------------------|-----------------|
| Dave Davis | Patti Dossetti | Eddie Harding |
| Dee Knight | Alfredo Mendoza | Nannette Potter |
| Roger Schmitt | Jackie Walther-Parnell | |

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1. Call to Order/Roll Call – The Chair, Mr. Robert Harmon, called the meeting to order at 3:05 p.m. Roll call was taken.
 2. Approval of Agenda – It was *M/S/C Fowler/Peterson* to approve the agenda as published.
 3. Approval of Minutes – It was *M/S/C Andersen/Tinetti* to approve the July 13, 2006 minutes.
 4. Public Opportunity to Speak – None.
 5. Consent Agenda: It was *M/S/C Tinetti/Sullivan* to approve items a.-e. of the Consent Agenda.
 - a. Eligible Training Provider List Addition – Essential Health Massage Therapy
 - b. Eligible Training Provider List Addition – ROP Automotive Services
 - c. Appointment to Youth Council – Ms. Holly Newlon
 - d. Appointment to Workforce Investment Board – Ms. Rennise Ferrario
 - e. Application to Employment & Training Administration and Dept of Labor for Community-Based Training GrantIt was *M/S/C Pitts/Newins* to approve item f. – Marketing Plan Update – with the following correction:
Page 5, Worknet attributes which will be stressed as the marketing message, bullet #2, should read, “Worknet is ‘the place to go’, with many convenient locations throughout Merced County”.
 6. Presentation – Engineering Academy at Buhach Colony High School:
 - a. Ms. Patti Dossetti, Program Development Manager for Merced Union High School District, writes grants for Merced, Atwater and Livingston. She presented a grant opportunity that would be for the Buhach Colony High School. The grant is from the California Dept of Education, and it would be for a pilot Engineering Academy (mechanical, electrical, computer, civil and industrial engineering). The grant has a

community involvement component, and she would like the Workforce Investment Board (WIB) to get involved by writing a letter in support of the project. If the grant is awarded, she would report on the progress of the project, and ask the WIB for feedback on how to make the project better.

7. Action Agenda:

- a. Letter of Support – Merced Union High School District’s Engineering Academy: It was *M/S/C Tinetti/Andersen* that the WIB write a letter in support of the Engineering Academy.
- b. Workforce Investment Board Committee Structure Change: It was *M/S/C Smith/Peterson* to dissolve the Finance Committee, and have the Executive Committee assume the financial responsibilities.
- c. Modification 7 to 5-Year Strategic Plan: It was *M/S/C Bittner/Fluetsch* to approve Modification #7 to the Five-Year Strategic Plan.
- d. Selection of Additional Industry Cluster: It was *M/S/C Roberds/Crookham* to add Manufacturing, to include Ag Manufacturing as an additional industry cluster.
- e. Letter of Support – California Partnership for the San Joaquin Valley: It was *M/S/C Tinetti/Crookham* to approve sending a letter to the Governor for support of California Partnership for the San Joaquin Valley. It was suggested that the Partnership add to Goal 3 the contributions of community colleges, the CSU system, and the broader medical field support services.

8. Presentation – California Edge:

- a. Ms. Andrea Baker gave a PowerPoint presentation on the following points of California’s EDGE Campaign, and everyone was provided a booklet prepared by California’s EDGE Campaign:
 - Invest in regional workforce and economic development strategies to build prosperous communities and competitive industries.
 - Provide all Californians access to high quality postsecondary education and skills training.
 - Provide working adults with opportunities to move up the skill ladder.
 - Link workforce programs and institutions to create pathways to high wage jobs.
 - Align program goals and measures to achieve a shared vision of California’s future and to ensure accountability.

After the presentation, Ms. Baker asked that she be permitted to sign up the Merced County WIB as endorsing the EDGE Campaign, and that individual members, having businesses, represent their business by going online to endorse the EDGE Campaign.

It was *M/S/C Fowler/Roberds* that the WIB endorse the EDGE Campaign.

9. Information Agenda:

- a. Receipt of Modification 7 to Master Subgrant Agreement – Unilever (Dept of WI/Central Valley Opportunity Center Joint Application)
- b. Receipt of Modification 8 to Master Subgrant Agreement - Quebecor
- c. Dept of WI/Regional Occupational Program Construction Trades Career Fair
- d. Manufacturing a Career (MAC) Proposal
- e. Rapid Response Special Project Grant
- f. Local Workforce Investment Area Performance Goals – PY 2005/06
- g. Participant Report
- h. LMI Updates
- i. Fiscal Report
- j. Committee Reports – www.co.merced.ca.us/wi/wib/wib.html

10. Director’s Comments: Ms. Baker noted that SB 293 – Workforce Training Act (Education, Training and Investment) was enrolled, and it’s on the Governor’s desk for signature. One thing that is new is the percentage of the WIB members who are to come from labor associations, which is more than we have now.

11. Chair Comments: The Chair asked those who attended the Meeting of the Minds Conference in Monterey, CA, to enlighten WIB members on an item(s) that was significant to them.

a. The Chair noted he was impressed with the caliber of the presenters, and the presentations made. Also, how to retain and attract skilled labor.

b. Mr. Dave Davis noted he learned a new word for “soft skills”, which is “workplace basics”. A gentleman from Kansas City said someone asked him to tell them about their minimum wage jobs, and he replied, “We don’t find people minimum wage jobs, we deal in careers”.

c. Mr. Lee Andersen noted Merced was well represented. The speakers shared huge numbers of the upcoming worker gaps—messages of doom and gloom, but no mention of outsourcing or economic development.

d. Mr. John Fowler noted the EDGE Campaign was a highlight for him. Even though we talk about economic and workforce development, there are very few economic developers and/or State agencies at these conferences. He did select a number of items from different speakers that he will be glad to share later.

e. Mr. Bob Bittner noted it was clear that we are still in a era of declining resources, and on a State level they are looking more favorably at regional grant proposals rather than local.

f. Mr. Mike Sullivan noted he has shared a summary of the highlights with his staff. One of the things Merced County should focus on is to develop our own talent as much as we can from within our organizations. Don’t think you always have to go outside for talent. Also, focus more on the “quality of life” for the community—make sure you are a tolerant community.

g. Ms. Baker noted the concept of Regionalism was important because it reflects the diversity of industries in the region. You can focus on building talent, not attracting it—build on what you’ve got because it’s going to stay. Building partnerships, and cultivating a dynamic and tolerant culture—being able to take a risk even though the dollars may be short.

12. Other: Staff noted the meeting day/time will not change due to several key members being unable to change their schedule. Staff thanked everyone for participating in the survey.

13. Next Meeting – November 19, 2006, Dept. of Workforce Investment, 1880 W, Wardrobe Ave, Merced.

14. Adjourn - Meeting was adjourned 4:25.