

**Workforce Investment Board
Program Planning and Development Committee
Department of Workforce Investment
1880 West Wardrobe Avenue, Merced, CA
October 22, 2003, 3:00 – 4:30 P.M.
Meeting Minutes**



Members Present: Andrea Baker, Sharon Cresswell, Harry Dull, Peter Fluetsch (Vice-Chair), John Fowler, Scott Galbraith, Carol Greenberg, Al Romero, Mike Sullivan

Members Absent: Paul Alderete, Don Bergman, Mike Boardman, Gisela Malone, Anne Newins, Ana Pagan, Thomas K. Tsubota

WI Staff Present: Elaine Craig, Dave Davis, Dee Knight, Joanne Presnell

1. **Call to Order and Roll Call:** The Vice-Chair Peter Fluetsch called the meeting to order at 3:07 p.m. A sign-in sheet was used in lieu of roll call. The Vice-Chair noted that Mike Boardman had resigned as Chair, and he would be filling in. A new Chair will be appointed by the Workforce Investment Board Chair John Heading.
2. **Agenda:** It was *M/S/C Dull/Galbraith* to approve the agenda as published.
3. **Approval of Minutes:** It was *M/S/C Romero/Galbraith* to approve the August 27, 2003 minutes.
4. **Introductions:** None.
5. **Public Opportunity to Speak:** None.
6. **Action Agenda:**
 - a. **Self-Sufficiency Wage:** It was *M/S/C Sullivan/Fowler* to establish the Self-Sufficiency Wage at \$11.06, and forward it to the Workforce Investment Board (WIB) for ratification.
 - b. **Next Meeting Date:** Members decided to meet on November 19, 2003, at 3:00 p.m., and the Primary Agenda item will be Goal 1 – Train and Attract Adaptable Workers to Fill Industry Needs.
7. **Information Agenda:**
 - a. **Marketing Update:** In keeping with the Marketing Plan, Ms. Elaine Craig provided the following update on the promotions of the Marketing Unit:
 - Sponsored the KUBB Country/HOT 105 Job Fair on September 27, 2003.
 - Attended the Channel 30 (ABC) Listens Forum that resulted in Channel 30 interviewing Ms. Craig about Worknet, which aired on the 5 o'clock news, September 26, 2003. The interview will be posted on the website October 23, 2003.
 - Accomplished reproduction and binding of the WIB Year-End Report.
 - Created several PowerPoint presentations—Joint WIB/Board of Supervisors Meeting, and CWA Meeting of the Minds Conference.
 - Have Worknet weekly newspaper ads in the Sun-Star also showing the WIB logo.

- Involved in distributing all Worknet information at the Workforce Academies.
- Created a window display in the Merced Mall, at no cost, conveying messages to all youth, jobseekers, and employers.
- Continually developing brochures and packets. Put together a new packet for the Business Services Unit to customize its marketing to the employers.
- Scheduled to participate in an Open House at the Housing Authority office on November 6, 2003.
- Creating Worknet signs for 19 County Transit buses, which is free advertising. Cost of making the signs is approximately \$325.00. Also awaiting a policy interpretation for putting magnetic Worknet signs on our assigned County vehicles.
- Received approval to sponsor news, weather and traffic on 4 different radio stations spread out over four (4) months.
- Planning a mass direct mailing of invitations to community-based, faith-based, and service organizations to tour the Worknet One-Stop and to invite us to their organization to make a presentation.
- Reproduced and bound the final product of the Worknet One-Stop Application Certification.
- Scheduled to host the Chamber Mixer in August 2004.
- Has frequent contact with the Sun-Star City Editor who will be doing write-ups on Worknet and the WIB.

Ms. Craig noted there is no assessment tool to measure the success of the Marketing Plan. She will follow up with Merced County Office of Education on whether or not all Career Techs and school staff are knowledgeable of the Youth Employability Card (YEC). The YEC should be an agenda item for this committee.

b. Notes from the October 2, 2003 WIB Retreat: Copies of the Retreat notes were provided to everyone, and the WIB Executive Committee will officially assign goals to each committee. Ms. Baker noted she attended a State meeting, at which the Retreat facilitator commented on the positive direction of the Merced WIB and how much he enjoyed working with them.

8. Chair's comments: The Chair thanked everyone for their participation.

9. Next Meeting Date/Time (Please Note Change): November 19, 2003, in Dept of WI Large Conference Room, 1880 W. Wardrobe Ave, Merced, from 3:00-4:30 p.m.

10. Adjourn: Meeting adjourned at 3:50 p.m.

Minutes prepared by Devilla D. Knight.