

**WORKFORCE DEVELOPMENT BOARD
of San Luis Obispo County**

WORKFORCE DEVELOPMENT BOARD MEETING MINUTES

Date: Thursday, May 5, 2022
Time: 8:00 a.m.
Location: County Office of Education, 3350 Education Drive, San Luis Obispo

Present: Isiah Gomer, William Hills, David Baldwin, Dr. James J. Brescia, Josh Cross, Rachael Hendricks, Melissa James, Verena Latona-Tahlman, Justin McIntire, Veronica Orozco
Absent: Ron Reilly, Patrick Woolpert, Vivian Estrada, Cesar Valladares
Guests: Tricia Lubin, Daniel Tatick, Tammy Aguilera, Christina Kuhn, Traci Bradbury
Staff: Dawn Boulanger, Diana Marin, Eddie Hernandez

1. Call to Order and Introductions:

Chairperson Isiah Gomer called the meeting to order at 8:01 a.m. **Quorum reached.**

2. Public Comment:

Chair Gomer: No public comment.

3. Consent Items:

- 3.1 Approve the February 3, 2022 Minutes**
- 3.2 Approve the March 25, 2022 Special Meeting Minutes**

Motion: Justin McIntire

Second: Dr. Jill Stearns

Abstentions: None

Motion Passed Unanimously

4. Presentations:

4.1 Digital Outreach and Recruitment Campaign with Full Capacity Marketing

Celina Shands (guest) presented the information which included Full Capacity Marketing's plan for the WDB digital outreach and recruitment campaign.

Chairperson Gomer: Speaks.

Dawn Boulanger-staff: Speaks.

Angela Toomey-Board Member: Speaks.

Melissa James-Board Member: Speaks.

Christina Kuhn-Guest: Speaks.

Verena Latona-Tahlman-Board Member: Speaks.

William Hills-Board Member: Speaks.

Dr. James Brescia-Board Member: Speaks.

Josh Cross-Board Member: Speaks.

5. Action Items:

- 5.1 Review and Approve Draft Scope of Work and Budget for PY 2022-23 WIOA Youth Services Contract with SLO County Office of Education**

Dawn Boulanger (staff) presented the item which was available as part of the agenda. Dr. James Brescia recused himself from the room after the item was presented, but prior to the debate and voting by the board. Dr. James Brescia was invited to return to the meeting once the item had been discussed and approved.

Motion: Justin McIntire

Second: William Hills

Abstentions: None

Motion Passed Unanimously

5.2 Review and Approve Draft Scope of Work and Budget for PY 2022-23 WIOA AJCC Services Contract with Eckerd Connects

Dawn Boulanger (staff) presented the item which was available as part of the agenda.

Motion: Veronica Orozco

Second: Rachael Hendricks

Abstentions: None

Motion Passed Unanimously

6. Discussion Items:

6.1 Receive Quarter 3 Eckerd AJCC Contract Performance Report

Dawn Boulanger (staff) presented the item, which is available as part of the agenda.

Christina Kuhn-guest: Speaks.

6.2 Receive Quarter 3 Eckerd Youth Contract Performance Report

Dawn Boulanger (staff) presented the item, which is available as part of the agenda.

6.3 Discuss Full Capacity Marketing Rebrand and Outreach

Chair Gomer presented the item, which opened the floor for discussion about the rebrand and outreach plan. Chair Gomer stated that the recommendation is for the board to assign an Ad-Hoc committee to this item. Once the work of the Ad-hoc committee is concluded the suggested actions would be brought back to the WDB for final approval. Dawn Boulanger (staff) asked for volunteers for the Ad-Hoc committee and the following members were identified as interested in participating: Isiah Gomer, Justin McIntire, Rachel Hendricks, William Hills, Melissa James, Tricia Lubin, and Christina Kuhn.

Chairperson Gomer: Speaks.

Dawn Boulanger- staff: Speaks.

Justin McIntire- Board Member: Speaks.

Rachel Hendricks- Board Member: Speaks.

William Hills- Board Member: Speaks.

Melissa James- Board Member: Speaks.

Tricia Lubin- Board Member: Speaks.

Chrstitina Kuhn- guest: Speaks.

7. Reports:

7.1

a) Executive Committee Report: Chairperson Gomer reported that the Executive Committee met in March and April. At the March meeting, the Executive Committee approved the appointment of Angela Rayfield to the Business Council and a revision to the PY 2021-22 WIOA Budget for the Digital Outreach campaign. Chair Gomer also stated that the Executive Committee met in April to review and approve the vendor recommendation for the WIOA Youth Services RFP and to direct the Administrative Entity staff to commence contract negotiations with the SLO County Office of Education.

b) Business Council Report: Verena Latona-Tahlman (member) reported that the Business Council met once on February 17th. Ms. Latona-Tahlman stated that at that meeting the Council received and discussed transportation industry labor market information and data, reviewed and discussed the proposed goals for the 2021-22 program year, and discussed the implementation of Workforce Development business services with the local Chambers of Commerce. Ms. Latona-Tahlman reminded WDB members that the Business Council continues to look for business community representation and membership and asked that those interested in getting more information contact her or Diana Marin (staff) for more details.

c) Staff Report: Dawn Boulanger (Staff) shared information about current special grants including the National Dislocated Worker Grant (NDWG), the High Road Construction Careers (HRCC) SB-1 Grant, and the High Road Construction Careers (HRCC) CA Climate Investments (CCI) Grant. She mentioned that the CCI Grant has and added green energy component to the SB-1 Grant. She also shared that the following are grants that are in progress: the Division of Apprenticeship Standards (DAS) Grant - Expansion, Equity and Innovation Grant PY 2021-25, in which the WDB SLO will be the grant lead partnering with SLO County Office of Education/SLO Partners and WDB Santa Barbara County; the CA WDB Grant - Regional Equity and Recovery Partnerships, in which the WDB Santa Barbara County is the grant lead partnering with WDB SLO, Cuesta College, & Alan Hancock College. Ms. Boulanger also updated the membership on the ARPA Small Business Grants which involved administering \$500k in ARPA small business grants to local employers with fewer than 25 employees. She also reported that staff has initiated the contract for a system re-brand and strategic digital outreach campaign with Full Capacity Marketing aimed at recruiting jobseekers. Ms. Boulanger provided an update on Program & Fiscal Monitoring of contractors which resulted in no findings. She reported on the WIOA Memorandum of Understanding (MOU) revision which is also in progress and mentioned the WDB Retreat focused on Leadership & Engagement which is intended to lead into the foundations for a Strategic Plan. Lastly, Ms. Boulanger reported that a research study on workforce participation rates in SLO County, a research study on impact of Local Hire clauses/Project Labor Agreements in building & construction contracts, in-person job fairs, and hiring of a WDB Program Manager are all in the works.

8. Administrative Entity Update:

8.1 Receive and Review Fiscal Budget Update

Dawn Boulanger (staff) presented the item, which is available as an addendum to the agenda.

8.2 Receive and Review Rapid Response Update

Diana Marin (staff) presented the item, which is available as part of the agenda.

9. Board Member Workforce Development Updates:

No member updates were provided.

10. Next Meeting:

August 4, 2022

8:00 – 10:00 AM

Location: County Office of Education, 3350 Education Drive, San Luis Obispo

11. Adjournment:

Chair Gomer: adjourned the meeting at 10:02 A.M.

I, Diana Marin, Clerk of the Workforce Development Board of San Luis Obispo, do hereby certify that the foregoing is a fair statement of the proceedings of the meeting held on Thursday, May 5, 2022, by the Workforce Development Board of San Luis Obispo County.

Diana Marin, WDB Program Review Specialist

Dated: May 17, 2022