

HUMBOLDT COUNTY WORKFORCE DEVELOPMENT BOARD



EXECUTIVE COMMITTEE MEETING  
Thursday • January 21st, 2021 • 1:30 – 3:30 p.m.  
Via Zoom Web Conferencing

MEETING MINUTES

OPENING

**Call to Order:**

Chair, Dena McCullough, called the meeting to order at 1:34 pm. A quorum was noted will be present when Dennis Leonardi arrives by 2 PM in time for consent and member items.

**Committee Members Attendance:**

- Dena McCullough (Chair) – present
- Michelle Bushnell – absent
- Daniel Dixon – absent; excused
- Cedar Reuben – present
- Mike Newman (Vice Chair) – present
- Rex Bohn (BOS alternate) –absent
- Dennis Leonardi – present
- Pru Ratliff - present

**Staff Present:** Allison Tans, Cris Plocher, Scott Adair

**Others Present:** Carol Hammond, Karling Skoglund, Randy Weaver, Wendy Zanotelli

**Adjustments to the Agenda**

Consent agenda and member seat items moved to 2 PM to accommodate for possible late arrival of committee member Dennis Leonardi.

**Board and Executive Director Announcements**

- Pru Ratliff made announcements of upcoming CR classes:
  - Medical Assisting class is on track with a full class of 32 applicants.
  - Online classes will be offered for Pharmacy Tech and Medical Billing/Coding (info on website)
  - 40 hr. Wildland Fire School will be offered (info on website)
  - Incident Safety for Hired Vendors will be offered 4x on main campus with social distancing
  - More classes will be offered in July 2021.
- Mike Newman mentioned he saw at Rotary Club recently a presentation by Larry Oetker with Humboldt Bay Conservation District and proposed that the HW Board could invite Larry to present on the topic of aquaculture, which is good for business community to know about.
- Allison Tans provided Executive Director announcements:

- Future possible opportunity for the Facebook Elevate Career Connections training/WEX PT work program where commitment would be 30 individuals and cost of at least \$90,000 (which could be paid from Youth, Adult and Dislocated Workers funding)
- Opportunity for technical assistance from California Workforce Association (using awarded grant funds) to provide business/staff outreach and apprenticeship related work
- Slingshot 3.0 grant funds of \$24,000 remaining in the budget for travel which needs to be spent elsewhere, so looking into digital/virtual training options.
- Slingshot 4.0 grant (in partnership with HCOE) was submitted and will hear back in next few weeks
- James Irvine Foundation gifted \$5,000 to invest in improvement services for The Job Market to improve customer experience and an additional \$750 has been shared with the WDB. This may be used for marketing, success stories, banners/logo signs on Prosperity Center building and such. The Workforce Development Exchange Team will be exploring options.
- Scott Adair is working with County Counsel on doing research on policy/procedure that identifies WDB vs. County Dept. authority in terms of staff appointments or assignments. Cedar Reuben mentioned that in his long experience with WDB, the county usually had the role of appointing/hiring, but WDB members were involved in interviewing job applicants. Looking at WIOA policies and how other county's WDB staff are assigned. Scott mentioned he will bring to the WDB and Exec. Committee members any future review/findings on this topic.

### **Public Comment**

- Wendy Zanotelli with Smart Workforce Center gave an update on some challenges with enrollment in certain programs (also common statewide issue) during COVID. As a result, underspending in some programs. Running Pandora ads and reach out to general public to inform what Smart Workforce Center provides for youth and dislocated worker services. National Dislocated Worker program is up and running, with first two site contracts signed. Wendy is open to ideas for this program from board/committee members.

### **Letter of Support**

- Allison mentioned there was opportunity to partner with Humboldt County Public Library in the Workforce Partnership Pilot, through the California Workforce Association and California Library Association. The Library was awarded over \$10,000 grant to promote workforce services. WDB provided letter of support (and some in-kind staff time) to assist with the pop-up/easy-up job sites alongside the book mobile (including services via hot spots) in rural areas such as, Bridgeville, Hoopa, Redway, etc. Pilot start date is as soon as possible and will end Aug 31, 2021 with various partners (Smart, CR, Dept. of Rehabilitation). Surveys are built into the program to determine success/outcomes. Library has enough letters of support and other dollar and in-kind support from community to commit to pilot project.

### **Review of Directives**

- (Optional Directive) - Pseudo Social Security Number (SSN) discussion about advantages and disadvantages. Local areas can choose whether or not to participate in this concept and can make comments to the Employment Development Department during this draft comment

period. Currently, local WDBs can make their own decisions/policies on this matter. Refer to Attachment D in packet.

- Advantage would allow people who do not have SSN (e.g. undocumented workers) to be eligible for workforce training services. The pseudo SSN number would be coded to a county numbered code (900 series).
- Disadvantage would involve issues with potential of using pseudo SSN to track undocumented people and the legal complications that relate to this process. Wendy Zanotelli noted that WIOA workforce performance may be negatively impacted (to some degree) if these undocumented workers with Pseudo SSN are not very employable. She mentioned Smart works with labor force to get SSNs and thinks the impact of not using pseudo SSN would be relatively small number in our region.
- Carol Hammond will consult with regional advisors on this topic for further guidance. She confirmed that SSN is needed for
- This is a comment period and no one is directed to do anything at this time. Allison will pass on concerns and comments mentioned and item put on hold till further notice.
- (Directive) – Local Area Modification and Regional Area Modification Process (Attachment E)
  - State just finished their three-year Workforce Plan and are not in favor of further modifying local area or regional area plans since state’s modification period ended. Dena McCullough requested that in future any proposed changes to the plan be brought to at least the Executive Committee for initial discussion.

### **Regional Plan – for Job Quality Policy and Job Equity Policy**

- Part of regional planning efforts involve job quality policy and job equity policy development. This is a new piece of the planning efforts. At this time, policies have not yet been developed, though Allison shared some ideas. Per request by Chair Dena McCullough, Allison will draft policies for review by Executive Committee with description of how these policies are intended to be used, roles and integration with county plans.

### **Consent Agenda**

- Approval of Minutes from previous meeting on October 15, 2020. Refer to Attachment A.
  - Pru Ratliff noted a correction needed on page 2 where it refers to Trucking classes in Redding which is offered by the American Trucking Association not CR. CR classes are on hold till possibly later in August.
  - **Action:** Cedar Reuben moved to approved minutes and seconded by Pru Ratliff. All in favor. Motion passed unanimously. Chair called for public comment – none received.
- Allison noted a correction needed on the date of the next Full WDB meeting, which is not Feb. 1<sup>st</sup>, but Feb. 12<sup>th</sup>. However, since Feb. 12<sup>th</sup> is a Holiday, there is need to move it to another day. All agreed upon **February 26<sup>th</sup>** to hold the next Full Board meeting. Allison will notify members of this change.

### **Member Seat – Private Industry Tribal**

- John McGinnis, of the Bear River Band of the Rohnerville Rancheria, has applied for the WDB vacant member seat as Tribal member. Committee has had opportunity to review the application. Refer to Attachment B.
- **Action:** Vice Chair Mike Newman moved to accept the application and seconded by Cedar Reuben. Chair called for public comment – none received. All in favor. Motion passed unanimously.

### **SF Tech Presentation IT Apprenticeships**

- Krysti Specht and Orrion Willis from SF Workforce Development Board gave presentation on ways they use American Apprenticeship Grant (US Dept of Labor) to create apprenticeship programs (instead internships). Krysti and Orrion attended CEMETS in Zurich and have had success with some using the Swiss Model Apprenticeship.
- Difference between apprenticeships vs. internships is mainly that apprenticeships are career oriented with a permanent position that is supported with a mentor. Internships are usually temporary jobs that do not provide a lifelong career.
- Best way to get employers interested is to start small with one or two interested employers, but requires time and patience. Partnering with universities and community colleges is beneficial for potential applicants and job pipeline. Link was provided to the Chicago apprenticeship program where input is provided to educational facilities to focus on certain employable apprenticeship programs.

### **Adjourn**

Chair, Dena McCullough, adjourned the meeting at 3:31 p.m.

**Next Executive Committee Meeting Date:** March 18<sup>th</sup>, 2021 1:30 – 3:30 p.m.

*WDB Agendas and Minutes can be found at  
<http://humboldt.gov/1709/Workforce-Investment-Board/>  
or by contacting Economic Development at (707)445-7745.*