



Humboldt County Workforce Development Board (HCWDB) Executive Committee Minutes

Date: 06/21/2023

Time: 9:00 AM

Location: Humboldt County Courthouse (Conference Room A) 825 5th Street Eureka, CA 95501

Members in Attendance:

- Daniel Dixon-Chair
- Dennis Leonardi- Vice Chair
- Shelly Nilsen
- Lee Cunningham
- Michelle Bushnell
- Cedar Reuben
- Jeff Hunerlach
- Kerry Venegas- Excused

Staff in Attendance: Peggy Murphy, Ryan Heitz, Kimberly Hopmann. Kate Shea and Connie Stewart with Humboldt Workforce Coalition were also in attendance. Guest presenters Heidi Benzonelli from WCIA and Heidi Moore-Guynup from Blue Lake Rancheria were present as well.

1. Opening

- a. Chair Dixon called meeting to order at 9:02am. A quorum was present.
- b. Board Announcements and Declarations
 - None
- c. Director, Staff, & HWC Updates
 - Director Adair is attending the California Association of Local Economic Development (CALED) conference and Ryan Heitz will be facilitating in his stead.
 - Peggy Murphy shared an update on the Regional Plan Implementation (RPI) 4.0 monitoring that staff is preparing for. She also shared an update about the HCWDB Retreat that is planned for August 18th from 9:00am to 4:00pm. The facilitator and location are to be determined soon.
 - Humboldt Workforce Coalition partner shared information on the upcoming Fortuna Job Fair. President Flamer from College of the Redwoods (CR) toured the Job Market with the hopes of moving some staff into the building.
 - Vice Chair Leonardi arrived at 9:22am
- d. Adjustments to the agenda
 - None.
- e. Public comment on non-agenda items
 - None

2. Westside Community Improvement Association HIRE Grant

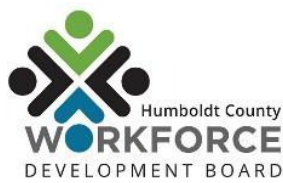
- a. Mar. 15, 2023, HCWDB Executive Committee meeting minutes (Attachment A)
 - Chair Dixon discussed the minutes from March 15th and reviewed with the rest of the committee.
- b. Public Comment
 - No public comment
- c. Action
 - It was moved by member Reuben and seconded by member Venegas to accept the consent agenda. Motion carried 8:0.

Discussion and Action Items

1. Presentation from Crowley



- a. A presentation was given by several representatives from Crowley Wind Services. Jeff Andrini and his team shared the work they have been doing as it pertains to the offshore wind project and the port development. The team fielded questions from the committee members and discussed the details that were given.
2. HCWDB Applications Review (Attachment B)
 - a. Discussion
 - The committee reviewed the applications for Kenny Carswell, Gary Huddle, and Swan Asbury. The reviewed the board composition with the applicants added and discussed the resignation of Michael Hetticher.
 - b. Public Comment
 - None
 - c. Action
 - It was moved by Vice Chair Leonardi and seconded by member Hunerlach to move the applicants forward to the full HCWDB for a vote and to accept the resignation of Michael Hetticher. Motion carried 8:0.
 3. HCWDB Attendance Review (Attachment C)
 - a. Discussion
 - The committee discussed the current attendance of the board members. No attendance concerns currently for any of the members.
 - b. Public Comment
 - None
 - c. Action
 - It was moved by member Venegas and seconded by member Reuben to accept the attendance review. Motion carried 8:0.
 4. Top 10 Employers for Industry
 - a. Discussion
 - Committee member Nilsen led a discussion about the top employers in Humboldt County. She shared the industries that are leading the workforce charge in Humboldt and discussed the challenges of the current list and how to get a more detailed list. Member Nilsen fielded questions about how to target more industries and how to direct workforce efforts toward mid-sized businesses and median wage.
 5. Public Relations and Marketing for Workforce Development
 - a. Discussion
 - The committee discussed the current standings of Workforce Development marketing and public relations.
 - b. Public Comment
 - None
 - c. Action
 - It was moved by Vice Chair Leonardi and seconded by member Reuben for staff to bring back a drafted public relations process with options for the Board as well as a report of current marketing. Motion carried 8:0.
 6. Quarterly HCWDB Agenda (Attachment D)
 - a. Discussion
 - The committee discussed the following edits to the proposed agenda: Edit application



review to detail applicant names, remove time certainty, add employment and training numbers. For the suggested grant updates, the committee requested updates on formula funds, competitive grants and suggested grants. The committee requested to add a COREHub presentation as there was not one currently listed and made suggestions for the HCWDB retreat locations and dates.

b. Public Comment

- None

c. Action

- It was moved by member Reuben and seconded by member Hunerlach to approve the suggested amendments to the quarterly agenda. Motion carried 8:0.

7. Regional Plan Implementation (RPI) 5.0 Provider

a. Discussion

- The committee discussed the current model for RPI and sole sourcing through Humboldt State University's Sponsored Programs Foundation (HSUSPF) for the Regional Organizer of Humboldt. They discussed the implications of Requesting for Proposals causing delayed services community wide and Staff advised against it.

b. Public Comment

- None

c. Action

- It was moved by member Nilsen and seconded by member Reuben to accept staff recommendation of continuing to sole source Regional Organizer through HSUSPF for RPI 5.0 and move to the Board of Supervisors for ratification. Motion carried 6:0 with two abstentions from Supervisor Bushnell and member Hunerlach.

8. High Performing Boards Draft Directive

a. Discussion

- The committee reviewed the drafted directive and discussed ways to achieve the requirements.

9. Future Agenda Items

- a. Updated information for Labor Market, Targets of Opportunity and Union vs Non-Union trades with more relevant information for upcoming fiscal year
- b. Drafted public relations and marketing options for the HCWDB
- c. Retreat locations and details
- d. Brown Act Update from Supervisor Bushnell for the Full HCWDB
- e. Municipality involvement presentation, next fiscal year for the Executive Committee and Full Board
- f. Labor Union Presentation from members Hunerlach and/or Shull for the Full HCWDB

Adjourn 11:15am