

**WORKFORCE DEVELOPMENT GENERAL BOARD MEETING
STRATEGIC PLANNING SESSION**

Lake Arrowhead Resort and Spa
27984 Highway 189
Lake Arrowhead, CA 92352

MEETING MINUTES

JULY 15-16, 2021

ATTENDANCE:

Members				Staff to WDB	
	Present		Present		Present
Phil Cothran (<i>Chair</i>)	X	Lowell King	X	Devra Bell	X
Will Sterling (<i>Vice-Chair</i>)	X	Scott Kuethen	X	Brad Gates	X
B.J. Patterson (<i>Second Vice-Chair</i>)	X	Louie Lopez	X	Marlena Sessions	X
Orlando Acevedo	X	Robert Loeun			
Cinnamon Alvarez	X	Dale Marsden	X		
Ken Boshart	X	Lina Montes	X		
Ricardo Cisneros	X	Henry Shannon	X		
Jimmy Elrod	X	Shannon Shannon	X		
Mike Gallo	X	Jonathan Weldy	X		
Cherilyn Greenlee	X				

JULY 15, 2021

OPENING

- 1) Chair Call Meeting to Order** at 1:18 PM

PUBLIC COMMENT

- 2) Comments from the General Public in Attendance**

There were no public comment cards presented.

ROUNDTABLE DISCUSSION

3) High Road Jobs: Dr. Angelov Farooq, Chairman, CA Workforce Development Board

The Chair introduced Dr. Angelov Farooq, who provided his background and education. He discussed the State Workforce Board and recent position appointments, which are made by the Governor of California. A discussion ensued about apprenticeships and how this has become a major focus, which includes the need to strengthen education and integrate workers in various jobs. Another topic of discussion was defining high road jobs, which included livable wages, quality benefits, worker voice, sustainability and job flexibility. Dr. Farooq noted that many individuals, particularly women, left the workforce due to childcare issues during the pandemic, which they hope will resolve itself as soon as children go back to school in person.

PRESENTATION/WORKSHOP

4) Meeting the Talent Needs of Business – Where are the Workers?

Marlena Sessions provided background for this segment. She introduced Steve and Deana Lambert, our communications team from the 20/20 Network and they discussed the labor force participation rate for San Bernardino County, which has been impacted by enhanced unemployment benefits, re-evaluation of personal & professional priorities and early retirements. They noted that since the early days of the pandemic, San Bernardino County has put people back to work at a faster pace than the state, as a whole. A discussion ensued regarding connecting businesses with employees and how to persuade people to go back to work. Ms. Sessions also provided an update on our efforts to get connection sites throughout the county, so our partners can work with our America's Job Centers and we can reach more applicants throughout the county.

Mr. Lambert led a discussion regarding how to best define a quality, which led to great suggestions from the Board members. These included, in part: wages, pathways, benefits, telework options, retirement, flexibility to determine work schedules and job stability. The next segment was a discussion regarding how we can improve the system. Suggestions, such as, connections; messaging, marketing to a non-traditional workforce and building trust, were discussed.

CLOSE OF MEETING: Meeting closed at 5:04 pm

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Ken Boshart	X	Lina Montes	X		
Ricardo Cisneros	X	Henry Shannon	X		
Jimmy Elrod	X	Shannon Shannon	X		
Mike Gallo	X	Jonathan Weldy	X		
Cherilyn Greenlee	X				

JULY 16, 2021

OPENING

1) **Reconvene Meeting** - The Chair reconvened the meeting at 9:12 am

PUBLIC COMMENT

2) **Comments from the General Public in Attendance**

There were no public comment cards presented.

WORKSHOP

3) Reconnecting the Youth of San Bernardino County

Marlena Sessions reported on the Youth Services procurement that will occur next year and introduced B.J. Patterson, Chair of the Youth Committee. Mr. Patterson discussed the importance of increasing the number of youth that we service throughout the County, and in particular, Foster Youth. In taking a fresh look at how we are currently doing things, he introduced Robert Sainz, a consultant, who will assist with a Youth refresh.

Mr. Sainz provided his background and discussed the challenges in trying to serve some of youth, including foster youth and homeless youth. He reviewed the current process; statistics regarding youth in our county and using social media and texting to reach these youth. A discussion occurred regarding the challenges some youth face trying to get into the various trades, if they have not completed their high school education or obtained their GED. In addition, transportation and costs for tools were additional challenges they faced. Also discussed were some youth are already parents and are living at the poverty level. Mr. Sainz congratulated the leadership of this Board and requested their input on how to become advocates for the Youth and help solve some of these challenges. Mr. Patterson discussed the need for additional discretionary funds that could come from a 501(c)(3) non-profit. Some additional funding may be available from other county departments that can work with us.

REPORTS AND INFORMATION

4) Services Resources Guide

Brad Gates provided an update and noted that our services resources guide is live and available on our website and our communications team, 20/20 Network, will assist with an outreach effort, so individuals are made aware of the services we have available.

SPECIAL PRESENTATION

5) Change is Inevitable; Suffering is Optional

Brad Gates introduced Silver Rose, who is a stand-up comic and a happiness mindset speaker whose inspiring stories and tools are applicable to both personal and business. Her programs bring hope to those who are suffering from stress, pressure, and a general malaise of uneasiness.

ADJOURN

The Chair requested a motion to adjourn the meeting. Lina Montes motioned; Orlando Acevedo seconded the motion. None opposed; motion carried.

The meeting adjourned at 12:48 pm.

The next WDB General Board meeting is scheduled for September 22, 2021 at 9:00 am, to be held via Zoom Conference.



Devra Bell, WDB Secretary