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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, January 26, 2011

Time: 9:00 a.m.

Location: SETA - Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. **Action Item:** Approval of the July 28, 2010 Meeting Minutes
3. **Information Item:** 2010-2011 Employer Outreach Budget Update
4. **Information Item:** Review of 2009-2010 Strategic Plan and Update on Accomplishments
5. Adjournment

Committee Members: Terry Wills (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Matt Mahood, Mike Micciche, Kim Parker, Tanja Poley, Anette Smith-Dohring.

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: TUESDAY, JANUARY 18, 2011

Employer Outreach Committee
Minutes/Synopsis

SETA – Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

Wednesday, July 28, 2010
9:00 a.m.

1. **Call to Order/Roll Call:** The meeting was called to order at 9:51 a.m.

Members Present: Diane Ferrari, Lisa Harr, Mike Micciche, Kim Parker. Mark Ingram, Matt Mahood, James Pardun, Tanja Poley, Anette Smith-Dohring.

Members Absent: Larry Booth, Barbara Hayes, Terry Wills.

Others present: Kathy Kossick, William Walker, Terri Carpenter.

2. **Action Item:** Approval of the May 26, 2010 Meeting Minutes

Moved/Pardun, second/Ferrari, to approve the May 26 minutes.
Motion passed.

3. **Action Item:** Approval of Employer Outreach Activities and Sponsorships for Fiscal Year 2010-2011

Ms. Carpenter reviewed the proposed activities and sponsorships for the coming year. The focus of this committee is to continually promote and develop employers that utilize our services. Staff will continue to do focused advertising on green employers to document a new industry sector. Ms. Carpenter reviewed the budget. Ms. Poley asked why we support LEED. Ms. Carpenter replied that they are high attendance events and the Convergences are changed depending on the audience.

Mr. Mahood recused himself from this item.

Ms. Carpenter stated that the EOC budget for the coming year is recommended as follows:

- Event Sponsorships--\$33,000
- Print Advertising--\$20,000
- Broadcast Advertising--\$21,500
- Public Relations-Graphic Design-Advertising Services--\$40,000
- Job Fair/Business Events--\$10,233

Moved/Micciche, second/Pardun, to approve allocated expenditures as outlined for employer outreach, event participation and sponsorships in the amount of \$133,733.

Roll call vote: Aye: 8, Nay: 0, Abstentions: 1 (Mahood)

4. **Information Item** Board Initiative Funded Business Retention/Expansion Service Provider Presentations

- Asian Pacific Chamber of Commerce—Supplier Diversity Website: Pat Fong Kushida. Currently, there are 17 public and private entities that are part of their web site, and 410 businesses have built their profiles into the site. They now have a federal grant in California, Hawaii, and Nevada. Phase 1 was to create the site. Small businesses can enter profiles into the system and then search the profiles to meet diversity requirements. Ms. Fong Kushida reviewed the web site that was developed utilizing the \$25,000 they were awarded. This investment is creating jobs and creating opportunities.
- City of Sacramento—Business Visit Program, Business Walks, Sacramento Enterprise Zone: Mr. Dean Peckham reported that the City of Sacramento was funded for \$26,000, and \$6,000 went to the Enterprise Zone calculator tool. They are developing a web site for businesses to determine whether or not they are in an Enterprise Zone, and determine what benefits they derive from being in an Enterprise Zone area. Their program targeted living wage employers. Four business walks were conducted: March 4 on the Raley Blvd. Corridor; April 5 in the Pell Avenue/Main Street area; May 22 in the River District (Richards Blvd.); and July 22 to the Broadway/Stockton Blvd. commercial areas. The four walks targeted 450 businesses and participants actually spoke with 261 businesses owners. A lot of the small businesses had to cut their staffing in the past few years. Most of the businesses had no idea they were in an Enterprise Zone. One thing they found was that it would be better to start the business walks later in the day when the owner is present.
- City of Rancho Cordova—Business Assistance Program Marketing, Business Follow-up Activities, Site Visits and Tracking: Mr. Micah Runner reported that the City of Rancho Cordova partnered with Rancho Cordova Chamber of Commerce. They were awarded \$18,000 in outreach funds which was utilized to reach out to 86 businesses. Their goals were to target top employers and newly annexed areas which include 500 businesses, and to connect business with local resources and programs that relate to their needs. Small businesses are struggling.

Their accomplishments included:

- 86 businesses visits, representing 5,000+ jobs.
- 2,170 postcards mailed.
- 200 informational packages mailed.

- Sacramento Metro Chamber of Commerce—Business Walks, Employer Outreach Specialists, Follow-up Interviews: Michael Faust distributed a packet of information. They were awarded \$33,000 for business walks. The business walks included one each in Arden Arcade (9/24/09), Rancho Cordova (10/22/09), and Power Inn (10/29/09). Mr. Faust reviewed the results of the business walks. Mr. Faust thanked SETA for the funding for these business walks.

- SACTO—Development of Marketing Brochure, Briefings and Educational Sessions, Employer Outreach: Bob Burris, Deputy Director of SACTO, stated that they appreciated the ability to work on this program. The \$40,000 award was utilized to develop a brochure outlining local and regional resources for businesses. They distributed 25,000 brochures. SACTO met with all of the major brokerage firms. Also, these brochures are utilized when meeting with new employers to the area.

Ms. Parker expressed how pleased she was to know that the funds distributed were well spent.

5. Adjournment: The meeting was adjourned at 10:44 a.m.

ITEM 3 - INFORMATION

2010-2011 EMPLOYER OUTREACH BUDGET UPDATE

BACKGROUND:

In May of 2010 the Employer Outreach Committee approved a budget of \$133,733 to be used for marketing and outreach activities of Sacramento Works programs and services to the employer community.

Following is the 2010-2011 Budget representing expenditures for marketing and outreach activities through December 31, 2010.

Activity	Budget	Spent as of 12/31/10	Remaining
SACTO Economic Profile	\$4,000	\$2,858	\$1,142
Event Sponsorships	\$33,000	\$24,750	\$8,250
Marketing items for employer/job fair events	\$5,000	\$0	\$5,000
Job Fair/Business Events	\$10,233	\$7,370	\$2,863
Print Advertising	\$20,000	\$9,063	\$10,937
Broadcast Advertising	\$21,500	\$15,398	\$6,102
Public Relations-Graphic Design-Advertising Services	\$40,000	\$23,000	\$17,000
TOTAL BUDGET	\$133,733	\$82,439	\$51,294