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**SACRAMENTOWORKS**

**SACRAMENTO WORKS, INC.  
EMPLOYER OUTREACH COMMITTEE**

**Date: Tuesday, November 9, 2021**

**Time: 3:00 p.m.**

**Zoom Location:**

<https://us02web.zoom.us/j/84709991251?pwd=KzdPVmhRUHRFWUoxK0JyVkhVVGpMZz09>

In response to the AB361 (Brown Act Section 54953) relating to the COVID-19 Pandemic, the Sacramento Employment and Training Agency Sacramento Works Employer Outreach Committee is conducting this meeting on Zoom at <https://us02web.zoom.us/j/84709991251?pwd=KzdPVmhRUHRFWUoxK0JyVkhVVGpMZz09>. Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or listen to the meeting by telephone by dialing (for higher quality, dial a number based on your current location): One tap mobile: +16699006833,,84709991251#US (San Jose); Dial by your location: +1 669 900 6833 US (San Jose). Find your local number: <https://us02web.zoom.us/u/kkVL2PX08>. Meeting ID: 847 0999 1251, Passcode: 145911. Members of the public are encouraged to participate in the meeting by submitting written comments by email to: [Monica.Newton@seta.net](mailto:Monica.Newton@seta.net). Any member of the public who wishes to speak directly to the board regarding any item on the agenda may contact Monica Newton at (916) 263-3753, or [Monica.Newton@seta.net](mailto:Monica.Newton@seta.net). Please include in your request which item you would like to participate on. Additionally, during the meeting any questions or comments may be submitted via the Q&A or chat features on Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the Employer Outreach Committee and included in the record.

In the event of disruption which prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the Board shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

Closed captioning will be available. This document and other Board meeting information may be accessed through the Internet by accessing the SETA home page: [www.seta.net](http://www.seta.net).

**AGENDA**

- 1. Call to Order/Roll Call**

2. Action Items
  - A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing (Legal Counsel)
  - B. Approval of October 12, 2021 Meeting Minutes
3. Information Items:
  - A. Special Guest
  - B. Employer Meeting Review – Upcoming Interviews to be Scheduled (William Walker/Terri Carpenter)
  - C. Newsletter Update (Terri Carpenter)
  - D. Seminars Workgroup (Andrea Ollanik/Terri Carpenter)
  - E. Membership Workgroup (Susan Wheeler)
  - F. KPI Workgroup (Ed Baker/William Walker)
  - G. 2022 Action Plan & Annual Program for the EOC
  - H. References
4. Other Reports
  - A. Committee members
  - B. Staff
  - C. Chair
  - D. Public
5. Next Meeting 2<sup>nd</sup> Tues., **January 11, 2022 3:00 PM**
6. Adjournment

**Committee Members:** Ed Baker, Ron Ellis, Andrea Ollanik, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Janet Neitzel, Ron Orr, Kriztina Palone, Fabrizio Sasso, Susan Wheeler (12)

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

**DISTRIBUTION DATE: November 1, 2021**

## ITEM 2-A- ACTION

### APPROVAL OF FINDINGS AND AUTHORIZATION TO EXTEND USE OF TELECONFERENCING PROCEDURES FOR COMMITTEE MEETINGS DURING DECLARED STATE OF EMERGENCY AND/OR WHILE STATE OR LOCAL OFFICIALS CONTINUE TO IMPOSE OR RECOMMEND MEASURES TO PROMOTE SOCIAL DISTANCING

#### BACKGROUND:

California Governor Gavin Newsom has recently extended until December 31, 2021 the long-existing state of emergency related to COVID-19. Governor Newsom had previously authorized local agencies, by Executive Order, to conduct meetings under the Brown Act utilizing Zoom or other remote procedures to conduct meeting by modified teleconference procedures. Recently the legislature signed and passed into law AB 361, which amended Section 54953 of the Brown Act to similarly authorize teleconferencing of Committee Meetings, provided necessary procedures are followed. The Sacramento Works Employer Outreach Committee on November 9, 2021 will be the first board meeting conducted utilizing the AB 361 Procedures, which are reflected in the Notice for the Committee Agenda.

Under AB 361, in the event of disruption which prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the legislative body shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

AB 361 also authorizes public agencies to continue to hold subsequent meetings via teleconference procedures during any state of emergency that directly impacts the ability of the members to meet safely in person or while State or local officials continue to impose or recommend measures to promote social distancing. The Governor's declared continuing state of emergency remains active and continues to serve to protect members of the public from unnecessary risk and exposure to COVID-19. In addition, Sacramento County continues to follow recommendations of the federal CDC promoting social distancing outside of the home and especially indoors. Given these circumstances, in order to allow for the next Committee meeting to be held by teleconference procedures consistent with AB 361, the Committee must make the following findings no later than 30 days after the first teleconferencing meeting and every 30 days thereafter by majority vote:

- a. The legislative body has reconsidered the circumstances of the state of emergency.
- b. Any of the following circumstances exists:

ITEM III-A-ACTION (continued)

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- i. The state of emergency continues to directly impact the ability of the members to meet safely in person.
- ii. State or local officials continue to impose or recommend measures to promote social distancing.

RECOMMENDATION:

Authorize the continued use of teleconferencing for Sacramento Works Employer Outreach Committee meetings under AB 361, occasioned by the continuing state of emergency issued by Governor Newsom and the continuation of local and federal recommendations promoting social distancing outside of the home and especially indoors and, based thereon, make the following findings in support of this action:

- a. The Committee has reconsidered the circumstances of the state of emergency.
- b. The following circumstances exist:
  - i. The state of emergency continues to directly impact the ability of the members to meet safely in person.
  - ii. State or local officials continue to impose or recommend measures to promote social distancing.

PRESENTER: Legal Counsel

**Employer Outreach Committee**  
Minutes/Synopsis  
*(Minutes reflect the actual progression of the meeting.)*

Tuesday, October 12, 2021  
3:00 p.m.

Meeting held electronically

1. **Call to Order/Roll Call:** Mr. Ellis called the meeting to order at 3:00 p.m. Roll was called and a quorum was established.

Members Present: Andrea Ollanik, Linzie Fukushima, Spencer Hoke, Renee John, Ron Orr, Janet Neitzel, Ed Baker, Fabrizio Sasso, Brittany Jones, Ron Ellis

Member Absent: None

Others Present: Susan Wheeler, Phil Cunningham, Kathy Kossick, Roy Kim, William Walker, Terri Carpenter, Kriztina Palone

2. **Action Item**

- A. Approval of Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing

Ms. Kossick reviewed the new mandate set forth by Governor Newsom to allow the continuance of teleconference meetings during the current State of Emergency. This item will be reoccurring on each committee agenda through December 31, 2021.

Moved/Sasso, second/Fukushima, to approve the Findings and Authorization to Extend Use of Teleconferencing Procedures for Committee Meetings During Declared State of Emergency and/or While State or Local Officials Continue to Impose or Recommend Measures to Promote Social Distancing.

Roll call vote:

Aye: 10 (Ollanik, Fukushima, Hoke, John, Orr, Neitzel, Baker, Sasso, Jones, Ellis)

Nay: 0

Abstention: 0

- B. Approval of September 14, 2021 Meeting Minutes
- C. Appoint/Endorse New EOC member

Minutes were reviewed, there were no questions or comments.

Mr. Ellis formally endorsed Ms. Susan Wheeler to be appointed to the Sacramento Works Employer Outreach Committee. Ms. Wheeler represents Mr. Gary King on the committee. Ms. Wheeler has already started making efforts in getting representation from small and medium size businesses.

Moved/Baker, second/Ollanik, to approve the following action items:

- B. Approval of September 14, 2021 Meeting Minutes
- C. Appoint/Endorse New EOC member – Susan Wheeler

Roll call vote:

Aye: 10 (Ollanik, Fukushima, Hoke, John, Orr, Neitzel, Baker, Sasso, Jones, Ellis)

Nay: 0

Abstention: 0

Mr. Ellis announced Christine Laster resigned from the Sacramento Works Board and is no longer a committee member for the Employer Outreach Committee as of September 21, 2021.

3. **Information Items:**

A. Employer Meeting Review **Grocery Outlet**

Mr. Orr spoke on the meeting with Mr. Fady Jbeily, manager of the Grocery Outlet in North Highlands. Mr. Jbeily manages twenty-two employees. Grocery Outlet is an opportunistic product buyer, which purchases available products in bulk and then sells those products to the public. Mr. Jbeily utilized SETA to initially staff his store. Mr. Jbeily continues to support SETA by referring the Agency to other business owners.

Mr. Ellis asked if we will be adding this interview to the website.

Ms. Carpenter answered it will be featured on the website next month.

B. Seminars Workgroup

Ms. Ollanik reviewed the September 28, 2021 event, How to Conduct an Effective Meeting. There were twenty-three participants registered, of those registered sixteen attended the event. A survey was given to the event attendees, most of the responses came back as fours and fives. The survey asked attendees to rate on features, content, time of event, length of event, and asked for topic suggestions. On October 21, 2021, in partnership with the Department of Rehabilitation we will be holding an event on Disability Awareness and Etiquette Training. There were 104 registered attendees as of today's meeting. In October we will wrap our events for 2021, and start planning for 2022.

Mr. Ellis acknowledged Mr. Ron Orr, who has stepped into the position of Vice Chair for the Sacramento Works Board.

C. New EOC Membership initiative

Ms. Wheeler gave an update on the initiative. Through brainstorming with input from the SETA team a list was compiled to identify what small/medium size businesses are looking for from SETA and which organizations can help solicit interest with small/medium size businesses to join the EOC. The list focuses on the ten targeted industries SETA has connections with. Some of the organizations listed which could leverage companies' interest were the local Chambers of Commerce, California Capital, PBIDs, the SMUD economic development team, and the Business Journal. Once a list of companies has been compiled, we can assess who on the committee has connections to those companies, utilizing warm reach outs instead of cold calling companies.

Mr. Ellis said we could potentially look to the SETA board for a list of referrals as well. Once we gain more small and medium size business, committee members can move the conversation to how the committee can better serve small and medium size businesses, with a focus on gaining insight from businesses the committee currently does not have.

Ms. Kriztina Palone joined the meeting, marking her third participated meeting.

Mr. Ellis called for the endorsement for Kriztina Palone in inclusion of:  
Action Item 2– C. Appoint/Endorse New EOC member

Motioned/Baker, second/Neitzel to Appoint/Endorse New EOC member –  
Kriztina Palone

Roll Call Vote:

Aye: 10 (Ollanik, Fukushima, Hoke, John, Orr, Neitzel, Baker, Sasso, Jones, Ellis)

Nay: 0

Abstention: 0

D. KPI Workgroup

Mr. Baker reviewed the September numbers of the KPI workgroup. The number of employers being engaged are high relative to the goal set. The newsletter is at 350 percent of the goal.

Mr. Walker spoke on the concern with virtual recruitment events and job fairs. The October event we had with the State had 707 attendees signed up. The customized recruitment event numbers are low, and with COVID-19 we are operating a hybrid of virtual and in-person events. The numbers could increase in

the third quarter. The second quarter events might run into issues with weather conditions, specifically the ability to have events outside and people's comfort level of being indoors in groups.

Mr. Baker asked if the goals set were annual goals.

Mr. Walker answered the goals are annual. The data reported on currently is July to September 2021.

Mr. Ellis clarified our committee did not mandate this, the SETA staff created this as a tool.

Ms. Wheeler asked what the challenge is; is it not having enough employers, attendees, or both.

Mr. Walker answered there is a mixture of both. The number of attendees is starting to go down. This causes concern from the employers if the numbers become too low; is the event worth it.

Ms. Neitzel asked if this includes what is going on at Mark Sanders.

Mr. Walker said yes, it is. The count includes attendees through the first quarter.

Ms. Wheeler asked compared to other regions, are they seeing similar results with attendance and dwindling interest.

Mr. Walker responded that he has not reached out to other regions. The only potential comparison would be Yolo County, as we have a working partnership with them for virtual events.

Ms. Carpenter added, at the workforce development conference she participated in workshops covering employer engagement; statewide there is a trend towards a hybrid model, more virtual events and some in-person events when possible.

Ms. Neitzel spoke on virtual events, noting targeted events work best. The Employer Advisory Councils in Northern California are well attended, these events are marketed to the general population. The virtual events allow for easy reachability. For job seekers, virtual workshops are being held. There were 500-600 attendees for the last five workshops.

Mr. Baker noted the recent newsletter highlighted SETA's customized events.

#### E. Imagining a 2022 Action Plan for the EOC

Mr. Ellis reviewed the action plan. The first objective might be hardest to accomplish, which is secure one or more paid sponsorships for topical seminars.



The second objective is to develop an annual on-the-job training promotion plan; the issue with this is the funding sources are scattered; it would be beneficial for the committee to come up with techniques to even out the flow of funds.

Ms. Wheeler asked for clarification on funding for on-the-job training; are we looking for companies to participate?

Mr. Ellis answered the funding is provided sporadically from State and Federal sources. Typically, employers will receive half to three quarters of the trainee's salary reimbursed while training is in process. With consistency of funding we would be able to provide the service on a regular basis.

Mr. Hoke said the Department of Rehabilitation (DOR) has an on-the-job training department that is different than SETA's. The DOR on-the-job training department works with those who have a disability. An option could be for the two departments to work together to create a balance in on-the-job training needs.

Mr. Ellis reviewed the third objective.

Ms. Wheeler noted if anyone would like to assist in implementing objective three, to connect with her.

Mr. Ellis reviewed objectives four and five for the proposed 2022 objectives. There is an initiative at the Sacramento Works Board to evaluate Sacramento Works priorities, we may see some additional objectives.

F. 'DRAFT' 2022 EOC Annual Program

Mr. Ellis reviewed the 2022 annual program. The number of meetings would change to six meetings per year. There will be three topical seminars and five Sacramento Works seminars advertised in the newsletters and website to highlight what the committee is about, scheduled at regular intervals. Additionally, bring in special guests to the regular meetings, to allow for different perspectives on what is going on in Sacramento for employers and outreach. This will be revisited after the board weighs in on their objectives.

G. References

Mr. Ellis reviewed the references. The latest census list for Sacramento businesses consisted of 30,000 employers. There are a couple of items being revisited, including solicitation of interest to secure additional providers to deliver business-related workshops. Lastly, there are the Employer Outreach Committee initiatives based on suggestions made throughout the last year.

4. Other Reports

A. Committee members:

Ms. John shared a link from Valley Vision for employer advisory events that are also in conjunction with the community colleges and supported by the workforce boards.

B. Staff:

Mr. Kim reviewed the discussions on the new homeless tax credits. The rules are still being reviewed by the Franchise Tax Board. This topic could be integrated into seminars and business outreach. As the rules emerge we will know better how to utilize this opportunity.

Ms. Neitzel mentioned she oversees the Work Opportunity Tax Credit (WOTC) program for Northern California. There are differences between the homeless tax credits and the normal target group for federal and state. It might be helpful to explain both at the same time.

Mr. Kim agreed that it makes sense to do joint information sessions.

Ms. Neitzel noted homeless is not a target group for WOTC. We want to make sure the employers are sending the right documentation for the right organization at the right time.

Mr. Kim said one of the qualifications to be considered is to be homeless within 180 days of being hired. It's a great credit opportunity for businesses. The process and certification are being worked out currently. Another eligibility requirement is employers will have to pay 120% of minimum wage.

C. Chair: No Report

D. Public: No Report

5. Next Meeting: This will be the last meeting of the year. January 13, 2022 will start the new schedule.
6. Adjournment: The meeting was adjourned at 3:55 p.m.