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Villara Building Systems



**SACRAMENTOWORKS**

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

**Date:** Wednesday, July 25, 2018

**Time:** 9:00 a.m.

**Location:** SETA – Board Room  
925 Del Paso Blvd.  
Sacramento, CA 95815

**AGENDA**

1. Call to Order/Roll Call
2. **ACTION:** Approval of June 13, 2018 Minutes
3. **ACTION:** Approval of FY 2018- 2019 Employer Outreach Budget
4. **INFORMATION ITEM:** Regional Signature Business Event
5. **INFORMATION ITEM:** CalJOBS CRM update
6. **ADJOURNMENT**

**Committee Members:** Larry Booth, Diane Ferrari, Troy Givans, Kim Gusman, Babette Jimenez, Fabrizio Sasso, Louise Stymeist, Sandra Waterhouse, Rick Wylie

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

**DISTRIBUTION DATE: TUESDAY, JULY 17, 2018**

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

SETA Board Room  
925 Del Paso Blvd., Suite 100  
Sacramento, CA 95815

Wednesday, June 13, 2018  
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3.04 p.m.

Members Present: Larry Booth, Dennis Canevari, Louise Stymeist, Rick Wylie, Sandra Waterhouse (arrived at 3:09 p.m.) Diane Ferrari (arrived at 3:11 p.m.)

Members Absent: Troy Givans, Kim Gusman, Babette Jimenez, Fabrizio Sasso

Others Present: Terri Carpenter, William Walker, Phil Cunningham, Roy Kim, Kathy Kossick

2. **ACTION:** Approval of April 25, 2018 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Canevari, second/Booth, to approve the April 25 minutes.

Aye: 4 (Booth, Canevari, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 6 (Ferrari, Givans, Gusman, Jimenez, Sasso, Waterhouse)

3. **INFORMATION ITEM:** Regional Signature Business Event

Mr. Wylie reported that he checked with Patrick Schwerdtfeger about being the keynote speaker. There will be a meeting on Friday to discuss the selection process. His speaking fee is \$17,500 but it is negotiable.

Mr. Wylie stated that he was able to confirm that Bayside Church is available May 15, 2019. They have two facilities. The first is a video café that seats 350 maximum; he recommends this place because it is more intimate.

Ms. Waterhouse arrived at 3:09 p.m.

The second venue is the main auditorium. They request we pay the cost of staffing, perhaps \$1,500. Janitorial, sound, set up can be provided by our own vendor.

Ms. Ferrari arrived at 3:11 p.m.

Babette Jimenez checked the CSUS alumni center which can fit 300 people banquet style. The charge is \$150 per hour with an additional fee for parking. Ms. Carpenter stated that she was charged with contacting McClellan Park; the information has not yet been provided to her. Mr. Kim stated that there was a request for the regional partners and a list was distributed. One area has yet to respond.

Valley Vision sent a 'Region Rising' logo which is available for use. The regional summit group meets monthly; there will be more to come on this issue.

Ms. Stymeist stated that her organization may have some funding that needs to be used by June 30; this potentially will be available to pay for the logo.

Mr. Wylie asked how will the decisions be made. Ms. Kossick replied that we will have to figure out how to make the decisions. Mr. Cunningham stated that if this committee can narrow down who we want for the speaker, then the details can be fleshed out.

Mr. Wylie stated that this committee has significant input, but the Executive Committee and Governing Board make the final decision.

4. **INFORMATION ITEM:** Cal JOBS CRM update

Mr. Walker distributed a matrix comparing features of CRM systems. All features require some data input from staff. An e-mail address is required or a lot of features are dropped. A regional usage policy will need to be developed.

Mr. Kim distributed the customer satisfaction survey which includes the first 30 survey responses from employers.

San Bernardino report: Mr. Kim and Ms. Carpenter talked with Sandra Vino about how the California Employers Association services are integrated with workforce and how effective it is in the San Bernardino workforce area. Mr. Kim stated that the key takeaway is how San Bernardino is structured. They have three job centers with about 10 front line staff at each center. They have 12 dedicated business services staff. The ratio of their services is very different from Sacramento. For them to have a successful hotline, they had to have dedicated staff to market the hotline.

Mr. Kim stated that if we were to implement it here, we would need to adjust our current ratio of job seeker services to business services. Ms. Carpenter stated that she spoke with the deputy director for San Bernardino. San Bernardino continues to support the employer hotline as a viable business service; their challenge is getting more employers to use the service.

Mr. Cunningham stated that since Ms. Gusman sits on the board, it would be a conflict of interest so we would have to procure the services; Ms. Gusman would have to recuse herself from any discussion.

Ms. Carpenter thanked Frank Booth, Inc. for providing the support to place the ad that ran in Comstock's Magazine. The Capital Region ad promoting the regional workforce development boards was placed in the Sacramento Metro Chamber Capital Region publication.

The next meeting will be July 25 immediately after the board meeting and then the fourth Wednesday in August, 3:00 p.m.

Mr. Canevari announced that he will be retiring July 19.

5. **ADJOURNMENT**: The meeting was adjourned at 4:28 p.m.

ITEM 3 - ACTION

APPROVAL OF FY 2018- 2019 EMPLOYER OUTREACH BUDGET

BACKGROUND:

On June 6, 2018 the SETA Governing Board approved the Resource Allocation Plan for FY 2018-2019 which included \$103,602 for Board Initiatives. Funds approved for Sacramento Works, Inc. Board Initiatives include employer outreach. Based on the current year expenditures to date, and the carryover of \$51,736 (\$50,265+\$1,471) in Board Initiative funds, the amount being recommended for employer outreach activities is \$100,000.

The remaining funds will be available to support other initiatives developed by the Sacramento Works, Inc. Executive Committee and full board.

The FY 2018-2019 Employer Outreach Budget showing proposed expenditures by activity is included below.

<b>Employer Outreach FY 2018-2019 Proposed Activity</b>	<b>2017-2018 Budget</b>	<b>2017-2018 Expenditures</b>	<b>2018-2019 Budget</b>
Event Sponsorships	\$ 9,000	\$ 0	\$ 0
Job Fair/Business Events	5,000	1,745	2,000
Employer Outreach	50,000	11,990	62,000
Marketing-Graphic Design- Advertising Services	36,000	36,000	36,000
<b>TOTAL BUDGET</b>	<b>\$100,000</b>	<b>\$49,735</b>	<b>\$ 100,000</b>

Upon approval of the proposed budget, the Employer Outreach Committee will approve the specifics of the proposed employer outreach activities for FY 2018-2019.

RECOMMENDATION:

Approve the allocation of \$100,000 of Board Initiative funds to the Employer Outreach Budget for FY 2018-2019.