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**SACRAMENTOWORKS**

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

**Date: September 13, 2022**

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

**Location: via Zoom**

<https://us02web.zoom.us/j/89459701060?pwd=K0JRL01nVC8rNk9DZzBnTEdxOVQ2QT09>

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/89459701060?pwd=K0JRL01nVC8rNk9DZzBnTEdxOVQ2QT09>.

Members of the public may join the meeting by clicking the link above or typing the meeting address above into their web browser, or Dial by your location: +16699006833,,89459701060US (San Jose).

Find your local number: <https://us02web.zoom.us/j/89459701060?pwd=K0JRL01nVC8rNk9DZzBnTEdxOVQ2QT09>. Meeting ID: 894 5970 1060.

Passcode: 460293. 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 Committee 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 Committee 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 Tele-conferencing 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 July 12, 2022, Meeting Minutes

3. Information Items:

- A. Special Feature: - **Aggie Square**
- B. 2022 Update & 2023 Action Plan & 2022/23 Annual Program (*Ron Ellis*)
- C. Seminars Workgroup (*Spencer Hoke*)
- D. Status of Surveys (*William Walker*)
- E. KPI Workgroup (*Ed Baker/William Walker*)
- F. EOC Membership Plan/Workgroup Small/Medium Cos. (*Susan Wheeler*)
- G. Employer Meetings/e-Newsletter Update (*William Walker*)
- H. 'Quality Jobs' (*Ron Orr*)
- I. References – Future Initiatives

4. Other Reports

- A. Committee members
- B. Staff
- C. Chair
- D. Public

5. Next Meeting 2<sup>nd</sup> Tuesday, **November 8, 2022 3:00 PM**

6. Adjournment

**Committee Members:** Jazmine Alop, Ed Baker, Ron Ellis, Linzie Fukushima, Spencer Hoke, Renee John, Brittany Jones, Janet Neitzel, Ron Orr, Kriztina Palone, Fabrizio Sasso, Shane Snyder, Susan Wheeler (13)

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

**DISTRIBUTION DATE: Tuesday, September 6, 2022**

## 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 issued the long-existing state of emergency related to COVID-19, which remains in effect. 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. In September 2021, 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.

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.
  - i. Any of the following circumstances exists: 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

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

Tuesday, July 12, 2022  
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: Jazmine Alop, Linzie Fukushima, Brittany Jones, Ron Orr, Janet Neitzel, Fabrizio Sasso, Ron Ellis, Susan Wheeler (*joined at 3:02 p.m.*), Kriztina Palone (*joined at 3:05 p.m.*), Spencer Hoke (*joined at 3:06 p.m.*)

Members Absent: Renee John, Ed Baker

Others Present: Phil Cunningham, Roy Kim, William Walker, Shane Snyder, Anette Smith, Zachary Stevenson, Lorna Devine, Lisa Hutchinson, Kelly Timbook, David Lichtman, Yzabelle Dela Cruz

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
- B. Approval of May 10, 2022 Regular Meeting and June 14, 2022 Special Meeting Minutes

Mr. Ellis read in changes to the May 10, 2022 meeting minutes. There were no changes or questions for the June 14, 2022 special meeting minutes.

Moved/Wheeler, second/Orr, to approve the following:

- A. 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
- B. May 10, 2022 meeting minutes with requested changes and the June 14, 2022 special meeting minutes as written

Roll call vote:

Aye: 9 (Alop, Fukushima, Jones, Orr, Neitzel, Sasso, Ellis, Wheeler, Palone)

Nay: 0

Abstention: 0

Absent: 3 (John, Hoke, Baker)

**3. Information Items:**

A. Special Guest: David Lichtman - Sacramento Business Journal

Mr. Ellis introduced Mr. David Lichtman with the Sacramento Business Journal.

Mr. Lichtman spoke on the Diversity Equity and Inclusion forum that was held at the Hilton Arden West today. The mission of the Sacramento Business Journal is to inform, educate and connect the Sacramento business community. They do this by publishing a business newspaper focused on positive and negative news. The news must be local and the information has to be actionable. One of the Business Journal's priority topics is commercial real estate, and it is locally considered a small business with 16 employees based here in Sacramento. Connecting the business community is about in-person events. The Journal is part of the American City Business Journal; the largest producer of business news on a day-to-day basis of any organization in America. One challenge of the Sacramento Business Journal is covering the diverse market of Placer, Yolo, El Dorado and Sacramento Counties. They welcome input on stories that are not being covered. The number one challenge currently for businesses is finding employees. There is a phantom unemployment rate of people that are no longer applying for unemployment and have left the workforce. The cost of employee acquisition and employer retention has gone up significantly and increases the cost of goods and services. The cost to print the newspaper has gone up 60 percent since January 2022. The increase is due to an increased cost of paper and printing, and the cost of retaining employees. How to hire the right people, onboard them, and keep them happy. Fuel costs is another concern. A hybrid workforce change has helped to offset those costs. Another question is what is going to happen to the economy; he does not know. The Publisher is the CEO position and oversees all aspects of the Business Journal.

Mr. Ellis asked if there were regional managers prior to his appointment.

Mr. Lichtman said he is the fourth publisher in the history of the Business Journal. The Sacramento Business Journal was founded in 1984; 38 years of business with only four CEO level publishers. They do not use anonymous sources, everyone must go on record. They do not publish unless both sides are able to be reported.

Mr. Ellis asked about the Business Journal's effort to increase the exposure of small business in the community.

Mr. Lichtman of the Sacramento Business Journal was a special guest and said there is the Recognition Program that includes categories such as best places to work, most admired CEOs, and fastest growing companies. We specifically have micro business categories in all of our award programs. Sacramento as a region is heavily weighted to small businesses, compared to other similar sized markets in America. The subscriber base is growing three to five percent each year.

Mr. Lichtman commented that SETA ran a campaign years ago on what SETA does.

Mr. Ellis asked what does he know about SETA over the years.

Mr. Lichtman said the story that has not run is from the business perspective. The Business Journal has not interviewed people from the business side, for those companies that have used SETA. He will follow up with his editors for a story on businesses that have utilized SETA successfully.

Mr. Ellis thanked Mr. Litchman for his time. Mr. Ellis spoke on Mr. Snyder's continued attendance and interest in the Employer Outreach Committee. Mr. Ellis made a motion to endorse the appointment Mr. Shane Snyder, Society for the Blind, as a member of the Employer Outreach Committee. Moved by Ms. Wheeler, second by Mr. Hoke. Unanimous vote in favor of appointing Mr. Shane Snyder to the Employer Outreach Committee.

Ms. Wheeler introduced Ms. Kelly Timbook. She is part of the small-medium size business demographic. Ms. Timbrook gave a brief overview of her company, Bizhaven.

Mr. Ellis stated he is working with Mr. Kim to feature the Aggie Square project as the special guest at the September meeting. He requested that committee members agree to have September meeting be extended to a 90-minute meeting.

Ms. Palone suggested UC Davis and Wexford come to present, as it is their project. She suggested we hear from them first and then have a follow up with the City for their components.

There were no objections to extending the time of the September meeting.

#### B. Seminars Workgroup

Mr. Hoke shared the next seminar will be a lunch-time seminar and shared the link: <https://www.employers.org/events/virtual-events/business-over-lunch-managing-stress-and-burnout-at-work-sponsored-by-the-sacramento-employment-and-training-agency/07/21/2022/>

This recent seminar is in partnership with California Employers Association. Working towards seminars to occur every other month. On intervening months, we will do something specific to SETA. We are sharing information to promote the seminars through social media. He also noted that we no longer have Ms. Carpenter with us and that this workgroup would welcome anyone who would like to join the group.

C. Quality Jobs Workgroup

Mr. Orr thanked everyone who participated in the workgroup. The workgroup talked about wages and comparison of candidates/employees and employers. The San Diego Workforce Partnership definition resonated with the workgroup, with a minor adjustment to reference employers. *“A high-quality job is one that provides all the necessities, a path of opportunity and features that align well with the individual’s and employer’s goals and circumstances.”* This definition will be given to the Executive Committee for review and consideration.

D. Employer Meetings Update

Mr. Walker reviewed two employer meetings have been set up - Milgard Windows and Doors and the County of Sacramento. Ms. Alop has signed up to participate in one of the interviews. We are working on scheduling an interview with Soil Born Farms; SETA has been working with them for many years.

E. KPI Report

Mr. Walker reviewed the KPI report. Most of the goals were met. The goals for customized recruitment and job fairs were not met, in part due to the impact of COVID-19. There was an increased number of virtual recruitment events. Job postings have increased and will continue to grow. The goal for wage was met. Mr. Ellis stated the goals are set by SETA staff.

F. Membership Workgroup (*Small/Medium Companies*)

Ms. Wheeler stated she has reached out to Economic Gardening and is waiting to hear back from him. Five Star Bank does not seem interested at this time.

Mr. Ellis commented we are using the Business Journal employer size model for targeting our recruitment efforts.

Ms. Wheeler stated the reaction from the contact at Five Star Bank is an indication of a bigger issue with SETA understanding.

G. 2022 Action Plan

Mr. Ellis reviewed the action plan. Paid sponsorships have had some difficulty due to our lack of time to identify, promote and solicit sponsors before the event.

H. 2022 Annual Program (updated)

Mr. Ellis reviewed the annual program and noted that our objectives are challenging as work through staff level changes.

I. References - Future Initiatives

Mr. Ellis expressed the hope that the annual surveys will be distributed soon. We believe the EOC e-newsletter bulletin continues to go out every month.

Mr. Walker stated the newsletters are in the works with EMRL. There is a drip campaign that goes out monthly to employers. It has been difficult to obtain e-mail addresses of employers. The goal is to send the surveys out in August.

**4. Other Reports**

- A. Committee members: None
- B. Staff:

Mr. Kim provided updates on programming. In recognition of Ms. Palone's departure, SETA had two rounds of grants through the James Irvine Foundation to train staff in principles of human centered design. This resulted in the creation of teams of coaches that go out to high need areas. The search continues for an Executive Director. Ms. Carpenter's position has been filled by Ms. Lauren Mechals who will work with the Youth Committee. Mr. Walker will continue working with Employer Outreach Committee.

- C. Chair: None
- D. Public: None

- 4. Next Meeting: Will be held Tuesday, September 13, 2022 at 3:00 p.m.
- 5. Adjournment: The meeting was adjourned at 4:01 p.m.