

MINUTES OF THE REGULAR MEETING OF THE SANTA ANA WORKFORCE INVESTMENT BOARD

March 13, 2009

CALLED TO ORDER

RANCHO SANTIAGO COMMUNITY COLLEGE
DISTRICT BOARD ROOM
2323 N. BROADWAY
SANTA ANA, CA 92706
8:05 A.M.

ROLL CALL

BOARD MEMBERS present:
LEE McMURTRAY (Chair); BRENT BEASLEY;
BENJAMIN BLANK; PATRICIA CARTER;
ROB CLAUDIO; MARYANN CONWAY; LEE
DE LEON; JOHN DIDION; EDUARDO FIGUEROA;
BOB FISCHER; TEFERE GEBRE; MIKE HOOD;
PATRICK KORTHUIS; GEORGINA MALDONADO;
ERLINDA MARTINEZ; BUDDY RAY;
TERESA SALDIVAR; STACEY SANCHEZ;
DANIEL SOLKAMANS; ASIF SYED;
AND ANDY WADHERA (21)

Absent:
PHIL CAMPANELLI (E); ANA JIMENEZ-HAMI (E);
GREG LEWIS (E); DONNA LIN (E); MICHAEL
METZLER(E); OCTAVIO PINA; AND
ALFREDO ZARATE (E) (7)

STAFF present:
Fran Jutzi, Jaime López, Lydia Morgan
and Maria Leger

OATH OF OFFICE

Patricia Healy, Clerk of the Council administered the oath of office to the newly appointed Workforce Investment Board members Daniel Solkamans and Patricia Carter. The new members took their seat and participated in the remainder of the meeting.

SWEAR IN NEW OFFICERS

Patricia Healy, Clerk of the Council administered the oath of office to the new Santa Ana Workforce Investment Board Chair, Lee McMurtray.

PRESENTATIONS

- 1) WIB Chair, Lee McMurtray, presented outgoing WIB Chair Mike Hood with a crystal gavel as a symbol of appreciation for his two years of service to the Santa Ana Workforce Investment Board as its Chairman.
- 2) Jill Andrews, Lead Business Development Specialist with the Santa Ana office of the U.S. Small Business Administration, gave a presentation on the Tiger Team. The U.S. Small Business Administration was formed in 1953 to help small businesses. It is a federal executive agency funded by congressional appropriations. The Santa Ana office serves Orange, Riverside and San Bernardino Counties.

In the Santa Ana area the SBA is working with three resource partners; The Institute for Women Entrepreneurs, Orange County Small Business Development Center and a Score chapter. Working together they launched the Tiger Team last November. The Tiger Team uses a software program to analyze each business to see where they can save money or improve the way they operate. The software provides different scenarios to let the business owners see what changes they can make and how they will affect their bottom line. Over 300 businesses have used this free software program to date. They have helped everyone from car salesmen to restaurant owners to dentists. This is a perfect program to help out the small “mom and pop” stores. Handouts were distributed which explained the process in more detail.

CONSENT CALENDAR

Motion: Approve the following Consent Calendar Items.

MOTION:	Beasley	SECOND	Martinez
VOTE:	AYES	McMurtray (Chair); Beasley; Blank; Carter; Claudio; Conway; De Leon; Didion; Figueroa; Fischer; Gebre; Hood; Korthuis; Maldonado; Martinez; Ray; Saldivar; Sanchez; Solkamans; Syed and Wadhera (21)	
	NOES	None	
	ABSTAIN:	None	
	ABSENT:	Campanelli; Jimenez-Hami; Lewis; Lin; Metzler; Pina; and Zarate (7)	

ADMINISTRATIVE MATTERS

1. MINUTES

Motion: Accept Minutes

Regular Meeting of November 21, 2008

2. RESIGNATION OF WORKFORCE INVESTMENT BOARD MEMBERS JON DIETZ AND DEVINA LACROIX

Motion: Accept the resignation of Workforce Investment Board Members Jon Dietz and Devina Lacroix.

3. APPOINTMENT OF MEMBERS TO THE SANTA ANA YOUTH COUNCIL

Motion: Appoint Ms. Patricia Carter, Director of Regional Occupational Programs/Career Development, Santa Ana Unified School District and Ms. Maryann Conway, State Department of Rehabilitation as members on the Santa Ana Youth Council.

4. APPOINTMENT OF MEMBER TO THE SANTA ANA WORKFORCE INVESTMENT BOARD

Motion: Approve the nomination of and recommend that the Santa Ana City Council appoint Ms. Sabrina Van Artsdalen, Workforce Specialist IV, as the Workforce Investment Act Title I Programs representative on the Santa Ana Workforce Investment Board.

5. EMPLOYMENT DEVELOPMENT DEPARTMENT – LABOR MARKET INFORMATION

Motion: Receive and file.

MISCELLANEOUS ADMINISTRATION

6. EXCUSED ABSENCES

Motion: The following Board members were excused from this meeting: Campanelli; Jimenez-Hami; Lewis; Lin; Metzler; Pina; and Zarate (7)

***** END OF CONSENT CALENDAR ****

BUSINESS CALENDAR

7. DEMAND OCCUPATION LIST FOR PROGRAM YEARS 2009 AND 2010.

Lee McMurtray explained that this list was kept very broad to include as many industries located in our community as possible. The Board members held a general discussion regarding jobs in the current economic climate and possible ways to use the stimulus funds.

Motion: Recommend that the Santa Ana Workforce Investment Board approve the Demand Occupation List for Program year's 2009 and 2010.

MOTION:	Hood	SECOND	Beasley
VOTE:	AYES	McMurtray (Chair); Beasley; Blank; Carter; Claudio; Conway; De Leon; Didion; Figueroa; Fischer; Gebre; Hood; Korthuis; Maldonado; Martinez; Ray; Saldivar; Sanchez; Solkamans; Syed and Wadhera (21)	
	NOES	None	
	ABSTAIN:	None	
	ABSENT:	Campanelli; Jimenez-Hami; Lewis; Lin; Metzler; Pina; and Zarate (7)	

8. REVISED BY-LAWS

A general discussion was held regarding the addition of two more labor representatives to the Board. Staff pointed out new language regarding meeting attendance and that Ad Hoc Committee Chairs and Vice Chairs would now be official members of the Executive Committee.

Buddy Ray and Mike Hood asked that the portion stating "a qualified elector of the city" shall be stricken from the by-laws since it did not pertain to WIB members and the motion be amended.

Motion: Recommend that the Santa Ana Workforce Investment Board approve the revised by-laws as amended.

MOTION:	Beasley	SECOND	Figueroa
VOTE:	AYES	McMurtray (Chair); Beasley; Blank; Carter; Claudio; Conway; De Leon; Didion; Figueroa; Fischer; Gebre; Hood; Korthuis; Maldonado; Martinez; Ray; Saldivar; Sanchez; Solkamans; Syed and Wadhera (21)	
	NOES	None	
	ABSTAIN:	None	
	ABSENT:	Campanelli; Jimenez-Hami; Lewis; Lin; Metzler; Pina; and Zarate (7)	

***** END OF BUSINESS CALENDAR ****

9. COMMITTEE REPORTS

- A. Oversight and Data – Stacey Sanchez reported that the goal of this committee is to present the Return-On-Investment Study to the Board in July. There have been a couple of set-backs but they will not affect the outcome of the study. Maryann Conway asked if additional questions could be incorporated in the survey regarding disabled individuals. Fran Jutzi explained that the first round of interviews had already been completed so it would not be possible to add more questions at this point but that they could be included in a future study.
- B. Employer and Customer Service – John Didion noted that a considerable amount of time was spent on reviewing and developing the Demand Occupation List. The committee has also discussed possible scenarios in regards to the use of stimulus money.
- C. Marketing – Eduardo Figueroa explained that their main focus has been to develop an e-newsletter for Santa Ana Businesses. Jaime Lopez provided a copy of the draft newsletter’s planned format. Mr. Lopez asked the members to send him their suggestions.

Eduardo Figueroa said that the committee has also discussed various ways to use the stimulus money. He said it is crucial to think outside the box and use these stimulus funds in a new and effective manner. One suggestion was to hold a business seminar with motivational workshops offered by WIB members and other local agencies. Stacey Sanchez said she has been doing business survival workshops in the Inland Empire and they are packed. The goal of the committee is to get the WIB out there and to show support for the community, to be proactive and positive.

COMMENTS

- 10. PUBLIC COMMENTS – None
- 11. STAFF MEMBER COMMENTS – Fran Jutzi explained that CWA is having a spring conference the first week in April. If anyone is interested in attending please advise staff immediately so we can get an approval for you to attend.
- 12. BOARD MEMBER COMMENTS – Lee McMurtray suggested the Board have some special meetings to discuss how the stimulus funds should be spent. Mike Hood suggested using the e-newsletter to report positive outcomes and success stories. Stacey Sanchez suggested featuring areas where there are jobs that are not being filled. Lee McMurtray agreed that the marketing aspect of the WIB is going to be an intricate part of serving the community. Bob Fischer was concerned that the outreach efforts being discussed take more staff than what is available. He would like to see another big organization help with the initial outreach. Teresa Saldivar would like staff to attend and advise the Santa Ana Merchants Association on the opportunities and benefits of the WIB. Tefere Gebre encouraged the Board members to go with him to City Council meetings

to help explain to the Mayor and the Council that this is not time to cut staff at the WORK Center and educate them on what the WORK Center does to help the community. Lee McMurtray offered to attend a City Council meeting with Tefere Gebre.

Lee McMurtray said he would like to convene a special meeting to talk about stimulus funds in detail and to inform the WIB members on the options are for their use. Rob Claudio said he has attending meetings in Sacramento regarding the use of the stimulus funds. Rob Claudio said he met with Linda Summers last Tuesday to discuss how she planned to use these funds. The state wants to new and different ideas. They have to have a quick return on investment and touch more people than ever. Currently the idea of creating a temporary Youth Cafe at the Depot is being discussed. Rob Claudio said he can hire intermittent staff for the Youth Cafe. They want the Board to have a lot of input. Tefere Gebre thinks that this will be a huge opportunity for this Board and the WORK Center to shine. Georgina Maldonado said there should press releases. Eduardo Figueroa would like to see all this information coordinated and presented to all local businesses. Ben Blank explained that aside from the stimulus money there are other grants that are available for more than just schools.

ADJOURNMENT - 9:45 a.m.

Maria Leger
Recording Secretary
Next Meeting: May 8, 2009 at 8:00 a.m.