



WORKFORCE ALLIANCE
OF THE NORTH BAY
 DRIVING WORKFORCE TALENT

**GOVERNING BOARD
 MEETING MINUTES**

Thursday, June 29, 2017 – 9:30 AM

Marin County Civic Center
 3501 Civic Center Drive, Third Floor, Rug Room, 324A
 San Rafael, CA 94903

I.	<p>Attendance</p> <p>Present: Supervisor Moke Simon, Supervisor Alfredo Pedroza, Supervisor Brad Wagenknecht, Supervisor Damon Connolly, Supervisor Judy Arnold</p> <p>Absent: Supervisor Jim Steele</p>
	Public Comment - None
	<p>Presentation of Certificates of Appreciation – Exiting staff members Alison Sexauer and Cynthia Gunselman were presented with awards of appreciation from the board with a special acknowledgement from Director Bruce Wilson for their work getting the Workforce Alliance up and running. Director Wilson noted that there is a profound sense of meaning and a tremendous amount of work that is associated with the development of a new organization. Cyndi Gunselman and Alison Sexauer were invaluable in the establishment of the Alliance and their departure would be deeply missed.</p>
CONSENT CALENDAR	
II.	A. Minutes May 3, 2017 [Minutes Attachment]
	B. Approval for Board Chair to sign Local + Regional Workforce Development Plans [Board Letter]
	C. Extension of Workforce Alliance Agreements with Marin & Napa County [Board Letter]
	<p>Motion made to approve consent calendar without change: M/S: Wagenknecht/Pedroza. Vote: 5-0. Motion passed.</p>
REGULAR CALENDAR	
III.	<p>A. Organizational & Operations Review – Cal State Northridge</p> <p>At its meeting on February 9th, 2017 the Governing Board directed staff to engage a consultant to conduct an organizational and operations review to:</p> <ol style="list-style-type: none"> 1. Assess the current organizational structure to determine the Alliance’s ability to effectively and efficiently achieve its goals and purpose; and 2. To make recommendations for reforming the Alliance’s structure, if necessary, to better position the organization to achieve success. <p>Staff enlisted the services of Cal State Northridge’s Organizational Management MBA program, due in part to its long standing history and experience with workforce development programs throughout the State of California.</p> <p>The Northridge Consultants Richard Moore and Gerard Rossy were present and reviewed the overall report and recommendations with the group. Although there are recommendations on changes to board structure and some procedural processes, of main note is the recommendation for administrative services.</p>

1. All administrative staff (Business Services, Operations and Fiscal) need to be accountable to JPA Executive Director and Board only.
2. Lease employees from existing counties as needed, but do not share employees.
3. New employees can be put on a single county payroll.
4. Employees should not be located remotely exclusively.
5. Explore a 3-5 year plan moving towards being an independent non-profit.

Immediate needs:

1. The JPA board needs to formally commit to the new structure.
2. The employment arrangement for Executive Director should be changed to report solely to the JPA via an employee lease agreement.
3. The Executive Director in concert with WANB Legal Advisor should explore and negotiate employee leasing agreements for remaining staff placed within other counties
4. Vacant positions within the context of this recommended structure should be filled quickly.

The Executive Director reports that the current budget will support the recommendation of additional staff.

Motion to approve recommendations set forth in the Organizational Structure Plan and direct Executive Director to begin implementation. M/S: Pedroza/Wagenknecht.

Vote: 5-0. Motion passed.

B. Marketing & Branding Next Steps – Full Capacity Marketing

At its November 2016 meeting the Governing Board approved a contract with Full Capacity Marketing (FCM) to complete a marketing and branding assessment and deliver a marketing plan that included recommended brand architecture for our merged region. As a part of this agreement, FCM also conducted work on brand development such as logos for the Alliance and One Stop delivery system, as well as website development. The brand architecture and logos have been vetted and approved by the Regional Workforce Development Board along the way.

Celina Shands, CEO, FCM provided an update on marketing and branding, and showed draft websites for both the Alliance and the CareerPoint sites. Her presentation included (need power point to finish)

Next Steps:

Website Go Live & Marketing Toolkits & Materials – August 2017

Business Engagement Board Committee – Begin in August 2017

Live your Brand Professional Development & Coaching – September – December 2017

Motion to approve WANB brand architecture including WANB and One Stop logos. M/S: Pedroza/Simon

Vote: 5-0. Motion passed.

C. Mendocino County Consolidation w/ Workforce Alliance

Following the November 10, 2016 Governing Board meeting, the Alliance Governing Board directed staff to work with the Regional Workforce Development Board to form a recommendation on Mendocino County's request to join the WANB. Additionally, the Governing Board asked Damon Connolly (Marin) and Brad Wagenknecht (Napa) to meet with a representative of Mendocino County's Board of Supervisors to discuss their request to join. This meeting between board members occurred on December 22, 2016, and reaffirmed the Governing Board's direction to the Regional Workforce Development Board to develop a recommendation regarding a potential merge. The Workforce Development Board considered this recommendation over several meetings and on

February 17, 2017 approved a conditional recommendation of consolidation on the condition that the State Workforce Development Board grant the Workforce Alliance \$250,000 over two years to support costs associated with the merger. On June 2nd, 2017, we received notification from the State Board that they would provide a \$250,000 grant to support the merger.

Debra Dockins with Mendocino County was present for questions and reported that the Mendocino Board of Supervisors and the Mendocino Workforce Development Board fully agree to join and to adhere to the policies set for the Joint Powers Agency Agreement (JPAA).

Motion to allow Mendocino County to become part of the Workforce Alliance of the North Bay: M/S: Arnold/Simon. Vote: 5-0. Motion passed.

D. Approval of Workforce Alliance 2017-2018 Agreements

JPA staff solicits Workforce Alliance Governing Board ratification and approval for the following professional services agreements and amendments that were formally approved by the regional Workforce Development Board Executive Committee on June 14, 2017.

CONTRACTOR	NEW (N) AMENDMENT (A)	AMOUNT	DESCRIPTION OF SCOPE OF WORK
Craft Consulting (Cassio)	Amendment	\$28,000	Labor Market Information Engaging educational partners Industry sector research & analysis Career Pathway Network Website
Compass Policy (Kaiser)	Amendment	\$15,000	Sector strategies and framework Convening strategies Career Pathways
Full Capacity Marketing	Amendment	\$65,000	Tools & Templates (Website enhancements, folders, brochures, videos, press packs, etc.) Live your Brand implementation for staff Live your Brand Training – Board members
Racy Ming LLC	New	\$70,000	Administrative/Financial/Project Management Partner Development & AJCC Ops Strategies Workforce Development Program Implementation One-Stop Consulting Strategy Development
Alliant Insurance	New	\$15,000	Agency & Board member Insurance
MPIC	New	\$1,608,171	One Stop System Operator/Career Services Provider (Adult/Dislocated Worker/National Dislocated Worker

			Emergency Grant)
Redwood Community Services	New	\$315,576	New, competitively selected youth operator in Mendocino & Lake counties.
Economic Modeling Specialists, Inc (EMSI)	New	\$35,000	On-demand Labor Market Information for community API – to pipe LMI at the 2 digit level to website.
Aldea, Inc.	New	\$70,000	Fiscal Manager and Accounting Services

Motion to approve the new contractors and amendments to current contracts as delineated above: M/S: Pedroza/Wagenknecht.
Vote: 5-0. Motion passed.

The Career Services Provider and One Stop Operator FY 17-18 Contracts will be on the next board agenda for approval.

E. 2016-2017 Year End Budget Report

The Workforce Alliance of the North Bay (WANB) Governing Board approved the Estimated Annual Budget for 2016-2017 at its June 21, 2016 meeting and has approved adjusted budgets that reflect additional revenue at its regularly scheduled quarterly meetings.

Key highlights of the 2016-2017 budget include:

- With current revenues of \$2,390,389, the Alliance remains in a good position to meet its reported current liabilities of \$2,226,416.
- The May financials reflect an increase in unanticipated grant revenue of \$3,000 for CalJobs (WANB case management system) enhancements and \$250,000 (of \$750,000) for a National Dislocated Worker Grant award for flooding in Lake County.
- Although Formula Program revenue remains under budget, each round of formula allocated funds (Adult, Dislocated Worker, Youth) have a usable life of two program years. The State of California allows local workforce areas to carry-forward the allocated funds from one program year to the next as long 80% of those funds are obligated in contracts. The WANB has obligated 90% of its formula funds and estimates that it will carry-forward \$396,000 into the 17-18 budget.
- Formula Grant and Rapid Response Program and Admin revenue actuals are reflective of Quarter 1 and Quarter 2 cash claims to EDD. This includes expenses for Quarter 1 from Lake, Napa, and Marin Counties and Quarter 2 of Lake and Napa Counties only. There is an expected rollover amount of \$686,000 to FY 1718.
- NCCPA (Career Pathways Grant) is recognized in its entirety. There is anticipated rollover amount of \$150,000 to FY 1718.
- NBBSA (Slingshot Grant) has only claimed and recognized revenue through Quarter 2. There is an anticipated rollover amount of \$210,000 to FY 1718.
- Accelerator and Regional Implementation Grant revenue have been claimed and recognized through Quarter 3. There is an anticipated rollover amount of \$125,000 for the Regional Implementation Grant to FY 1718.
- No revenue has yet been recognized for the National Dislocated Worker Grant (Storm) or the CalJobs VOS Enhancement. It is expected that \$228,000 will rollover for these to FY 1718.

- The Client Services Budget reflects invoices for 1st and 2nd quarter from Napa, Lake, and Marin Counties
- The 16-17 Staff expense line item was underspent due to long term staff family leaves of absence, and budgeted staff vacancies.
- The 16-17 equipment and technology line item was underspent due to delays in the anticipated purchase of equipment, computers, and other technology for the WANB. It is anticipated that equipment and technology will be purchased in the 17-18 budget year. As such, it is recommended that the same line item amount be carried forward to 17-18 budget.

Motion to approve WANB adjusted budget for 2016-2017 and authorize the Executive Director to implement WANB business in accordance with the budget. M/S: Wagenknecht/Arnold. Motion passed.

F. 2017-2018 Preliminary Budget

Key highlights regarding the proposed FY 17-18 budget:

Revenues:

- The Workforce Alliance of the North Bay Annual Budget for 2017-2018 has been prepared with *estimated formula allocations* based on prior year funding.
- The budget assumes that the WANB Governing Board will accept the various grant funds that come to the Alliance to help achieve its workforce development mission including funding to support the Mendocino County consolidation.

Expenses:

- The 17-18 budget includes growth in the staff expense line item due to increases that reflect, in part, the Cal State Northridge recommended organizational plan and the incorporation of Mendocino County staff into the WANB.
- The budget reflects growth in rents & leases to reflect office rent rate for 2017-2018.
- All other expense line items from the approved 2016-17 budget remain constant.

Any suggested changes to the budget in excess of 10% will be brought back to the Governing Board for approval, as will additional revenues and expenses that are currently not known.

This budget will increase by 1+ million with bringing in Mendocino County.

Supervisor Pedroza directed to staff to add a column for percent increase for each line item.

Motion to approve proposed budget for 2017-2018 and authorize the Executive Director to implement Workforce Alliance business in accordance with the budget. M/S: Pedroza/Simon.

Vote: 5-0. Motion passed.

INFORMATION / DISCUSSION ITEMS

IV A. Workforce Alliance 2017-2018 Top 10 Goals

The goals were developed by the Governing Board during their DC trip. These goals will be the basis for the upcoming

	<p>October all day meeting.</p> <ol style="list-style-type: none"> 1. Organize internally for success. 2. Develop Economic & LMI Data 3. Develop High Performing Workforce Board 4. Utilize Technology Effectively 5. Plan joint Governing Board/Workforce Board Retreat 6. Develop High Performing One-Stops under common brand 7. Diversify funding 8. Influence Partners 9. Influence Favorable Legislation 10. Establish Workforce Alliance Credibility at local, regional, State & Federal levels.
	<p>B. October Retreat with Workforce Alliance Executive Committee</p> <p>October 12, 2017 is scheduled for all day meeting with the Governing Board meeting with the RWDB Executive Committee first half of the day followed by the RWDB meeting for the second half of the meeting.</p> <p>It was requested that there be a segment about the One Stops.</p> <p>It was requested that the notice go out immediately so people can get it on their calendar.</p>
	<p>C. Adult – Dislocated Worker – Youth Program Reports PY 2016-17</p> <p>These reports are provided as an information item. In the future this will go to the RWDB for monitoring. The Governing Board would like to receive a summary/snap shot.</p>
MEMBER/DIRECTOR REPORTS	
V	Marin County WIOA Youth Services RFP closes next week.
	Meeting adjourned at 12pm.