

Workforce Development Board – Executive Committee

Date Thursday, January 24, 2019

Time 8 am – 9:30 am

Place 9246 Lightwave Avenue, Suite 210, San Diego, CA 92123

AGENDA

WELCOME & INTRODUCTIONS

Phil Blair – Chair

- Call the meeting to order
- Non-agenda public comment

ACTION ITEMS

- Item #1: Minutes of the November 5, 2018 Executive Committee Meeting
- Item #2: New Member Nominations

INFORMATION ITEMS

- Item #3: Income Share Agreements Update
- Item #4: Regional Planning Update
- Item #5: Agenda Review – February 21, 2019 WDB Meeting

ADJOURNMENT

PUBLIC COMMENT: Members of the public may address the Board on issues on this agenda (three minutes per subject) and/or other items within the Board’s scope. To speak, submit a “Request to Speak” form prior to the meeting. The SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2301.

Item #1: Minutes of the November 5, 2018 Executive Committee Meeting

Members Present

Phil Blair, Chair
Omar Passons, Vice Chair
Jamie Latiano Jacobs, Secretary/Treasurer
Ky Lewis
Annie Taamilo

Staff Present

Andy Hall, COO
Brooke Valle, VP of Strategy
Desiree Roughton, Marketing and Communications Manager
Laura Kohn, Director of Marketing/Communications & CLIMB
Peter Callstrom, CEO
Reilly Hurley, Governance Coordinator
Wilda Wong, Marketing and Communications Specialist

Location: 1855 1st Ave #300, San Diego, CA 92101

All reports, memoranda and letters contained in the agenda or distributed at the meeting shall by this reference become part of the original minutes.

The meeting was called to order by Phil Blair at 2:03 pm with a quorum.

Non-Agenda Public Comment

None

Action Items

1-11/05/2018 - Item 1 **Minutes of the August 2, 2018 Executive Committee Meeting**

Motion to approve the minutes:
Moved (Passons), Seconded (Jacobs), Carried unanimously
Abstentions: Ky Lewis

2-11/05/2018 - Item 2 **Board Membership**

The committee discussed the applicants' qualifications and interest.

Motion to recommend the WDB consider Barbara Krol's nomination:
Moved (Jacobs), Seconded (Taamilo), Carried unanimously

Motion to recommend the WDB consider Ricky Shabazz's nomination:
Moved (Lewis), Seconded (Passons), Carried unanimously

Information Items

3-11/05/2018 - Item 3

SDWP Brand Identity

Laura Kohn, Desiree Roughton and Wilda Wong presented on SDWP's brand identity and the importance of branding in promoting the organization's work. L. Kohn presented how shifting brand identity has led to a redesign of the SDWP logo, which was presented to the Executive Committee.

The Executive Committee provided staff with feedback and discussed the new logo, brand strategy, and the potential costs of establishing the logo and registering a trademark.

4-11/05/2018 - Item 4

Reentry Works Procurement and System Delivery Re-Design

Andy Hall, COO presented on the future of the Reentry Works program and how program service delivery can be maintained and improved.

The Executive Committee discussed strategy for Reentry Works and agreed to continue the discussion at the next Executive Committee meeting.

5-11/05/2018 - Item 5

Regional/Local Planning Process Kickoff Update

Brooke Valle, VP of Strategy related that SDWP has begun its regional and local planning process as a member of the Southern Border Region. B. Valle and A. Hall detailed how the WDB and Executive Committee will be engaged in this planning process.

6-11/05/2018 - Item 6

Agenda Review – December 6, 2018 WDB Meeting

This item was not considered and will be discussed at the next meeting.

7-11/05/2018 - Item 7

Review of 2019 Meeting Dates

The Executive Committee reviewed the 2019 meeting dates.

8-11/05/2018 - Item 8

CEO and Staff Update

None.

Adjournment

The meeting was adjourned at 3:45 pm.

Next Meeting

November 19, 2018 at 8 am.

Item #2: New Member Nominations

ACTION ITEM – VOTE REQUIRED

RECOMMENDATION

The Executive Committee nominate the following individuals to become members of the WDB:

Pamela Murray

District Manager,
Banana Republic/Gap Inc.

Bio:

“I have been in retail for over 21 years, recently having spent nearly 15 years with Gap inc. at Banana Republic. Prior to my time with Gap inc./BR I was in the financial services. I received a BS in finance, real estate and contract law from Cal Poly. Personally, I am Married and have an amazing 6-year-old son. In my spare time I enjoy cooking, baking and spending time with family and friends.”

Sean Karafin

Vice President of Economic Research,
San Diego Regional Chamber of Commerce

Bio:

Sean Karafin, as the Vice President of Policy and Economic Research for the San Diego Regional Chamber of Commerce, oversees the Chamber’s advocacy and the agendas for the Chamber’s various policy committees and roundtables.

Sean regularly testifies publicly on behalf of the Chamber on issues related to housing, climate action strategies and small business advocacy among others. Through the “Regional Jobs Strategy” initiative, Sean has worked with nearly 70 organizations from across the region to direct the attention of the business and civic community on the issues that matter most for job creation. Subsequent research released following the release of the Regional Jobs Strategy include the “Housing Scorecard” and “Veteran Employment in San Diego” among others.

Since joining the Chamber staff in early 2015 his commentary has appeared in numerous media outlets including KPBS, San Diego Union-Tribune, and Voice of San Diego.

Before joining the Chamber, Sean served in multiple roles at the San Diego County Taxpayers Association including as Interim President and CEO in 2014. At the Taxpayers Association, Sean

directed numerous policy and research efforts in the areas of taxation, efficient use of public resources, and good governance.

Prior to entering the non-profit sector, Sean held positions at two economic consulting firms: Applied Development Economics in the San Francisco Bay Area, and BW Research Partnership in North San Diego County. In these roles, Sean worked with numerous municipalities to make economic and fiscal policy decisions based on comprehensive research and sound analysis.

A San Diego native, he received a bachelor's degree from San Diego State University in Economics and a master's degree in Economics from the University of California at Santa Barbara. Sean resides in the San Diego community of North Park with his wife and young family.

Keith Maddox

Executive Secretary and Treasurer,
San Diego and Imperial Counties Regional Labor Council (AFL-CIO affiliate)

For more information on the Labor Council visit: <https://www.unionyes.org/>

Item #3: Income Share Agreements – Andy Hall

INFORMATION ITEM – NO ACTION REQUIRED

Andy Hall, COO will provide the committee with an update about fundraising, legal, financial modeling, and press/media outreach related to our Income Share Agreements initiative.

Item #4: Regional Planning Update – Brooke Valle

INFORMATION ITEM – NO ACTION REQUIRED

Brooke Valle, VP of Strategy will describe the public engagement with our draft plan, share the new priority sectors that are embedded in the plan, and describe the process moving forward, including needed board approval at the 2/21 meeting.

a) Background

The California Workforce Development Board has divided the state of California into fourteen regional planning units and requires each of these units to maintain a regional and local plan which outlines their approach to serving business and job seekers.

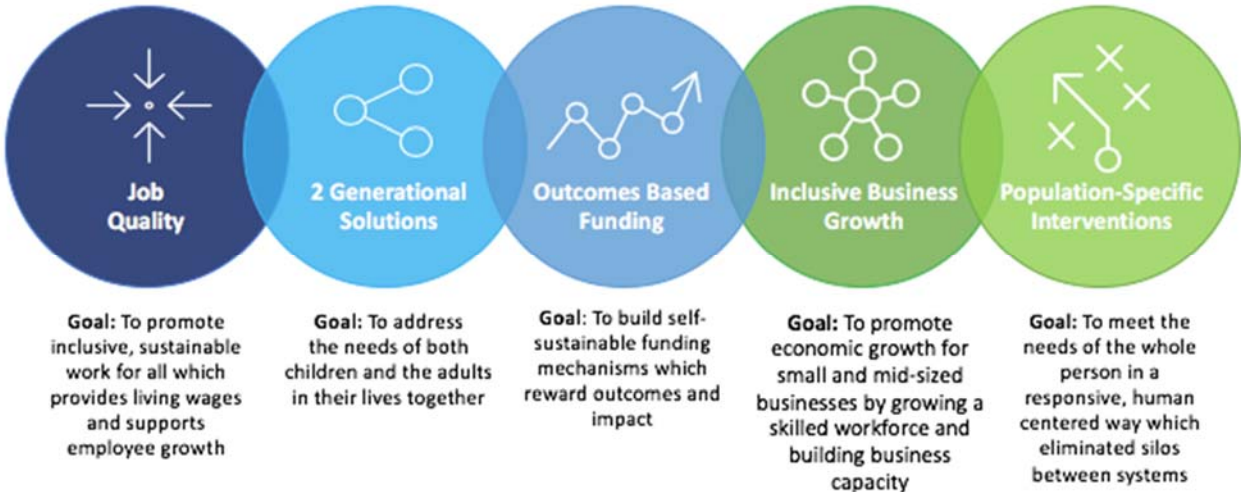
San Diego is part of the Southern Border Region (SBR) planning unit which is comprised of Imperial and San Diego county workforce development boards, along with a range of partners including the community college system, adult education, economic development and the business community.

Regional and local plans are required to be updated periodically and must be approved by the local workforce boards. October 2018 marked the beginning of the latest update cycle and the revised plan is due to the state board in March 2019.

More information on the regional planning process, along with copies of regional and local plans, is available at workforce.org/sbr.

b) Summary

While a refresh of the plan is a state required activity, it also serves as an important opportunity to showcase our region's commitment to fostering economic mobility. As highlighted during our recent symposium, we are tackling some of the most systemic challenges to inclusion and growth in the following areas. This work is being embedded into the plan to guide future programmatic design and investment.



c) Next Steps

Draft plans are currently published on our website for a required 30-day public comment ending on February 14 at workforce.org/sbr.

The plans will be brought to the board for review and approval at the February 21 board meeting.

Item #5: Agenda Review – February 21, 2019 WDB Meeting

INFORMATION ITEM – NO ACTION REQUIRED

Saru Jayaraman, President of ROC United will give a pre-meeting presentation, sharing research on San Diego’s restaurant industry, exploring ROC’s model for intervention and ending with Q/A and feedback session.

About ROC United

ROC United is focused on improving wages and working conditions for restaurant workers. In California, the restaurant sector is growing rapidly, with 1.7 million restaurant workers and more than \$82 billion in sales. Unfortunately, it is also one of our state's lowest paying sectors, with pervasive occupational segregation that has created a major race wage gap for workers of color (especially women of color) across California. ROC's model of 'lifting the floor and building the ladder' includes both organizing around policy change to lift the floor—industry standards—and build the ladder—training workers of color, immigrants, formerly incarcerated individuals and women to access livable wage fine dining service and bartending positions.

Agenda Preview

1. New Members Oath of Office
2. New Member Nominations (action item)
3. Draft Regional Plan Presentation and Approval (action item)
4. FY 2019 Budget Modification Approval (action item)
5. Committees and Working Groups Update and Board Member Report Outs
6. Program Performance Dashboard Update
7. Officer Role Changes