

**Santa Barbara County  
Workforce Investment Board Meeting  
Friday, October 26, 2012  
CenCal Health  
4050 Calle Real, Santa Barbara, CA 93101**

**Draft Minutes**

**WIB Members in Attendance:**

Ruth Ann Bowe, Cindy Burton, Karen Dwyer, Kathy Gallagher, Angela Hacker, Timothy Harrington, Diane Hollems, Julie Holmes, Chuck Huddleston, Patricia Manfredonia, Bob Manning, Anthony Mitchell, Christopher Montigny, Gabriel Morales, Rick Rantz, Fred Razo, Grace Schoch-Manzano, Steven Weiner, Phylene Wiggins.

**WIB Members Not In Attendance:**

Kathleen Griffith, Sue Larsen, Kristen Miller.

**Guests:**

Kyle Ashby, Kaldera Marketing  
Michael Holiday, Synergy Business & Technology Center  
Jim, Right scale

**County Staff in Attendance:**

Celeste Andersen, Mona Baker, Stephanie Fodor, Karen LeDoux, Clarissa Morris, Ray McDonald, Jason Ramirez.

**Roll Call and Introductions:**

Meeting was called to order at 9:30 A.M. The two new WIB members, Angela Hacker and Dianne Owens introduced themselves to the board. A quorum was established.

**Public Comment:** No public comment was heard.

**A. Reorganization of the Agenda:**

Ms. Manfredonia indicated that due to the number of presentation that he would send out via email the information for items 12 and 13 if there was not enough time to provide the updates.

**B. Old Business:**

1. **Approval of Minutes:** *A motion was made by Mr. Weiner to approve the June 22, 2012 minutes, Mr. Manning seconded. All in favor, none opposed. Ms. Gallagher, Ms. Owens, Mr. Harrington, Ms. Hacker and Mr. Mitchell abstained. The motion was approved.*

*A motion was made by Mr. Manning to approve the August 24, 2012 Minutes. Mr. Weiner seconded. All in favor. None opposed. Ms. Owens, Ms. Bowe, Ms. Hacker, and Mr. Montigny abstained. The motion was approved.*

**C. New Business:**

1. **Announcements:** Ms. Gallagher announced that this will be her last WIB meeting as she has been hired as Director of Contra Costa County Dept. of Human

Services. She gave a brief history of her experience in developing the WIA program in Santa Barbara and expressed her sentiment with the WIB and WIA and hopes to continue to stay in touch and thanked the board for all of their support. Ms. Manfredonia and Mr. McDonald thanked Ms. Gallagher for her dedicated service and contributions to the WIB and presented her with flowers and a plaque of appreciation. Ms. Gallagher thanked everyone and expressed her appreciation for the acknowledgement.

2. **Approval of Budget:** Ms. Burton opened the item by stating that October is the earliest that the WIB will have an approved budget and they reviewed the WIA budget at their last meeting in October. She indicated that the Finance Committee is tracking the Admin dollars to ensure funding in that category is not exceeded. Mr. McDonald pointed out a typo on the first page of the discussion memo that should read October 12, 2012 and another typo on the back the date should read November 2012. Mr. McDonald indicated that the new budget has indicated a new line that speaks to the 25% target for training in Dislocated Worker (\$200,621) and Adult (\$221,648) programs based upon the State Law that obligates us to spend 25% of funds on training. Ms. Burton clarified that the obligated figure added to the mixed line item equals 25%. Discussion regarding the Admin funding ensued. Discussion ensued regarding the new state law requiring 25% of funds be spent on training. Ms. Baker indicated that training in the 1998 WIA law is very narrow and stated that WIA can reimburse the employer up to \$5000 for On-the-Job Training and the wages that the employer pays is counted toward the 10% match. Job Readiness workshops cannot be used as training because they don't meet the WIA Law, but time management could be used as training. Discussion ensued. ***A motion was made by Ms. Burton to approve the 2012-2013 WIA budget. Mr. Manning seconded. All in favor. None opposed. The motion was approved.***
3. **Recommendation to Change Name of Community Partnerships Committee:** Mr. McDonald indicated that this item stems from the last WIB retreat and changes coming from the State asking that all WIBs have a business committee. He indicated that the Chair, Ms. Dwyer suggested the name change. ***A motion was made by Ms. Dwyer to approve the recommendation to change the name of the Community Partnership committee to Business Services committee. Mr. Harrington seconded. All in favor. None opposed. The motion was approved.*** Ms. Burton inquired whether this would entail a Bylaws change and Mr. McDonald indicated that the motion directs staff to make the change to the Bylaws. Mr. Morales asked when the next meeting is. Ms. Dwyer stated she would be getting a date out to the committee for the next meeting.
4. **Recommendation to Approve New Youth Council Chair:** ***A motion was made by Ms. Gallagher to approve Ms. Dianne Owens as the new Youth Council Chair. Mr. Manning seconded. All in favor. None opposed. The motion was approved.*** Mr. McDonald presented Mr. Montigny with a plaque of appreciation for his service as Chair to the Youth Council from 2011-2012.
5. **Approval of Youth Supportive Service Policy:** Ms. Manfredonia stated that the WIB memo on this item was sent out ahead of time so everyone could read it. Ms. LeDoux passed out the original memo and explained the memo to the board and indicated that additional information was included by the Youth Council at their last meeting. The change refers to a tracking system will be developed so supportive service funds will be tracked on an ongoing basis and the other change

is the cost of k-12 and adult monthly bus passes has increased and indicated the new amount as it's listed on the item memo. **A motion was made by Mr. Montigny to approve the Youth Supportive Service policy. Mr. Mitchell seconded. All in favor. None opposed. The motion was carried.**

6. **Approval of Youth Program Definitions:** Ms. LeDoux indicated that the current local youth program definition needs to be updated due to our local VOS system and the new State VOS reporting system. We need to be in alignment with the State definition and stated that our new local definition was taken from the California Employment Development Program Monitoring Guide for Youth Program Operators, which is what we are monitored on. **Mr. Weiner motioned to approve the youth program definition, Ms. Bowe seconded. All in favor. None opposed. The motion was approved.**
7. **Approval of Revised WCCCC Regional MOU:** Mr. McDonald indicated that the new MOU now includes San Luis Obispo, which it didn't before. He stated the geography is large, including San Benito County, but the collaboration is important. He also stated that San Luis Obispo currently has no director but they are actively recruiting. **A motion was made by Mr. Huddleston to approve the revised WCCCC Regional MOU. Mr. Manning seconded. All in favor. None opposed. The motion was approved.**
8. **Review of Quarterly Financials:** Mr. McDonald indicated that July and August is the beginning of the budget year so there is not much to look at this point, but stressed that spikes and valleys will occur with spending throughout the year. The main concern is that expenditures are on track and that expenditures are not being exceeded at any point. Ms. Burton stated that the committee needs 2 additional members and if anyone is interested to speak with her or Mr. McDonald.
9. **Close Up Presentation:** Mr. McDonald introduced Ms. Rachel Johnson of Close Up Foundation. Ms. Johnson indicated that Close Up Foundation is a non-profit, based in Washington D.C., that has been in existence for 41 years. Their goal is to encourage responsible participation in the democratic process throughout educational programs and publications in government and citizenship. Additionally, it is to inspire youth to realize their roles as citizens in the U.S. In summary, Ms. Johnson presented on Close Up's history and mission; program methodology and logistics; program schedule; program curriculum and sample activities; acquired and refined skills through program participation; safety, medical, and other comforting details about the program, program prices and fundraising; and showed a student program video. Ms. Johnson stressed that the activities the youth participate in to raise funds for their participation in Close Up gives them a sense of ownership and shows them how to write letters, reach out to the community, etc. Ms. Nancy Aguilar spoke about her experience and participation in the Close Up program and her trip to Washington D.C. Questions from board members were heard and answered by Ms. Johnson and Ms. Aguilar. Mr. McDonald thanked Ms. Johnson for her presentation and indicated that he would work with Ms. Owens and the Youth Council to continue to have our youth participate in the Close Up program.
10. **Industry Clusters/Technical Presentations:** Ms. Dwyer opened the item by reminding everyone about the plan that was developed at the retreat to have the various industry cluster presentations at board meetings. Ms. Dwyer gave a brief

overview of the industry clusters identified in Santa Barbara County in the workforce study that Josh Williams produced. Ms. Dwyer referred to the technology and innovation tiers as she indicated that there is great opportunity for entry level positions as well as growth in high-paying jobs. She also gave examples of the types of companies in the technology and innovation sector and reminded the board of how quickly things change in the technical and innovation sector. Ms. Dwyer introduced Kyle Ashby who owns a web marketing company named Kaldera, involved in the technology management program at UCSB, and the Start-Up Weekend initiative.

Mr. Ashby introduced himself to the board and indicated he would be talking about technical industry startups. He spoke about Start Up SB, Start Up Weekend, and Start Up America that is bringing Santa Barbara County technical industry some acknowledgement and recognition. Mr. Ashby indicated that Start-Up SB is a meet up group that brings people together and fosters ideas. Mr. Ashby indicated that hands-on learning is lacking in Santa Barbara County and Start-Up SB helps to fill that gap. Mr. Ashby spoke about a start up in Chicago named 1871, Code Academy, that is a co-working space to collaborate and utilize the university there. Mr. Ashby explained the Start-Up Weekend initiative and described for the board how it works. Start-Up Weekend is a global network of passionate leaders and entrepreneurs on a mission to inspire, educate, and empower individuals, teams and communities. Mr. Ashby indicated that Start-Up Weekend not only happens in Santa Barbara County, but nation-wide as well as in other countries. He also stated that Start-Up Weekend is a non-profit organization 501c3 and the mentors are volunteers. The next Start-Up Weekend is November 2-4, 2012.

Ms. Dwyer introduced Mr. Michael Holliday, owner of Synergy, a business & technical center on Cesar Chavez St. in Santa Barbara. It has replaced the old business incubator on Gutierrez St. in the 1990s. Mr. Holliday introduced an entrepreneur who works out of Synergy, Jim of Right scale. Jim stated that his start up is working out of Synergy and he indicated that it has given him the opportunity to follow his dream of pursuing entrepreneurship.

Mr. Ashby continued his presentation and informed the board of the success of Birdeez, a bird recognition application for cell phones, which was developed at a previous Start-Up Weekend in Santa Barbara. Mr. Ashby indicated that Santa Barbara needs an incubator, we have the talent and potential space and Chicago is a great example of best practices. Ms. Gallagher inquired about what happens after the 54 hours of Start-Up Weekend. Mr. Ashby answered that lean start up methodology is used, making connections with investors, space to work, essentially all the tools to start one's business with immediate access. He stressed the importance of the networking that is involved in Start-Up Weekend and stated it provides all the support for the up-and-coming entrepreneur. Ms. Owens inquired about the aspects of accounting and marketing. Mr. Holliday stated that Synergy has all of that to support at there for the winner of Start-Up Weekend , for no cost. Mr. Ashby expanded his explanation of Start-Up Weekend and indicated that one must register as one of the following 3: designer, developer, or businessperson and shared that everyone comes around an idea and learns other aspects of running a business. So it's a learning experience as much as it is a building experience. There was an inquiry on whether youth could be of assistance at the event. Mr. Ashby indicated what he would need assistance with. Discussion regarding start up capital ensued. Mr. Ashby ended the presentation by informing the board of the cost to attend Start-Up Weekend and invited anyone to come down and check it out. Mr. Holliday invited anyone to come to Synergy to take a

tour and use the meeting facility available at no cost at anytime. Mr. McDonald and Ms. Dwyer thanked Mr. Holliday and Mr. Ashby for coming to present and emphasized the positive impression that was made.

11. **Collective Impact Presentation:** This item was deferred to the next meeting due to a lack of time.
12. **Youth Program Update:** This item was deferred to the next meeting due to a lack of time.
13. **Legislative Update & Executive Director Report:** This item was deferred to the next meeting due to a lack of time.
14. **Set Items for Next Agenda:**
  - Collective Impact Presentation
  - Youth Program Update
  - Legislative Update/Executive Director Report
  - Budget Update

**Action Items:**

- Mr. McDonald will send out the information for items 12 and 13 due to a lack of time to present and discuss at today's meeting.

**Adjourn:** The meeting was adjourned at 12:02 P.M.

*Minutes Taken by Adrienne Brooks*