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Executive Director:
Raymond L. McDonald

SANTA BARBARA WORKFORCE INVESTMENT BOARD
Workforce Resource Center
1410 S. Broadway, Santa Maria, CA
Thursday, February 21st, 2013
9:30A.M.- 12:00 Noon

Members in Attendance:

Patricia Manfredonia, Sue Larsen, Robert Manning, Cindy Burton, Karen Dwyer, Diane Hollems, Rick Rantz, Phylene Wiggins, Angie Hacker, Diane Owens.

Members Not In Attendance:

Ruth Ann Bowe, Timothy Harrington, Julie Holmes, Kristin Miller, Anthony Mitchell, Ted Myers, Joe Pierre, Rick Rantz, Grace Shoch-Manzano, Fred Razo, Steven Weiner

Guests:

Not Applicable

County Staff in Attendance:

Ray McDonald, Karen Le Doux, Angela Olmos, Luis Servin, Denise Cedillos, Michelle Lynch

Roll Call and Introductions:

Meeting was called to order at 9:35 a.m. A quorum was not established.

Opening Remarks:

Opening remarks were read by Ms. Burton, Chair.

Public Comment:

No public comment was heard.

Agenda Items:

A. Old Business:

1. **Minute Approval-WIB Chair:**

Minutes were not able to be approved due to lack of quorum.

B. New Business:

1. **Approval to Transfer Funds from Adult Program to Dislocated Worker Program:**

Mr. McDonald went over the agenda item to transfer funds. This item was approved by the Executive and Finance Committees.

2. **Community College Presentation:**

Diane Hollems gave an overview regarding community colleges in our region. The community colleges are breaking down the community into industry sectors. Ventura is big in manufacturing, and small businesses. Other categories include

entrepreneurship, and digital media information. Agriculture and environmental technologies are big in the north county. The goal of industry clusters is to receive funds to do projects which ties into the various sectors. Mr. McDonald stated that the report was well received by all the community colleges regarding the growing sectors of employment. The past fifteen years the allocation of funds was automatic, however, due to recent financial strains it is now a competitive process. Based upon a joint meeting of the community colleges, the following project ideas were derived:

1. Create a context entrepreneurship which would consist of eight courses tied to degrees with classes offered between 5 and 7 pm. Program examples would include: auto mechanics, culinary, and nursing assistance.
2. Continue to educate local businesses regarding the curriculum at the community colleges while encouraging them to seek students as interns to become a part of their long term workforce.
3. Enlist participants to work as a regional team. This group would be a cohesive group that makes decisions and facilitates presentations, including businesses.
4. Implement a "Professional Development Training" with input from the business community.
5. Focus on small business and entrepreneurship through events such as the "Start Up Weekend" which would assist one business a month to "start up". An example would be to take a perspective business and allow them to make a pitch of their best ideas to mentors that can help bring the business/idea to fruition.

The idea behind this would be to grow business locally instead of attracting outside businesses to come in and take over. This idea came from a business called "SLO Seed Venture". They raised 100k for their business and are looking to help create models in Lompoc and Santa Maria.

Mr. McDonald also shared the following five conditions which must be met in order to partner together and begin to create better outcomes:

1. Create a common agenda
2. Create a common vision
3. Maintain the shared vision for change
4. Joint approach based on joint action

Mr. McDonald expressed that creating a common agenda is quite difficult but by using a technique such as a shared measurement vision an easier solution can be developed. A portion of this is to research and evaluate the existing program and its results. We all must have part in the activity as well as the outcome. Each person has to see what their part is in the continuous open process of communication in order to build trust across all the different sectors. The following areas of opportunity were defined by Mr. McDonald as items to think about:

1. Creating urgency for change - critical problems always create some level of frustration, the existing approach can and will be addressed and redefined for progress.
2. A call for multiple actors- this cannot be done by a single person or agency or one voice, engagement and team work is vital.
3. Engaged Policy Makers who can find ways to fund the vision and efforts.
4. The Influential Champion- this would be someone who can engage the public and focus on problem solving and bringing energy and passion to the mission.
5. Developing some level of financial support- which takes a level of commitment from the person seeking this support to be relentless and committed to results. This model grew out of one from the bay area. FSG is being used in many communities.

3. **EmPower SBC:**

Ms. Hacker is the program manager and stated that they are working in the Energy/Environment Industry cluster. It is a big partnership that involves learning with others while creating efficiency and job creation. The priorities of the policy are to cut the energy consumed by counties in half. Currently, we spend \$300 billion nationally on energy bills. California wants to reduce its energy consumption by 20%. Approximately 5.8 million homes need retrofits, upgrades to insulation, duct dealing, etc. Another goal is to transform all existing county buildings into energy efficient models, creating jobs along the way. It is a market based solution with grant funds and private capital funds. EmPower SBC now has an “energy coach” who goes out in to the community to teach others how to save energy and reduce their bills. There are many incentives for homeowners. This is a community-based outreach effort that is demonstrating much success already.

3. **Performance Report:**

Ms. Wiggins stated that the performance committee is reviewing comparisons regarding performance within California. She stated there are 49 WIBS in the state: 28 of these had 2 or less performance measures not met and 14 had 4 or more not met. Seven WIBS had three measures not met, this was the category that Santa Barbara was in. The Performance Committee is reviewing the comparisons to see where the Santa Barbara WIB can improve. We can compete for more grants by becoming a “high-performing” WIB.

4. **Set Items for Next Agenda:**

Next meeting:
Friday, April 26th, 2013
Cencal Auditorium
4050 Calle Real
Santa Barbara, CA

Adjournment: The meeting was adjourned at 12:05