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BOARD OF SUPERVISORS

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October 2, 2009

To: Members, Los Angeles County Workforce Investment Board
Business Services/Marketing Committee

From: Richard Verches, Assistant Executive Director
L.A. County Workforce Investment Board

Subject: **LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD
BUSINESS SERVICES/MARKETING COMMITTEE MEETING –
OCTOBER 8, 2009 AT 12:00 NOON**

This is to inform you that the Los Angeles County Workforce Investment Board Business Services/Marketing Committee will meet as follows:

Date and Time: October 8, 2009 at 12:00 Noon (Thursday)

Venue: Community and Senior Services Headquarters
County of Los Angeles
3175 West Sixth Street
Los Angeles, CA 90020
ROOM 105

The Agenda is being transmitted to you to help you prepare for the meeting. If you have any questions or need additional information, contact WIB Support Staff Cathy Zelaya at (213) 738-2593.

Attachment

**LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD
BUSINESS SERVICES/ MARKETING COMMITTEE MEETING
OCTOBER 8, 2009 (THURSDAY)
12:00 Noon to 2:00 p.m.**

**County of Los Angeles – Community & Senior Services
3175 W. 6th Street – Room 105, Los Angeles, CA 90020**

MISSION STATEMENT

Provide leadership by convening and facilitating public and private stakeholders to impact the economic health of the region.

Richard Nichols, Chair

Joyce Loudon, Vice Chair

Ted Anderson

Vance Baugham

Richard Dell

Dennis Neder

Mike Patel

Laurel Shockley

Sal Velasquez

Del Walker

Rex Yu

**LUNCH WILL BE PROVIDED FOR WIB MEMBERS AND GUESTS MAKING
PRESENTATIONS**

AGENDA

1. **CALL TO ORDER.....Richard Nichols, Chair**
2. **ROLL CALL**
3. **INTRODUCTIONS**
4. **CHAIR'S COMMENTS**
5. **EXECUTIVE DIRECTOR'S COMMENTS**
6. **MINUTES OF REGULAR BUSINESS SERVICES/MARKETING COMMITTEE
MEETING HELD ON JULY 28, 2009**

Presenter: Richard Nichols, Chair

Summary: This item presents for review and approval, Minutes of the regular Business Services/Marketing Committee Meeting held on July 28, 2009

Attachment A: Minutes of regular Business Services/Marketing Committee meeting held on July 28, 2009.

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7. UPDATE ON FLORENCE-FIRESTONE “MEETING OF THE MINDS” ECONOMIC DEVELOPMENT ACTION GROUP

Presenter: Josie Marquez, WIB Executive Director

Summary: This item presents a verbal update on the meeting to discuss the role of the WIB in the County’s vision for economic and workforce development in the Florence-Firestone region.

8. UPDATE ON PROCUREMENT OF CONSULTANT FOR THE L.A. COUNTY WIB’S OUTREACH AND EDUCATION PLAN

Presenter: Richard Nichols, Chair

Summary: This item presents an update on the procurement of the Outreach and Education Plan consultant.

Attachment B: Update on Procurement of Outreach and Education Plan consultant.
(This item will be emailed to you before the meeting).

9. REPORT FROM BENNETT-STREB & ASSOCIATES

Presenter: John Streb, Business Outreach/Job Development Consultant

Summary: This item presents for review, and any other action deemed necessary, Bennett-Streb & Associates, Business Outreach/Job Development Consultants’ report covering the period July 1 to September 30, 2009.

Attachment C: Report from Bennett-Streb & Associates.
(Reports will be distributed at the meeting)

10. PUBLIC COMMENTS

11. ADJOURNMENT

A

ATTACHMENT A

**MINUTES OF
LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD
BUSINESS SERVICES/MARKETING COMMITTEE MEETING
HELD JULY 28, 2009 (12 Noon to 2:00 p.m.)**

**Venue: County of Los Angeles – Community and Senior Services
3175 W. 6th Street, Room 105, Los Angeles, CA 90020**

<p><u>Committee Members Present</u> Richard Dell Dennis Neder Mike Patel Laurel Shockley Del Walker Rex Yu Richard Nichols, Chair</p> <p><u>Other WIB Members Present</u> Christine Bosworth Beverly Williams</p> <p><u>Staff and Guest Present</u> John Streb, Consultant, Bennett, Streb & Assoc.</p>	<p><u>Committee Members Absent</u> Ted Anderson (excused) Vance Baugham (excused) Sal Velasquez (excused)</p>
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1. CALL TO ORDER

Richard Nichols, Chair, called to order the meeting of the Business Services/Marketing Committee of July 28, 2009.

2. ROLL CALL

A quorum was present. (See above).

3. INTRODUCTIONS

Josie Marquez, Executive Director introduced Richard Verches, newly-appointed Assistant Executive Director to the WIB.

4. CHAIR'S COMMENTS

The Chair commented that there were several critical items on the agenda that will require the committee's serious decision-making.

5. EXECUTIVE DIRECTOR'S REPORT

None given.

6. APPROVE MINUTES OF REGULAR L.A. COUNTY WIB BUSINESS SERVICES/ MARKETING COMMITTEE MEETING HELD ON APRIL 2, 2009

The Chair presented for review and approval, the Minutes of the L.A. County WIB Business Services/Marketing Committee meeting held on April 2, 2009.

MOTION: It was moved by **Joyce Loudon** and seconded by **Laurel Shockley** to approve the Minutes of the L.A. County WIB Business Services/Marketing Committee meeting held on January 27, 2009, as presented. **Carried**

7. FLORENCE-FIRESTONE "MEETING OF THE MINDS" ECONOMIC DEVELOPMENT ACTION GROUP

Ms. Marquez presented a report on the Florence-Firestone "Meeting of the Minds" Economic Symposium, convened by the WIB on Thursday, June 25, 2009, at Don Chente's Restaurant, located at the "La Alameda" shopping center in Walnut Park. A report was submitted to the WIB's Quarterly Board Meeting of July 9, 2009, along with a request for the Business Services/marketing Committee to undertake the following responsibilities:

1. Appoint a chair and a maximum of 2 WIB members to the Florence-Firestone Economic Development Action Work Group;
2. Direct the work group to invite other stakeholders from the Florence-Firestone Business Community and other community leaders to participate in the work group; and
3. Draft a plan of action, within the next 60 days, for the work group's implementation, that will focus on providing training and employment services that are connected directly to private industry, and will address the needs of both the businesses and the constituents of Florence-Firestone.

Ms. Marquez commented that the symposium was well-attended by representatives of government, the business community, economic development, and many other stakeholders. She indicated that predating the WIB's decision to convene the symposium, the CEO, with the Board of Supervisors' sanction, had also requested County Departments to look at the overall economic and workforce development needs of Florence-Firestone through a team effort. Thus, the Florence-Firestone Community Enhancement Team (FFCET) Project was started. The charge given to CSS was to improve the employment opportunities in the region. The CEO's office has requested to be included in whatever collaborative efforts are undertaken by the WIB.

A discussion ensued regarding the need to establish another work group versus working with the current FFCET Project which is already staffed and works very closely with the Florence-Firestone Chamber of Commerce. Although the FFCET Project is not driven by the WIB, board member, Corde Carrillo and key CSS Staff members are

critically involved in its implementation. It was stressed that given the high unemployment rate of the Florence-Firestone region, it is imperative that the Board of Supervisors take steps to make the region more business-friendly in order to retain existing, and attract new businesses to the area.

Staff was directed to set up a meeting with Mike Patel, and other Business Services/Marketing Committee members available, Corde Carrillo, Board Deputies and representatives of the CEO's Office. The meeting would focus on the WIB's gaining a greater understanding of the Board of Supervisors' vision for Florence-Firestone, and what role the WIB would play in realizing the vision.

8. DEVELOP A PLAN OF ACTION FOR LAUNCH OF L.A. COUNTY WIB'S OUTREACH AND EDUCATION PLAN AND UPDATE ON PROCUREMENT OF CONSULTANT

Richard Verches reported that the Request for Quotation (RFQ) has been released and posted to the ISD website during the week of July 20, 2009. Closing date to accept proposals is August 12, 2009.

Dennis Neder suggested that since this is a top priority for the WIB, it would be prudent for the committee to meet during the week of August 17, 2009 to expedite the process of reviewing the proposals and making a selection. He requested Staff to review the proposals against the approved Statement of Works and budget, for completeness, before bringing their recommendation to the meeting.

9. REPORT FROM BENNETT-STREB & ASSOCIATES

John Streb of Bennett-Streb & Associates (BSA), Business Outreach/Job Development Consultants, presented his report for the period April 1 to June 30, 2009. BSA has continued to work with the following 12 WorkSource Centers: Career Partners, LA Works, L.A. Urban League-Pomona, Central San Gabriel Valley, L.A. Urban League-Avalon, JVS Marina del Rey, JVS West Hollywood, East Los Angeles/Arbor, SASSFA, Antelope Valley, Hub Cities, Northeast San Fernando Valley, South Valley, and Santa Clarita. BSA contacted approximately 2,400 companies, developed 121 companies through business outreach, and established 203 job opportunities.

Mr. Streb stressed that due to the economic downturn, there are not a lot of job opportunities available. Therefore, at this point in time, what is most important is opening lines of communication and building relationships with these companies to set the stage for when job opportunities do arise in the future. The program is very successful because of the relationships building and the database being creating which will be vital going forward whenever the economic downturn reverses.

10. L.A. COUNTY WIB STRATEGIC PLAN

The Committee noted strategic goals nos. 1, 2, and 3 assigned for implementation, and the updated. This is an on-going process. Work will continue on developing these goals.

11. PROPOSAL FROM LOS ANGELES ECONOMIC DEVELOPMENT CORPORATION

Carrie Rogers, Vice President of Business Assistance and Development for the LA County Economic Development Corporation (LAEDC) presented for a committee's consideration, a Layoff Aversion Strategy Program Proposal. LAEDC has been requested by a couple of other local WIBs to discuss development of a plan for layoff aversion. Acknowledging that there is the Federal economic stimulus monies that came down for additional rapid response which includes a component for layoff aversion, the WIBs are anxious to meet the requirements of the stimulus funding.

Elements of the Layoff Aversion Strategy Program Proposal includes:

1. Partnering with Bennett-Streb & Associate (BSA), the WIB's Business Outreach/Job Development Consultant, to strengthen linkages with the WorkSource Centers regarding identified "at risk" companies, strengthen job placements and assess additional business needs;
2. Identifying additional businesses "at risk" through a Labor Market Survey, utilizing Growth Industries research;
3. Determining the job growth categories for access to job training resources; and
4. Market layoff aversion services available to businesses.

LAEDC would report and coordinate on a regular basis with BSA and the WorkSource Centers. Services and assistance would be offered August 2009 to July 2010. Funding would not exceed \$300,000.

Mr. Nichols requested staff to place the LAEDC proposal on the agenda for the August 17th Business Services/Marketing Committee meeting. He requested Staff to provide a report on the feasibility of undertaking Layoff Aversion Strategy Program, including how the project would be funded, if approved. The Executive Director reminded the committee that the WIB would have to follow the approved procurement process.

12. PUBLIC COMMENTS

There were no public comments.

13. ADJOURNMENT

There being no further business, the July 28, 2009 meeting of the Business Services/Marketing Committee was adjourned.