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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, December 10, 2009

Time: 9:00 a.m.

Location: SETA Board Room
925 Del Paso Blvd.
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Action Item: Approval of the July 22, 2009 Meeting Minutes and the October 22, 2009 Committee of the Whole Minutes
3. Review Draft Short-Term Marketing Plan**
4. Update on Business Expansion/Retention Board Initiative Funded Programs
5. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, James Pardun, Anette Smith-Dohring, Terry Wills.

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: THURSDAY, DECEMBER 3, 2009

** Report will be provided at the meeting.

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA – Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

Wednesday, July 22, 2009
9:00 a.m.

- 1. Meeting to Order/Roll Call:** Ms. Parker called the meeting to order at 9:37 a.m.

Members Present: Kim Parker, Larry Booth, Diane Ferrari, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, and Anette Smith-Dohring

Members Absent: Lisa Harr, James Pardun, Terry Wills

Others Present: Kathy Kossick, Robin Purdy, Terri Carpenter, Jim Lambert, Phil Cunningham, Kathy Kossick.

- 2. Action Item:** Approval of the May 27, 2009 Committee Minutes and June 25, 2009 Committee of the Whole Minutes

Moved/Ferrari, second/Micciche, to approve the minutes as distributed.
Voice vote: Unanimous approval

- 3. Action Item:** Approval of Sponsorship Recommendations for FY 2009-2010

Board members with conflicts: Larry Booth, Barbara Hayes, Matt Mahood.

Ms. Carpenter reviewed the recommended board initiative sponsorships.

Moved/Ferrari, second/Ingram, to approve sponsorship as outlined in the agenda, reducing the Starfish sponsorship to a more reasonable level; the SAHRA will be brought later for consideration.

Roll Call Vote: Aye: 5, Nay: 0, Abstentions: 3 (Booth, Hayes, Mahood)

- 4. Information Item:** Metro Pulse Presentation

Mr. Matt Yancy stated that this has been up and running for two years. This program is about employer outreach, taking limited dollars and getting the most bang out of the buck. They are developing and implementing strategies to connect employers to resources as seamlessly as possible. There is a common software program or digital filing cabinet for everything you're doing with an employer. The city is also able to keep track of referrals issued and follow-ups which streamlines communication.

Sacramento Metro Chamber is the managing partner which means he does the behind the scenes work. The software program was developed by the man that teaches business retention course.

Mr. Yancey spoke of Business Walks in Arden-Arcade district which was expanded to four areas. This year there are five Business Walks in a three hour period with 3-4 dozen volunteers going out to interview 100-175 businesses. They will be asked how business is, what is working for you, and what challenges are being faced. A lot of time there are small and mid-level companies that have never been visited before. The first year the program got out to 1,100 businesses 380 were business walks and 716 were non-business walk.

Mr. Yancey stated that a big initiative this year is adding options for integrating data bases; adding another data base to include WIA forms looking at what needs to be done to streamline the data entry. This is needed from the investors that say it is a labor challenge. SETA has invested \$5,000 per year; this is the third year.

Ms. Smith-Dohring asked if there was an opportunity to pull in information on existing businesses and tie it into career.gps. Mr. Yancey stated that they are with a system now that is tracking information and transitioning into Metro Pulse.

Mr. Matt Mahood stated that Metro Pulse has evolved and as we continue to do business walk. They are committed to small to medium size businesses to stay in the area.

Ms. Smith-Dohring asked if we could use the report to advocate more for small businesses. Ms. Purdy stated that we want to bring all of the regional partners together; we have to agree on the things that we want to market and then agree on marketing brochures specific to different walks. All partners need to be involved in the design and input of the brochures; it must be done quickly.

5. **Adjournment:** Meeting adjourned at 10:22 a.m.

**Committee of the Whole of the
Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis**

SETA – Shasta Room
925 Del Paso Blvd.
Sacramento, CA 95815

Wednesday, October 22, 2009
9:00 a.m.

- 2. Meeting to Order/Roll Call:** Mr. Ingram called the Committee of the Whole to order at 9:11 a.m.

Members Present: Larry Booth, Barbara Hayes, Mark Ingram, Terry Wills

Members Absent: Diane Ferrari, Lisa Harr, Matt Mahood, Mike Micciche, James Pardun, Kim Parker, Anette Smith-Dohring.

Others Present: Kathy Kossick, Robin Purdy, Terri Carpenter, Phil Cunningham.

- 2. Action Item:** Approval of the July 22, 2009 Minutes: No action taken.
- 3. Review of Committee Goals, Strategies, Activities, and Outcomes for Strategic Plan**

Mr. Ryan Sharp, Center for Strategic Economic Research, reported that he met with staff to go through goals and strategies. Ms. Carpenter reviewed the goals, strategies and activities with the Committee

There was discussion of a WIB speaker's bureau. Barbara Hayes and Jim Pardun already speak about our programs to public groups. It was suggested that a goal be set of each member to speak of the WIB and the career centers once a year to their public groups. Ms. Wills stated that it will help us to expand our employer group; in addition, it would help board members to become more knowledgeable of our services.

- 4. Discussion:** Ethnic Chamber request for assistance surveying diverse small businesses

Ms. Purdy stated that the Hispanic Chamber of Commerce submitted a proposal for board initiative funds for small businesses. Staff met with them and explained that the process was over and no funding could be awarded right now. They want to move forward with the concept to survey ethnic businesses and determine whether they are aware of the services available to them. The results will be taken to elected officials (city council and board of supervisors) and Economic Development entities to support business retention/expansion

activities. They would also work with the chambers for assistance in micro-loan process.

Terri has concern that the numbers are not provided and there are no jobs created. It seems they want to fund their political action committees. Staff would be interested in results and would be happy to help them with marketing materials.

5. **Adjournment:** Meeting adjourned at 10:08 a.m.