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SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Thursday, February 26, 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. Approval of the January 28, 2009 Minutes
3. Action Item: Approval to sponsor Sacramento Builders' Exchange, Inc. 5th Annual Statewide Safety Training & Construction Management Expo-\$5,000
4. Information Item: Enterprise Zone/LAMBRA Employer Tax Credit Program Update — James Pardun
5. Adjournment

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

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

DISTRIBUTION DATE: THURSDAY, FEBRUARY 19, 2009

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

(Minutes reflect the actual progression of the meeting.)

SETA - Redwood Room
925 Del Paso Blvd
Sacramento, CA 95815

Wednesday, January 28, 2009
9:30 a.m.

- I. Meeting to Order/Roll Call:** Ms. Kim Parker called the meeting to order at 9:50 a.m.

Members Present: Larry Booth, Diane Ferrari, Barbara Hayes Mark Ingram, Kim Parker, Lisa Harr, Terry Wills, James Pardun, Anette Smith-Dohring

Members Absent: Walter DiMantova, Matt Mahood, Maurice Read.

Others Present: Kathy Kossick, William Walker, Terri Carpenter, Phil Cunningham, David Younger, Robin Purdy.

- 2. Approval of the November 19, 2008 Minutes**

Moved/Ingram, second/Pardun, to approve the November 19, 2008 minutes.
Voice Vote: Unanimous approval.

- 6. Update: Clean Energy Technology Employer Roundtables**

Ms. Kossick reviewed the information on the Roundtables. Ms. Hayes stated that she will be attending all of them. The invitations were just sent out two weeks ago

Ms. Hayes reported that there is a list of 45 identified clean tech companies which means they have to be involved in research, development and marketing of clean energy products. These 45 companies were invited as well as 70 companies that do solutions (installation/repair). It is hoped that 45 people will be at the roundtables. Approximately 30-40 came to the last roundtables; a report was developed with action items.

- 3. Update: Review of Sacramento Works DVD Distribution Plan**

Ms. Carpenter stated that it was discussed at the November Employer Outreach meeting that the Sacramento Works DVD that promotes our career centers would also be a great marketing tool for employers. In consulting with Circle Point, the issue was raised that when people get DVDs, do they trash them? If cost was invested to direct mail the Sacramento Works DVD--How many would be played or how many would be discarded? EMRL proposed doing a small mailing (500 or less) of the DVD. First, send out an e-mail notifying the employers they will receive it and then do a follow-up call. Tell the employers

that we are here for you is there anything we can do for you? Approximately 1,000 DVDs will be ordered because we get a price break. Ms. Carpenter is still working on this but wants to make sure it is cost effective. The other 500 will be hand delivered to employers or distributed at employer focused events like Biz Expo. Mr. Ingram suggested that we work SAHRA and distribute the DVD at each seat at their regular monthly luncheon with Kim Parker, Workforce Investment Board VP providing a short intro about employer services and referencing the DVD at their table.

4. Update: Employer Outreach Radio Advertising Plan

Ms. Carpenter evaluated the various radio proposals from a variety of radio stations. After discussing the proposals with several board members, it was decided to go with KFBK. Ms. Carpenter was able to negotiate a really good price. The radio ads begin in May. The 30-second spots will be run more frequently within a two week period. The rate has been locked in and can be extended to other months as well. Ms. Carpenter is working closely with EMRL and looking at doing something new for the radio ad; perhaps a documentary telling employers of how they worked with Sacramento Works. Additional information will be brought forward to the committee in March.

Ms. Smith-Dohring suggested putting the ads on You Tube or Facebook. Ms. Carpenter stated that the Sacramento Works television ads as well as, the Sacramento Works DVD were already posted on You Tube.

5. Update: Employer Outreach Budget through 12/31/08

Ms. Carpenter reviewed the report and stated that we are now at 50% of budget. She spoke of participating in the BIA Safety Expo which will be a new opportunity to market ourselves. We scrapped the Channel 10 idea because we have way too many job seekers; we need more employers.

Mr. Ingram reported that an employer roundtable was held at SETA and it was a conversation about the challenges a newly released prisoner faces and the stigma of ex-offenders coming into the work place. California is woefully behind in programs to assist ex-offenders. Employers are needed right now. Ms. Ferrari reported that she has assigned two staff to assist in this program.

If ex-offenders can stay out of prison for 90 days, there is a pretty good likelihood that they will remain out of prison.

Mr. Pardun stated that there are three Enterprise Zones. He has been working with Bill Walker on this and offered to give a report on how this relates to job creation. The Enterprise Zone area is expanding dramatically.

7. Adjournment: Meeting adjourned at 10:28 a.m.

ITEM 3 - ACTION:

APPROVAL TO SPONSOR BUILDERS' EXCHANGE 5TH ANNUAL SAFETY
TRAINING & CONSTRUCTION MANAGEMENT EXPO

BACKGROUND:

The Sacramento Builders' Exchange will be hosting its Fifth Annual Statewide Safety Training & Construction Management Expo, April 7-9, 2009 at Cosumnes River College.

The Expo brings together key building and construction stakeholders. Since the event debuted in 2005, over 679 companies have registered and approximately 5,000 attendees have participated in various training sessions.

The request has been made to sponsor the event at the Bronze Level for \$5,000 which will provide the following benefits to Sacramento Works, Inc.:

- Quarter page color advertisement in the Onsite Program Guide
- Acknowledgement in pre-event promotions
- Logo recognition on prominent on-site signage
- Logo recognition on event website links (for one year), as well as link from event website to SETA/Sacramento Works website
- Recognition in the Sacramento Builders' Exchange Electronic Bulletin and quarterly print publications
- Two complimentary Expo registrations

RECOMMENDATION:

Move \$8,000 in allocated funds for the Annual Employment & Training Expo (Sacramento Works Job Fair) which has not been held in three years, to Event Sponsorship budget line providing a total of 12, 348 available for Event Sponsorships.

Sponsor the Builders' Exchange 5th Annual Statewide Safety Training & Construction management Expo at the Bronze level for \$5,000.