

CAREER CENTERS

BROADWAY

915 Broadway
Sacramento, CA 95818
(916) 324-6202

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7011 Sylvan Rd, Suite A
Citrus Heights, CA 95610
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FRANKLIN

7000 Franklin Blvd., Suite 540
Sacramento, CA 95823
(916) 262-3200

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1000 C Street, Suite 100
Galt, CA 95632
(209) 744-7702

GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
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(916) 286-8600

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Sacramento, CA 95842
(916) 263-4100

LA FAMILIA

5523 34th Street
Sacramento, CA 95820
(916) 452-3601

LEMON HILL

5451 Lemon Hill Avenue
Sacramento, CA 95824
(916) 433-2620

MARK SANDERS

2901 50th Street
Sacramento, CA 95817
(916) 227-1395

MATHER

10638 Schirra Avenue
Mather, CA 95655
(916) 228-3127

RANCHO CORDOVA

10381 Old Placerville Rd.,
Suite 150
Sacramento, CA 95827
(916) 255-3255

SOUTH COUNTY

8401 - A Gerber Road
Sacramento, CA 95828
(916) 525-4717

Administrative Offices & Employer Services

925 Del Paso Blvd.
Sacramento, CA 95815
(916) 263-3800

Website: <http://www.seta.net>



SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, March 25, 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 February 25, 2009 Minutes
3. Review of Committee Strategies
4. Discussion of Outreach to Employers for Summer Youth
5. Adjournment

Committee Members: Kim Parker (Chair), Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mark Ingram, Matt Mahood, Mike Micciche, 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.

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

SETA – Board Room
925 Del Paso Blvd
Sacramento, CA 95815

Wednesday, February 26, 2009
9:00 a.m.

- I. Meeting to Order/Roll Call:** Ms. Terry Wills called the meeting to order at 9:01 a.m.

Members Present: Diane Ferrari, Mark Ingram, Lisa Harr, James Pardun, Terry Wills.

Members Absent: Larry Booth, Barbara Hayes, Matt Mahood, Kim Parker, Maurice Read, Anette Smith-Dohring.

Others Present: Kathy Kossick, William Walker, Terri Carpenter, Robin Purdy.

- 2. Approval of the January 28, 2009 Minutes**

Moved/Pardun, second/Ingram, to approve the January 28, 2009 minutes.
Voice Vote: Unanimous approval.

- 3. Action Item:** Approval to sponsor Sacramento Builders' Exchange, Inc. 5th Annual Statewide Safety Training & Construction Management Expo-\$5,000

Ms. Terri Carpenter stated that Sacramento Works is being asked by Jim Lambert to sponsor this event as it would provide a viable opportunity to reach out to employers in the construction industry. Our construction program is very involved in this event. Sponsorship would include a quarter page color ad, acknowledgement at the event, signage, and linkage between web sites. Ms. Carpenter is recommending sponsorship at the \$5,000 level and allocate funds that have not been utilized for the Sacramento Works job fair. That leaves \$4,000 if another event comes up by June 30. We have not funded this event at this level before. We have participated by sending our construction program staff and participated in seminars.

Ms. Ferrari would like to see names of these employers and which of these employers are participating in the economic stimulus so we can start connecting with them.

Ms. Carpenter stated that Sacramento Works has sponsored other activities that have not has a high employer focus as this; she thinks it has a good possibility of bringing together linkages so we can get a list of employers participating.

Committee members suggested providing a bulleted list to employers of services available to employers attending the event. Mr. Ingram stated that employers do not know what is available to them.

Sacramento Works also sponsors the Design Build competition which does not really have an employer component.

Ms. Carpenter will follow up with Mr. Lambert to find out the employers participating; if we move forward, she will get a list so we can develop partnerships.

Moved/Ferrari, second/Ingram: approve up to \$5,000 to sponsor Builder's Exchange based on information on inquiry of employers, names addresses and potential of getting more than one year recognition on the web site.

Roll Call Vote: Aye: 5, Nay: 0, Abstentions: 0

4. Information Item: Enterprise Zone/LAMBRA Employer Tax Credit Program Update

Mr. James Pardun reported that 23 years ago, the County and City of Sacramento had the first Enterprise Zone designation in the Northgate/Norwood area. Other Enterprise Zones include Florin Perkins and the Sacramento Army Depot. In addition to those, local agency military base recovery areas under the jurisdiction of the unincorporated county. The State has issued a new process for Enterprise Zone designation. It was decided that the City and County of Sacramento and the City of Rancho Cordova and SHRA will work cooperatively for the Sacramento Enterprise Zone. This helps that we are cooperating regionally; have expanded the Enterprise Zone to 20,000 acres. Every piece of commercial property is involved in the Enterprise Zone. This is one of the last big incentive packages available through the State of California.

The application process is very detailed and complicated process. Mr. Pardun reviewed the various benefits available to employers participating in Enterprise Zones. The deadline for this proposal is Friday, March 27.

Mr. Pardun stated that this will assist people with barriers, i.e., veterans, dislocated workers, ex offenders, to get into jobs. Currently employers go to SHRA's web site for information. The proposal is to encompass all of the industrial areas in Sacramento. Mr. Pardun stated that it will be known within 60-90 days who was selected for the Enterprise Zone. Others competing for this designation include the San Francisco Bay area, Los Angeles, Central Valley, and the High Desert area. There are four areas to be designated statewide. There are a lot of areas that are lobbying hard to have an Enterprise Zone designation.

An information item regarding the Enterprise Zone will be put on the next WIB agenda and will include maps.

As an Employer Outreach Committee we should take a more proactive role. We have to commit to marketing this program to employers. SETA will be marketing this program as well as the city and county. SHRA has been the Enterprise Zone administrator since inception and they have asked SETA to take over the vouchering portion of this program; this will go to the city and county for approval.

The retreat facilitator will be a professor at CSUS. He is doing it pro bono.

Ms. Carpenter showed the Sacramento Works DVD and asked for comments from the committee. The DVD will be edited and brought back to the committee for review.

5. **Adjournment:** Meeting adjourned at 10:06 a.m.