

CAREER CENTERS

BROADWAY

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

CITRUS HEIGHTS

7011 Sylvan Rd, Suite A
Citrus Heights, CA 95610
(916) 676-2540

FRANKLIN

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

GALT

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

GREATER SACRAMENTO URBAN LEAGUE

3725 Marysville Blvd.
Sacramento, CA 95838
(916) 286-8600

HILLSDALE

5655 Hillsdale Blvd., Suite 8
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 24, 2010

Time: 9:00 a.m.

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

AGENDA

1. Call to Order/Roll Call
2. Action Item: Approval of the January 27, 2010 Meeting Minutes
3. Action Item: Approval of Gold Sponsorship for Sacramento Eighth Annual Workplace Excellence Leader Awards program
4. Information Item: Review of 2009-2010 Employer Outreach Committee Budget
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: MONDAY, MARCH 15, 2010

Sacramento Works, Inc.
Employer Outreach Committee
Minutes/Synopsis

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

Wednesday, January 27, 2010
9:00 a.m.

- 1. Meeting to Order/Roll Call:** Ms. Parker called the meeting to order at 9:40 a.m.

Members Present: Kim Parker, Larry Booth, Diane Ferrari, Lisa Harr, Barbara Hayes, Mike Micciche, James Pardun, Anette Smith-Dohring and Terry Wills.

Members Absent: Larry Booth, Mark Ingram, Matt Mahood

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

- 2. Action Item:** Approval of the July 22, 2009 Meeting Minutes and the October 22, 2009 and December 10, 2009 Committee of the Whole Minutes

Moved/Pardun, second/Hayes, to approve the minutes as distributed.

Voice Vote:

- 3. Information Item:** ARRA Board Initiative Funded Providers for Business Expansion/Retentions

Ms. Carpenter introduced funded providers that will be providing an overview of their program to date:

- ✓ **Dean Peckham, City of Sacramento Economic Development:** Mr. Peckham stated that their program was funded for four business walks and the purchase of a calculator tool. They are focusing their efforts on the Enterprise Zone. They are building on the Enterprise Zone and working on outreach efforts. Their goal is to reach 800 businesses through the business walks. Participants will be taking part in two walks in the Broadway/80 corridor. In addition, the walks will be supplemented with one/one business calls. No walks have been done yet; they are in the planning process right now. The City will be working with SETA staff and city staff to do the business walks.
- ✓ **Megan McMurty, City of Rancho Cordova Economic Development:** Their focus is to reach out to the top employers in Rancho Cordova. They are partnering with the chamber so one chamber member and one staff member will go on calls. They are creating mailers to complement the piece that SACTO did. The mailers will go out to 1,000 businesses. Staff is also available to make appointments. They are using Metro Pulse to track the data.

Ms. Parker asked that there be coordination between the chambers so the same employer is not contacted several times.

- ✓ **Chantel Hoad, Sacramento Asian Pacific Chamber of Commerce:** Ms. Hoad stated that there is a web site that has an events calendar along with resources available. It was created for one-stop shopping. A message board will also be added. The Asian Pacific Chamber developed a partnership with KFBK to announce SETA's efforts. The web site is: [www.youconnect here.com](http://www.youconnecthere.com). Their funded goal will be achieved by February 5.

- ✓ **Barbara Hayes, SACTO:** Ms. Hayes stated that SACTO has identified all of the programs in the region to help through the difficult time. The access point brochure has three different sections: business/ technical and all other. The brochure was developed intentionally so everyone could use the brochure with their own cover letter. It was meant to be utilitarian. There are no names or organizations on the brochure. An electronic copy of the brochure will be distributed within two weeks. This was done specifically to make sure everyone did not have to procure their own brochures. Ms. Hayes would like to send a .pdf copy of the brochure out to all members of the board and ask them to share it.

- ✓ **Matt Yancey, Sacramento Metro Chamber of Commerce:** Mr. Yancey stated that the Metro Chamber was funded for business walks. A small portion was specifically for training outreach workers. The Chamber has completed all three of the business walks with 390 businesses contacted during the business walks. Mr. Yancey was asked if there was a main message heard from the business owners. He stated that the message is that business on the ground is not as dire as is heard in the media. There are challenges but business owners are committed to their businesses succeeding. Mr. Pardun stated that he has participated in several walks and stated that employers now say that 'static is the new up'. Some of the business walks are scheduled and others are spontaneous.

Ms. Parker requested a final report in June from all of the funded organizations.

Mr. Pardun asked that when the Enterprise Zone final designation comes in March, that there be a board presentation talking about the newly designated Enterprise Zone and what it brings to employers.

5. **Adjournment:** Meeting adjourned at 10:07 a.m.

ITEM 3 - ACTION

APPROVAL OF GOLD SPONSORSHIP FOR SACRAMENTO EIGHTH ANNUAL WORKPLACE EXCELLENCE LEADER AWARDS PROGRAM

BACKGROUND:

In June of 2009 a recommendation was made to the committee to sponsor the Sacramento Area Human Resources Association (SAHRA) Annual Conference for \$4,000. The committee asked that staff work with SAHRA to develop a sponsorship opportunity that would offer a more direct communication with the membership about the benefits of Sacramento Works.

In meeting with SAHRA's Director of Business Development, Sam Farley, SAHRA has presented the following opportunity as part of the Gold Sponsorship of the Sacramento Workplace Excellence Leader Awards Event (SWEL):

- Sacramento Works WIB Chair or Employer Outreach Chair will be able to provide an overview of Sacramento Works services available to employers and introduce Sacramento Works DVD.
- Sacramento Works DVD will be played as part of awards program
- DVD will be distributed to all members attending the program
- Sacramento Works WIB Chair or Employer Outreach Chair will be part of award presentation team for program.

Additionally, Gold Sponsor Benefits include:

- Full page color ad in the Special Supplement of the Sacramento Bee
- Name and logo in print and media including SAHRA's ad in the Sacramento Bee and invitation to participants
- Name and logo hot button on SAHRA SWEL web page
- ½ page ad in the program the night of the event
- Name and logo prominent in the presentation at the event
- Premier seating at reserved table (10) at the event with table sign
- Repeated exposure to over 600 HR professional members

RECOMMENDATION:

Approve the Gold Sponsorship for the Sacramento Eighth Annual Workplace Excellence Leader Awards program for the amount of \$5,000.