

WIB BOARD MEMBERS

LARRY BOOTH
Frank M. Booth, Inc.

LESLIE BOTOS
Blood Source

BRIAN BROADWAY
Sacramento Job Corps

BILL CAMP
Sacramento Central Labor Council

COREENA CONLEY
Sacramento Veterans Resource Center

LYNN R. CONNER
Parasec

MICHAEL DOURGARIAN
MDDV, Inc.

MARK ERLICHMAN
California Department of Rehabilitation

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

BERNADETTE HALBROOK
CSUS

JASON HANSON
Sierra Pacific Home and Comfort, Inc.

LISA HARR
Vision Service Plan

BARBARA HAYES
Sacramento Area Commerce & Trade
Organization

DR. WILLIAM V. KARNS
Los Rios Community College District

MATTHEW KELLY
Sacramento Sierra Building & Construction
Trades Council

GARY R. KING
SMUD

DANIEL KOEN
California Teachers Association

KATHY KOSSICK
Sacramento Employment & Training
Agency

PAUL LAKE
County Department of Human Assistance

JAMES E. LAMBERT
Sacramento Builder's Exchange

STEPHANIE A. LEACH
Kaiser Permanente, National Patient Care

FRANK A. LOUIE
Xerox Corporation

MATTHEW MAHOOD
Sacramento Metro Chamber of Commerce

ELIZABETH MCCLATCHY
The Safety Center, Inc.

MICHAEL MICCICHE
California Human Development
Corporation

DENNIS MORIN
Sacramento Area Electrical Training Center

KIM PARKER
California Employers Association

MARTHA PENRY
California School Employees Association

TANJA POLEY
Area 4 Agency on Aging

DEBORAH PORTELA
Casa Coloma Health Care Center

MAURICE READ
Sacramento Sierra Building & Construction
Trades Council

LORENDA T. SANCHEZ
California Indian Manpower Consortium

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

MICHAEL R. TESTA
Sacramento Convention & Visitors Bureau

DR. DAN THROGMORTON
Los Rios Community College District

KINGMAN TSANG
First Bank

TERRY A. WILLS, ESQ.
Cook Brown, LLP

RICK WYLIE
Beutler Corporation

DAVID P. YOUNGER
Lionakis Beaumont Design Group



SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, April 20, 2011

Time: 4:00 p.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 March 9, 2011 Meeting Minutes
3. **Information Item:** Discussion on the Development of a Two-Year Strategic Plan for the Employer Outreach Committee
4. **Information Item:** Roundtable Discussion on what each Committee Members' Role is in their Organization

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

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

DISTRIBUTION DATE: THURSDAY, APRIL 14, 2011

Employer Outreach Committee

Minutes/Synopsis

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

Wednesday, March 9, 2011
4:00 p.m.

Committee members discussed determining a regular timeframe for meetings. Staff will send out meeting requests via Doodle to see if most everyone can agree on a particular day and time.

1. **Call to Order/Roll Call:** Ms. Wills called the meeting to order at 4:11 p.m.

Members Present: Larry Booth, Kim Parker, Tanja Poley, Terry Wills.

Members Absent: Diane Ferrari, Lisa Harr, Barbara Hayes, Matt Mahood, Mike Micciche, Anette Smith-Dohring.

Others present: Pattie Espinosa, William Walker, Terri Carpenter.

2. **Action Item:** Approval of the January 26, 2011 Meeting Minutes

No questions or corrections.

Moved/Parker, second/Booth, to approve the January 26 minutes.
Voice Vote: Unanimous approval.

3. **Information Item:** Discussion on the development of a Two-Year Strategic Plan for the Employer Outreach Committee

Ms. Wills stated that the Employer Outreach Committee needs to come up with a new two year strategic plan. This is the committee's opportunity to come up with a good action plan. Last year's plan was distributed.

There was discussion of what was done, what was successful, and things that are ongoing. The most recent plan was fairly new in that it had a new metric approach. There was an infusion of Recovery Act funds

Ms. Carpenter reviewed the various media groups that have been utilized for Sacramento Works. Capital Public Radio has given the biggest bang for the buck locally. KFBK, while considered to be business-related radio, is very expensive.

Strategy 1 was primarily funded through ARRA funds. Ms. Carpenter is hesitant to put too much emphasis on this strategy when there is no money to support it.

The committee's goal and mission is to publish the availability of the program and services to the employers and customers. Employers need to be encouraged to work with Sacramento Works in order to have jobs available for the customers.

Mr. Booth stated that all board members have affiliations with various organizations . There is always a way to get on their calendars and speak before the groups. Ms. Carpenter replied that this has been brought up every year but nothing has happened.

Ms. Wills suggested that a questionnaire be developed to find out board members' business affiliations.

Ms. Carpenter wants to focus on the Sacramento Works board, not the SETA board. Her challenge is to continue with the Sacramento Works branding.

Mr. Walker suggested having large employer tours for board members to participate, i.e., Siemens, etc.

Ms. Carpenter will modify the strategies but not include any ARRA references. There are a lot of board members that do not know what this committee does; Ms. Wills suggested board members be invited to provide input on the committee.

Meeting adjourned at 4:59 p.m.