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SACRAMENTOWORKS

**SACRAMENTO WORKS, INC.
EMPLOYER OUTREACH COMMITTEE**

Date: Wednesday, December 11, 2019

Time: 3:30 p.m.

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

AGENDA

1. Call to Order/Roll Call
2. **ACTION:** Approval of October 30, 2019 Minutes
3. **DISCUSSION ITEM:** Future Focus Event 2020
4. **ADJOURNMENT**

Committee Members: Troy Givans, Babette Jimenez,
Christine Laster, Fabrizio Sasso, Louise Stymeist, Rick
Wylie

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

DISTRIBUTION DATE: TUESDAY, DECEMBER 3, 2019

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

SETA Board Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, October 30, 2019
3:00 p.m.

1. **Call to Order/Roll Call:** Mr. Wylie called the meeting to order at 3:01 p.m.
The roll was called and a quorum was established.

Members Present: Babette Jimenez, Fabrizio Sasso, Louise Stymeist, Rick Wylie, Christine Laster (arrived at 3:04 p.m.)

Members Absent: Troy Givans

Others Present: Phil Cunningham, William Walker, Terri Carpenter, Mercedes Parker, Kathy Kossick

2. **ACTION:** Approval of January 23 and July 17, 2019 Minutes

The minutes were reviewed; no questions or corrections.

Moved/Sasso, second/Wylie, to approve the January 23, 2019 and July 17, 2019 minutes as presented.

Roll call vote:

Aye: 4 (Jimenez, Sasso, Stymeist, Wylie)

Nay: 0

Abstentions: 0

Absent: 2 (Givans and Laster)

Ms. Laster arrived at 3:04 p.m.

3. **DISCUSSION ITEM:** Future Focus Event 2020

Mr. Wylie asked Ms. Carpenter what the plan was to move forward with a Future Focus 2020 event. The first step is to look at last year's revenue and income. Ms. Carpenter proposed an increase in registrations and sponsorships. The EOC has two points for discussion:

1. Is the budget realistic?
2. Approve an EOC budget allocation to support the Future Focus 2020 event.

The budget currently has \$100,000 for EOC activities; \$62,000 is for employer outreach.

Mr. Wylie stated that it would be helpful to consider what the results were from 2019. His information does not show the number of attendees. Ms. Carpenter replied that over 250 attended in 2019 and it is hoped that it would be doubled for 2020. Ms. Carpenter stated that it is very ambitious; perhaps 350 would be more likely. There was discussion about the registration fee. Mr. Cunningham stated that the fee will be driven by the speaker; \$50.00 is not a bad number but if there's a good enough speaker a higher amount would work. There are a number of things to consider; perhaps consider \$35.00 or have lunch. There was discussion of raising the cost of sponsorships to make sure there's logic behind choosing to sponsor over buying a table.

Mr. Wylie stated that a lot of events are looking for a named sponsor, i.e., Wells Fargo. Mr. Wylie asked if GSEC would consider joining this event? Ms. Carpenter replied that it is part of the strategy to recruit sponsors and that the Committee should reach out to GSEC as well as the local Chambers of Commerce.

Mr. Cunningham asked if there was any follow up after the last event? Ms. Carpenter replied that an e-mail went out to the attendees asking them to reach out to us for services. Mr. Cunningham stated that he saw that participants liked the speaker but did not particularly like the panel; they liked Aneesh Raman from the Governor's Office.

Ms. Jimenez stated that the EOC talked about not promoting Sacramento Works or SETA; she feels it was not promoted enough. Ms. Jimenez thinks we should have promoted our services more at the event. The speakers need to talk about their relationship with SETA/Golden Sierra/Regional partners, and how they assisted in solving a problem.

Mr. Wylie asked if we should be doing a high level video? Not many board members attended the 2019 event. Instead of a panel, we should have had employers speaking about how they used our services and explaining how we can help them.

Ms. Carpenter stated that Golden Sierra said they could possibly provide funding but Yolo did not commit to providing funding to support the 2020 event.

Mr. Cunningham suggested having an after action report and then have a list of people you want to meet for possible sponsorships or have a subcommittee to do this. Ms. Carpenter stated that all of the Sacramento Works board members were asked to consider being a sponsor. It would have been great to have more private sector sponsors/attendees. Mr. Cunningham replied that it was successful enough to develop a sponsorship pitch and then reach out to organizations. Ms. Carpenter feels that a lot of effort was put into the first event and we should do it at least one more time. We have to be more strategic when we go about getting sponsors. A lot of time was spent finding a location and

figuring out a speaker. Ms. Jimenez suggested EOC members go to each of the chambers and get on their agendas to do a pitch. Mr. William Walker suggested we start with Amanda Blackwood one on one.

Mr. Sasso stated that he is very familiar with planning events and raising money; it takes time, commitment, and a lot of work. If we settle on a date and work on a save the date, get a list of targets to sponsor the event, each committee member has a target to talk with to start bringing in the money.

Ms. Carpenter stated that the proposed budget includes support from the EOC budget. There are carryover funds in the board initiative budget that could potentially be used. An item would have to be presented to the full board to use these funds for the Future Focus 2020 event.

Ms. Mercedes Parker asked about the role youth are playing in this event; she feels that when you invest in a youth you bring a lot of energy into the event.

Mr. Sasso replied that the youth testifying at the end of the Pathways to Public Sector event was very powerful.

Mr. Cunningham stated that there have been some very successful youth programs. Mr. Wylie wants to keep the focus that it is an employer outreach activity, but it would be good to put in front of employers some great talent that came before these employers. That would be the way to connect to youth.

Ms. Carpenter stated that the Employer Outreach Committee can approve the allocation from the EOC budget since it already went to the board but it is necessary to go to the full board for the full buy-in on the event.

Mr. Sasso would like to see a plan behind the budget; he wants to know what the expenditures were spent on and more detail.

Mr. Cunningham suggested perhaps presenting something at the November 20 board meeting. Mr. Wylie asked Ms. Carpenter to take a second pass at the budget to see what is more viable. Ms. Carpenter will put together a summary of last year's event with attendees, what work went into the event from identifying speakers, getting a venue, etc.

Ms. Laster suggested having a budget showing planned and actual expenditures.

Ms. Carpenter stated that part of the EOC's budget included the talent billboard at the airport. She recommends that we do not renew the placement and utilize the funds toward the Future Focus 2020 event. There was discussion of making it a regional event. Mr. Wylie stated that it would be nice if Golden Sierra would come up with some funds to help support the event.

Ms. Carpenter will prepare a plan with expected attendance at the Future Focus 2020 event with some recommendations for board consideration.

Ms. Kossick arrived at 4:18 p.m.

Mr. Wylie asked Ms. Kossick to put an item on the 11/20 Sacramento Works agenda regarding the 2020 Future Focus event.

4. **ADJOURNMENT:** The meeting was adjourned at 4:23 p.m.

Future Focus 2020 Budget

Future Focus Event

REVENUE

Registrations/Sponsorships	\$40,000.00
Employer Outreach	<u>31,500.00</u>

TOTAL

\$71,500.00

EXPENDITURES

Speaker Fee	\$15,000.00
Event Planning and Coordination	20,000.00
Facility and Catering @ \$40 x 350	14,000.00
Marketing, Website , Event Materials	20,000.00
Supplies	2,000.00
Photography	<u>500.00</u>

TOTAL

\$71,500.00