

AGENDA

**Sacramento Works, Inc.
EMPLOYER OUTREACH COMMITTEE
Regular Meeting**

Tuesday July 9, 2024 3:00 p.m.
925 Del Paso Boulevard, Suite 100, Board Room,
Sacramento, CA 95815

PUBLIC COMMENT PROCEDURES

In response to AB 2449, the Sacramento Employment and Training Agency (SETA) Sacramento Works Employer Outreach Committee is conducting this meeting utilizing a hybrid approach, permitting members of the public to participate in person or via Zoom. Public comments will be accepted until the adjournment of the meeting, distributed to the members of the Committee and included in the record.

In the event of disruption that prevents broadcasting of the meeting to members of the public using the call-in or internet-based service options, or in the event of a disruption which prevents members of the public from offering public comments, the Committee shall take no further action on items appearing on the meeting agenda until public access to the meeting is restored.

In-Person Public Comment

Members of the public are encouraged to participate in the meeting by completing a speaker card or submitting written comments by email to SETA's Clerk of the Boards, Anzhelika.Simonenkova@seta.net. Any member of the public who wishes to speak directly to the Board regarding any item on the agenda may contact Anzhelika Simonenkova at (916) 263-3753, or Anzhelika.Simonenkova@seta.net. Please include in your request the item(s) on which you would like to participate.

Zoom Public Comment

Members of the public may participate in the meeting via Zoom by clicking the [Zoom link](#), or listening to the meeting on one tap mobile + 16699006833, 88523885929# US (San Jose).

Meeting ID: 885 2388 5929

Passcode: 412711

[Find your local number](#)

During the meeting any questions or comments may be submitted via the chat features on Zoom.

Accommodations

Request for Assisted Listening Devices or other considerations should be made through the Clerk's office at (916) 263-3753. Closed captioning will be available.

This meeting is digitally recorded and available to members of the public upon request.

This document and other Committee meeting information may be accessed through the Internet by visiting the SETA webpage: www.seta.net/board/board-agendas.

BOARD MEMBERS

Crystal Bethke
County of Sacramento,
Economic Development

N. Lisa Clawson
VICE CHAIR, SECRETARY/TREASURER
Kaiser Permanente

Ronald J. Ellis
25S.com

Kristin Gibbons
Department of Human
Assistance

David W. Gordon
Sacramento County
Office of Education

Vivian Hernandez-Obaldia
California Department of
Rehabilitation

Lynn Hosokawa
Villara Building Systems

Lisa M. Hutchinson
DigiStream Investigations

Michael Jasso
City of Sacramento

Frank A. Louie
Sacramento Asian Chamber of
Commerce

Anita Maldonado
Sacramento Employment
and Training Agency

Victor McGee
Sacramento Job Corps Center

Jamey Nye
Los Rios Community
College District

Johnny Perez
Clutch Contracts & Consulting

Karl Pineo
Ironworkers Local 118

Laurie Rodriguez
SMUD

John Randall Rojas
District Council 16 of
Northern CA and Nevada

Fabrizio Sasso
Sacramento Central Labor
Council

Anette Smith
CHAIR
Smith Associates

Shelly Valenton
Sacramento Regional Transit

**CALL TO ORDER
ROLL CALL**

I. ACTION/DISCUSSION ITEMS:

- A. Approval of Minutes of the April 9, 2024 Regular Meeting 1-4

II. INFORMATION ITEMS:

- A. Special Guest – New SETA Executive Director – Ms. Anita Maldonado
B. Employer Meetings/e-Newsletter (*William Walker*)
C. KPI Monitoring (*William Walker*)
D. Seminars Workgroup (*Spencer Hoke*)
E. Promoting Employer Services Workgroup (*Ron Ellis*)
F. 2024 Action Plan and Annual Program (*Ron Ellis*)
G. EOC Housekeeping (*Policies, Surveys, etc.*)
H. References (*Census, Investments, Membership, Future Initiatives and More...*)

III. OTHER REPORTS:

- A. Chair
B. Executive Director
C. Deputy Director/Program Manager
D. Members of the Committee
E. Public

IV. ADJOURNMENT

The next meeting will be held on Tuesday, October 8, 2024, at 3:00 p.m., in-person.

Committee Members: Nneka Anderson, Ron Ellis, Linzie Fukushima, Spencer Hoke, Lynn Hosokawa, Lisa Hutchinson, Renee John, Kerri Kasper, Tegan Knifton, Denise Malvetti, Shane Snyder (11)

DISTRIBUTION DATE: Tuesday, July 2, 2024

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

MINUTES/SYNOPSIS

Sacramento Works, Inc. EMPLOYER OUTREACH COMMITTEE Regular Meeting

Tuesday April 9, 2024 3:00 p.m.
925 Del Paso Boulevard, Suite 100, Board Room,
Sacramento, CA 95815

CALL TO ORDER

ROLL CALL

Mr. Ellis called the meeting to order at 3:00 p.m. The roll was called; quorum was established.

Members Present:

Ron Ellis, Linzie Fukushima, Spencer Hoke, Tegan Knifton, Kerri Kasper, Lisa Hutchinson
(*arrived and seated at 3:08 p.m.*), Lynn Hosokawa, Nneka Anderson, Denise Malvetti

Member(s) Absent: Renee John, Shane Snyder

Others Present:

Roy Kim, William Walker, Karl Pineo, Lorna Devine, Phil Cunningham, EMRL Representatives

I. ACTION/DISCUSSION ITEMS:

- A. Approval of Minutes of the January 9, 2024 Regular Meeting
- B. Approval of Funding Recommendation for EOC Publicity/Public Relations Contractor
- D. Approval of EOC Key Performance Indicators, PY 2023-2024
- E. Approval of Business Workshops/Seminars

Mr. Ellis and Mr. Walker provided an overview of the items. There were no changes or questions.

Moved/Knifton second/Anderson to approve the following action/discussion items:

- A. Approval of Minutes of the January 9, 2024 Regular Meeting
- B. Approval of Funding Recommendation for EOC Publicity/Public Relations Contractor
- D. Approval of EOC Key Performance Indicators, PY 2023-2024
- E. Approval of Business Workshops/Seminars

Roll call vote:

Aye: 8 (Ellis, Fukushima, Hoke, Malvetti, Knifton, Kasper, Hosokawa, Anderson)

Nay: 0

Abstention: 0

Absent: 3 (John, Snyder, Hutchinson)

- C. Consideration of Sponsorship for Construction Industry Education Foundation - Design Build Competition

Mr. Walker reviewed the item and advised that the Sacramento Works Youth Committee, at its last meeting, approved \$1,000 for sponsorship of the CIEF Design Build Competition.

Staff recommends allocating an additional \$1,000 in EOC initiative funds for a total SETA/Sacramento Works sponsorship of \$2,000.

The CIEF Design Build Competition will be held May 1-2, 2024. It promotes career awareness of the construction industry among high school students through hands-on experience in the construction process and a first-hand look at future opportunities in the industry.

Moved/Fukushima, second/Malvetti to approve the allocation of \$1,000 in EOC Initiative funds, in collaboration with the Sacramento Youth Committee, for sponsorship of the CIEF Design Build Competition, for a total of \$2,000 from SETA/Sacramento Works.

Roll call vote:

Aye: 8 (Ellis, Fukushima, Hoke, Malvetti, Knifton, Kasper, Hosokawa, Anderson)

Nay: 0

Abstention: 0

Absent: 3 (John, Snyder, Hutchinson)

Ms. Hutchinson arrived and was seated at 3:08 p.m.

II. INFORMATION ITEMS:

A. Special Guest – EMRL Agency

EMRL representatives provided the agency's background and highlighted their historical relationship with SETA.

Mr. Kim noted the recent surge in resignations on the Sacramento Works, Inc. Board and Committees. He stated that SETA would like EMRL to assist with recruitment and outreach to the local business sector regarding potential membership in the Board and/or Committees.

Mr. Hoke expressed his desire for EMRL to enhance the visibility of the planned year-long virtual seminars through targeted emails and social media. He hopes this effort will lead to increased attendance.

Mr. Ellis emphasized the need for enhancements in EOC publicity materials such as newsletters, flyers, registrations, follow-up emails, notifications, and reminders. He also stressed the importance of EMRL's role in building a contacts database that SETA staff can effectively manage in the future.

EMRL representatives suggested having a video or summary of the seminars available for the public to see or read. Mr. Walker stated that third-party presenters have extra charges for allowing to record the webinars. Mr. Kim advised that the seminars facilitated by the SETA staff can be recorded and published on the website.

Mr. Ellis told EMRL representatives that the committee has long struggled to recruit representatives from the small and medium-sized business sector. He hopes EMRL can assist with this matter.

B. Seminars Workgroup

Mr. Hoke advised that based on the Board and Committee members' survey responses followed by a Request for Information, the Seminars Workgroup was able to identify and

schedule monthly, virtual, year-long seminars aimed at assisting employers with identifying their employment needs and building capacity to train, educate, and promote current and new entry-level employees, as well as learn and utilize available SETA services.

Mr. Hoke invited interested Committee members to join the Seminars Workgroup as there are a couple of vacancies.

C. KPI Monitoring

Mr. Walker reviewed the KPI Report provided in the handout. He noted that the KPI Monitoring Workgroup was re-established and had its first convening, during which they discussed meaningful revisions to the KPI report. KPI reports are planned to be released quarterly.

Mr. Walker also observed a positive trend: more customers are willing to attend recruitment events in person, and when offered in a hybrid setting, they attract equal virtual vs. in-person attendees.

D. Promoting Employer Services Workgroup

Mr. Ellis advised that the goal of this workgroup is to promote employer outreach. He mentioned that companies from only 12 industries in Sacramento are currently the majority of companies using SETA services. He expressed a desire to see this number increase and proposed inviting EMRL to a future workgroup meeting to brainstorm ideas for increasing outreach and raising awareness of SETA Sacramento Works services.

E. 2024 Action Plan and Annual Program

The approved 2024 Action Plan and Annual Program were provided in a handout and briefly reviewed.

F. Employer Meetings/e-Newsletter

Mr. Walker advised that SETA will hold an employer meeting with the Northern California Contact Center. Ms. Knifton volunteered to help facilitate this meeting in conjunction with SETA staff.

G. EOC Housekeeping

Ms. Hosokawa and Mr. Pineo, who were attending the EOC meeting for the first time, introduced themselves and shared their background highlights.

H. References

Mr. Ellis highlighted several of the references provided in the handout.

III. OTHER REPORTS:

A. Chair: No report

B. Executive Director: No report

C. Deputy Director/Program Manager

Mr. Kim advised that today is Ms. Saurbourne's last day as SETA's Interim Executive Director. She will resume her role as Administrative Services Deputy Director. Ms. Anita Maldonado has been appointed as the new SETA Executive Director.

Mr. Kim additionally advised that SETA started agency-wide strategic planning with consultants from Dalberg Consulting Firm. He encouraged Committee members to participate in the process.

- D. Members of the Committee: No report
- E. Public: None

IV. ADJOURNMENT: The meeting was adjourned at 3:57 p.m.

Note: The minutes reflect the actual progression of the meeting