



San Benito County Full Workforce Development Board (WDB)

February 1, 2022 @ 3:00 P.M.

Business Services Committee

MINUTES

Table with attendance information. Columns: Representing the Private Sector (PR), Representing the Public. Rows: Lizz Sanchez Turner, Chair; Karen Para, Secretary; Michelle Leonard; Jose Rodriguez. Includes checkboxes for attendance and a staff list at the bottom.

Chair, Lizz Sanchez Turner, called the meeting to order at 3:05 P.M.

I. GENERAL INFORMATION:

A. Public Comment Period: No public comments were received.

II. REGULAR AGENDA:

A. Roll Call: Roll was taken to determine excused absences for attendance requirements.

B. Meeting Minutes: Enclosed were the November 10, 2020 BSC meeting minutes for committee reference. They were approved at March 8, 2021 meeting.

C. Business Services Committee (BSC): Staff and the BSC reviewed the enclosed 1-3 year goals and identified next steps to present to the full WDB.

1. Strategic Goal #2:

- Action 1: Need to start from scratch. Discussed new ways to increase employer engagement and out to outreach. Discussed creating mini employer recruitment events, possibly monthly through CalJobs or AJCC survey links. Ask for 3 Spotlight on their company and include a job description on what is doing. Help employers to know that the AJCC is available. Think about using Virtual platforms. Staff stated Monterey County is planning some sort of event using a platform to connect with businesses to see if it is something SBC could do. What is working: Rapid Response, surveys – what do businesses need? Other areas need customer services, live skills, etc. How do we intertwine what businesses need and what people are looking for? Survey employees as well to see what their needs are. May be able to pull something from CalJobs with employers/employee. Or develop 2 surveys vs. one. Businesses are having difficulty getting employers and how can we best meet the needs. How to motivate the right people to get them on board and become loyal employees. Need to help employers know the services we have for them as well. How do we get employers to want to be on the cover of our “Newsletter” think of ourselves as a marketing team instead of a government office.
Action 2: Mini job fairs with a focus on job/industry specific sectors. Partner with Tri-County??
Action 3: Partnership with HDA, Chamber, EDC. There is some reorganization with San Juan Bautista City and they are developing a Business advisory committee. Would like to



have AJCC participate. They meet twice monthly, Wednesday at 6pm. Lizz Sanchez Turner will provide information to staff.

III. **Other:** Update Website – how to access Caljobs, board members, etc.

IV. **Next Meeting:** February 15 at 3pm.

V. **ADJOURNMENT:** *4:07 P.M.*