San Benito County Full Workforce Development Board (WDB)
March 15, 2022 @ 3:00 P.M.
Business Services Committee MINUTES

Quorum Met: Yes □ No ☑

Representing the Private Sector (PR) | Representing the Public
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☒ Lizz Sañchez Turner, Chair | ☐ Michelle Leonard
☒ Karen Para, Secretary | ☐ Jose Rodriguez

Staff: Andi Anderson, Sylvia Jacquez, Ruby Soto, Wilbur Hurley

Call to order at 3:05 P.M.

I. GENERAL INFORMATION:
   a. Public Comment Period: None received.

II. REGULAR AGENDA:
   a. Roll Call: Roll was taken to determine excused absences for attendance requirements.
   b. Meeting Minutes: Enclosed are the February 1, 2022 BSC meeting minutes review and approval.
   c. Business Services Committee (BSC): Staff and the BSC finalized goals 3-6 and identify next steps to present to the full WDB. Upon reviewing the goals, it appeared that Action 1 & 5 were similar, so they were merged into one.

<p>| Created by the Workforce Development Board at their Board Retreat on March 10, 2020 |
| GOAL: Work with local employers to integrate better businesses and training for high skilled, high demand occupations. |</p>
<table>
<thead>
<tr>
<th>Resources &amp; Support Needed</th>
<th>Expected Outcome</th>
<th>Staff Responsible</th>
<th>Due Date</th>
<th>Measurements Methods of Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action 1:</td>
<td></td>
<td></td>
<td></td>
<td>Status: C=Completed I=In Progress O=On going</td>
</tr>
</tbody>
</table>
| ➢ Increase Employer Engagement by Providing One-on-One Support/Small Groups/More WDB interaction/networking | • Increase outreach.  
• Connect with employers weekly.  
• Mailer/mall merge  
• Webinar  
• Presentations  
• All business, including any recruitment list, be promoted on WDB/AIC platform. | • Reach out to all applicants Business Grants and business licenses.  
• Quarterly Tours  
• Monthly meetings with WDB and BSC.  
• List to be emailed monthly. | BSC Committee and Staff | Oct. 2022 | 25% per quarter 35% six months  
• Track Employment Placements  
• Document employer contacts |
| ➢ Outreach (Micro/Macro) Team to go out together to visit businesses and revisit once a month. | 4-5 Employer Outreach.  
4) Weekly/Monthly Presentation  
• Retrieve new business license list from City or County office. | | |
| ➢ Reach out to NEW employers | | | | |

Goals 3-5 were updated to reflect the following:
### III. Other: N/A

### IV. ADJOURNMENT: Meeting adjourned at 4:30 P.M.