



San Benito County Full Workforce Development Board (WDB)

March 15, 2022 @ 3:00 P.M.

Business Services Committee MINUTES

Quorum Met: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			
Representing the Private Sector (PR)		Representing the Public	
<input checked="" type="checkbox"/>	Lizz Sañchez Turner, Chair	<input type="checkbox"/>	Michelle Leonard
<input checked="" type="checkbox"/>	Karen Para, Secretary	<input type="checkbox"/>	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.

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.	Resources & Support Needed	Expected Outcome	Staff Responsible	Due Date	Measurements Methods of Tracking	Status: C=Completed I=In Progress O=On going
Action 1: > Increase Employer Engagement by Providing One-on-One Support/Small Groups/More WDB interaction/networking > Outreach (Micro/Macro) Team to go out together to visit businesses and revisit once a month. > Reach out to NEW employers	<ul style="list-style-type: none"> • Increase outreach. • Connect with employers weekly. • Mailer/ mail merger • Webinar • Presentations • All business, including any recruitment list, be promoted on WBD/AICC platform. • WBD members team up with staff/ EDD/Chamber/EDC to market to the community. • Board member and staff work collaboratively to document career path for their businesses 	<ul style="list-style-type: none"> • Reach out to all applicants Business Grants and business licenses. • Quarterly Tours • Monthly meetings with WDB and BSC. • List to be emailed monthly. • 4-5 Employer Outreach. • BiWeekly/Monthly Presentation • Retrieve new business license list from City or County office. 	BSC Committee and Staff	Oct. 2022	25% per quarter 35% six months <ul style="list-style-type: none"> • Track Employment Placements • Document employer contacts 	On-going

Goals 3-5 were updated to reflect the following:



Action 3: > Partner with EDC, Chamber and HDA, San Juan Bautista EDC, EDD LMID	<ul style="list-style-type: none"> Partners provide a list of New Businesses. Assists set up w/ presentations. Econovue LinkedIn 	<ul style="list-style-type: none"> Weekly contact with 10 new businesses. 	BSC Committee and Staff	On-going	Monthly Employer tracking list via Business Services Layoff Aversion Report	On-going
Action 4: > Sharing Tax Incentives (Hiring Youth/Parolees, homeless etc.) (better prepared to show value add to work with system)	<ul style="list-style-type: none"> Seminar on Employer Tax Credits (EDD) WOTC link to AJCC website 	<ul style="list-style-type: none"> Quarterly (EDD) 	BSC Committee, EDD and Staff	July 2022	Sign-In sheets Virtual Logon	On-going
Action 5: > Offer centralized location for County Wide Partners with job openings with all resources to include: BenitoLink, Radio, and Social Media , LinkedIn, etc.	<ul style="list-style-type: none"> BSTeam create Ads/flyers with AJCC information for recruitment. AJCC website linked to employment sites CalJobs System 	<ul style="list-style-type: none"> Weekly job postings will increase 	BSC Committee and Staff	On-going	Social media analytics AJCC Website counter	In Progress

III. **Other:** N/A

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