NORTEC
WORKFORCE DEVELOPMENT BOARD AND GOVERNING BOARD
MINUTES
THURSDAY, AUGUST 22, 2024
10:00 AM – 2:00 PM
GAIA HOTEL AND SPA
ANDERSON, CA

I. CALL TO ORDER

W. Hagge, Workforce Development Board Chair, and P. Roen, Governing Board Chair, called the meeting to order at 10:00 a.m.

II. PLEDGE OF ALLEGIANCE

The pledge was receited.

III. ROLL CALL

There was a quorum of the Governing Board and Workforce Development Board: Roster

IV. APPROVAL OF AGENDA (ACTION)

A motion by C. Barton, seconded by S.Sanchez for WDB approval of the agenda, passed unanimously.

A motion by E. Valenzuela, seconded by G. Bridges for WGB approval of the agenda, passed unanimously

V. PUBLIC COMMENT

There was not public comment.

VI. WORKFORCE DEVELOPMENT BOARD REAPPOINTMENTS (ACTION)

The following nominations were made:

- Linda Zorn was nominated as the nominee for the Higher Education At Large seat on the Workforce Development Board.
- Dwight Beeson was nominated for the Private Industry seat on the Workforce Development Board.
- Dorie Gaynor was nominted for a Private Industry Seat on the Workforce Development Board.
- Megan Loeswick was nominated to fill a Private Industry seat on the Workforce Development Board.

- Michelle Nystrom was nominated to fill a Private Industry seat on the Workforce Development Board.
- Ryan Richardson was nominated to fill an Economic Development seat on the Workforce Development Board.

A motion by G. Bridges, seconded by E. Valenzuela for Governing Board appointment of the six members seeking reappointment and appointment to the NoRTEC Workforce Development Board passed unanimously.

VII. UPCOMING WORKFORCE DEVELOPMENT BOARD VACANCIES (INFORMATION)

M. Cross reviewed the remaining vacancies on the Workforce Development Board and stated staff expects to have these nomination on the upcoming October agenda.

VIII. CONSENT AGENDA

W. Hagge reviewed the consent agenda items.

A motion by M. Enyeart, seconded by R. Butler for Workforce Development Board approval of the consent agenda, passed unanimously.

A motion by E. Cavasso, seconded by G. Bridges for Governing Board approval of the consent agenda, passed unanimously

IX. NORTEC STRATEGIC GOALS (INFORMATION)

10:10 a.m. Carrie Fercharud, Director of the Job Training Center of Tehama County, gave a presentation on the recent closure of the Andersen & Sons in Vina, CA.

Andersen & Sons walnut processing plant employed about 500 employees with positions ranging from farming, distribution and sales. In July the company laid off approximate 321 employees which is attributed to the decline in walnut prices coupled with inflation rates. No WARN notice was given.

TCJTC provided Rapid Response services upon being notified of the layoff and are working with other community groups including the City of Corning where a majority of the employees lived. Approximately 80% of the employees that were laid off were Spanish speaking. Ensuring immediate funding to help employees impacted has been a work in progress and has been made possible through close coordination and partherships. A webpage has been created with help from ChicoStart to help to navigage resources available to businesses and dislocated employees. The next step is a hiring event scheduled for Septemberr.

E. Scofield asked the average hourly wage of the employees that were impacted. C. Ferchaud answered that approximate 36% of the employees made $23.00/hour. W. Hagge commented many older walnut orchards are being pulled and that the industry

may not recover for some time. M. Rickert noted that appraisals for ag land indicate trouble down the road for walnuts and almonds. Small farmers will be the hardest hit. G. Bridges noted California is not friendly for ranching and farming and worries about the impact long term.

X. PY 2024/2025 FUNDING (INFORMATION)

M. Cross, NoRTEC Executive Director reviewed program year 2024/2025 funding, noting the $16 million in funding includes the provisional (what NoRTEC may receive) and available funding.

L. Russell requested an update on the Southbay Apprenticeship Project.

E. Flora provided an overview including the use of funding to help explore expansion of existing and new certified apprenticeship programs.

M. Enyeart asked if the Board receives an overview of the funding impacts. For example, what is the outcome of the special funding in Susanville.

A. Campos provided an overview of NoRTEC's work in Lassen County including the development of the County Profile, the Business Survey and scheduled community and industry input sessions.

J. Wilson asked about funding from the Park Fire.

M. Cross responded that although the Governor has declared a state of emergency for Butte and Tehama Counties due to the Park Fire, they are still waiting for a Federal disaster declaration.

P. Nolan, also a Park Fire evacuee from Tehama County, stated the Federal declaration may not happen due to insufficient damage assessment.

XI. AD HOC COMMITTEE FOR WIOA SERVICES REPORT (ACTION)

Ad Hoc Committee Member M. Clarno introduced and reviewed the four updated Guiding Principles developed by the Committee on July 15, 2024. M. Clarno was a Board member when the previous RFP process occurred but only when the proposals went to the Board for approval. He stated the reason for being involved was to understand and help how NoRTEC services could be implemented locally through the procurement process.

The Guiding Principlese were developed to stress the importance of rural areas as well as the more urban areas, serving communities "where they are at" and working more effectively with other organizations. For example, the Dunsmuir Community Center needs to be able to serve clients without sending them to the nearest AJCC in Weed. There was also a focus on quality and good jobs and making sure clients secure employment with industries that are served by our Business Service

Representatives (hooked metrics). The Committee also placed importance of creating new metrics that may be customized for each county and take into consideration special circumstances such as seasonal labor.

There was importance place on emphasizing not only what can be done better, such as stronger job development roles, but also how to increase what is working well.

M. Cross provided an update on the RFP for WIOA Services and expected the Board to review the proposals at the January meeting with contracts to be in place by July 1, 2025.

M. Dent made the motion for the WDB approval of the Draft Guiding Principles outlined above to be utilized by staff in the development of the RFP for the provision of WIOA programs and services in the NoRTEC region for the next procurement cycle beginning in PY 2025/2026; J. Wilson seconded the motion. The motion passed unanimously.

P. Nolan made the motion for the Governing Board approval of the Draft Guiding Principles outlined above to be utilized by staff in the development of the RFP for the provision of WIOA programs and services in the NoRTEC region for the next procurement cycle beginning in PY 2025/2026; M. Rickert seconded the motion. The motion passed unanimously.

XII. PROGRAM REPORT

E. Flora reviewed the program report.

A. Program Monitoring

There were no findings for both the SMART and AFWD.

B. State/Federal Monitoring

Monitoring is set to begin in September for WIOA Adult, Dislocated and Youth.

C. Universal Services, Client Enrollment, and Contract Performance

E.Flora reviewed the universal services and career center visits, clarifying the number of clients served is high but consistent with previous years. For example, the number of enrolled clients versus the number of resource room visits. include OJTs, classroom training.

It was noted that the Job Training Center of Tehama County did not meet the median earnings Q2 after exit and AFWD fell short of meeting the Credential Rate Q4 after exit and youth enrollements. E. Flora stated that he has met with both service providers and explained there was a problem with a reporting error

that has since been corrected. He does not have any concerns and expects both service providers to meet performance.

a. Customer Satisfaction Survey:

In addition to monitoring performance, NoRTEC wants to ensure that the needs of our clients are met helpfully and professionally. To that end, NoRTEC created a survey to measure customers' satisfaction with accessing our centers. Walk-in clients are offered a survey at the AJCC, either online or through a paper survey. Of the surveys received, the results were positive from walk-in clients, enrolled clients, and employers. 99.88% satisfaction reported from clients and 95% satisfaction received employers.

b. Plant Closure Update:

The Andersen & Sons closure was again noted.

c. Headline Program Reports

A review of the program reports was provided. E. Flora reviewed the Trinity County report.

d. Staff Training

There were no all-staff trainings to report.

Recommended Action:

M.Enyeart made the motion for the WDB to approve the fourth quarter program report; R. Butler seconded the motion. The motion passed unanimously.

P. Nolan made the motion for the Governing Board to approve the fourth quarter program report;. G. Bridges seconded the motion. The motion passed unanimously.

XIII. 11: 00 a.m. REPORT FROM CAREER SERVICES ADVISORY COMMITTEE (INFORMATION)

M. Cross introduced Board Member Ric Leutwyler, who was attending the meeting virtually only to present this item. Unfortunately he was unable to attend the meeting in person due to a Board of Supervisor meeting conflict.

R. Leutwyler gave an overview of the Ad Hoc activities and purpose and stated the Board survey was the final step for the Committee. The goal of the survey was to measure how effective the NoRTEC WDB is and identify areas of improvement.

An overview of survey response was provided. It was noted responses were generally positive and 90% of respondents were in favor of an overnight Board retreat to allow more time to address specific topics such as Board orientation.

R. Leutwyler then reviewed each slide and asked Board for clarification and feedback.

M. Enyeart stated a meeting would be helpful for new Board members after they are appointed. This would also allow for an explanation of committee work. S. Sanchez concurred this would be helpful.

E. Cavasso stated it is difficult to have discussions when Board agenda recommendations are proposed. It is difficult to bring up items for discussion or modification.

S.Sanchez suggested an overview of parliamentary procedure (Robert's Rules of Order) would be helpful.

M. Clarno stated he would like more information on the various committees Board members can participate on. For example, the RFP Ad Hoc Committed.

R. Leutwyler stated two things came up from the Ad Hoc review of the survey – one would be the possibility of establishing a "buddy system" that would pair a current WDB/WGB member with a newly appointed member. He asked for feedback on this.

L. Russell thought it would be a good idea. He referred to previous Board retreats that included orientation sessions for new members, opportunity to ask informal questions, and provide the opportunity to network and build relationships. P. Nolan agreed.

S. Marie suggested ten minute videos, each containing a different topic. After watching the videos, Board Members would be better prepared for participating in a retreat.

J. Wilson stated the Board should explore a way to utilize the professional skills and backgrounds of Board Members.

M. Clarno wanted Board members to have more interaction with the service providers in each County – through a retreat or orientation session.

M. Enyeart suggested repeating the NoRTEC Mission Statement after the Pledge of Allegience.

L. Leutwyler asked for Board Members who would be willing to be assigned to a new member for assistance on understanding roles/responsibilities. The following Board Members volunteered: Dena Platz, Susan Marie, Joe Wilson, Connie Barton,

Elizabeth Cavasso, Stacey Sanchez, Michael Clarno, Larry Russell, Gil Mathew, and Rus Butler. He will also share an onboarding process that was used in Trinity County. Leutwyler then asked if there was confusion about the Board mission – is there understanding versus are you committed. P. Nolan stated she is committed but does not quite understand the mission. E. Cavasso understands the mission but as a rural business owner, she sees difficulty finding employees.

Moving on to slide 7, Leutwyler asked for feedback. P. Nolan provided feedback on unemployment after the Camp Fire and the impacts it had on Tehama County. She believes people will relocate for good jobs.

S. Marie stated there is significant trust in staff and this plays a role as well.

M. Enyeart, M. Clarno and L. Russell would like to have more Board participation in committee work. E. Scofield thought staff should be more aggressive in getting Board members to participate.

Moving onto slide 10, M. Enyeart suggested various marketing campaigns that have been effective. J. Wilson suggested more presentations throughout the region on NoRTEC. S. Marie and M. Clarno wanted to clarify – are we promoting NoRTEC or the service providers. G. Muse cautioned that before we promote our services, we should understand our funding levels and not to over-outreach and then not be able to meet expectations. R. Leutwyler mentioned the co-brading effort is on hold pending the RFP process for WIOA Services. K. ZuaZua concurred with G. Muse about limited staffing and finding a balance. W. Zanatelli and SMART find targeted outreach to the communities they serve effective. C. Ferchaud stated advocating for the rural communities in the region is very important, especially with declining funding.

Slide 13 – there was no comment.
Slide 15 – G. Muse believes this is a symptom of what was already mentioned. For example, this would be solved with a Board orientation session. Once Board members understand their roles and responsibilities, the rest of the items fall into place. M. Clarno stated the large Board has it's pros (being large) and cons (hard to enter into discussions).

There was a consensus to plan an overnight retreat in Spring.

XIV. STATUS OF FUNDING APPLICATIONS

A. New Applications – There were no new applications to discuss.

B. Old Applications

M. Cross provided an overview of the CDBG DR Workforce Development Application awarded to the Town of Paradise. NoRTEC is a key partner in this project. He also reviewed the COYA and Workforce Accelerator projects.

XV. OLD BUSINESS

No Old Business was discussed.

XVI. NEW BUSINESS

A. Upcoming WDB/Governing Board Meetings

1. The next board meeting is scheduled for Thursday, October 24, 2024, at the Canyon Oaks Country Club in Chico.

2. The following board meeting is scheduled for Thursday, February 27, 2024. A location has yet to be determined.

B. Other New Business

No new additional New Business items were discussed.

XVII. ADJOURNMENT

The meeting adjourned at 12:00 p.m.