



**WORKFORCE DEVELOPMENT
BOARD OF MADERA COUNTY**

Executive Committee
SPECIAL MEETING

MINUTES

January 11, 2024
8:30 a.m.

Meeting convened at:

Wellness Center at Tesoro Viejo
4148 Town Center Boulevard, Madera, CA 93636

PRESENT: Brett Frazier, Omair Javaid, Nichole Mosqueda, Robert Poythress

ABSENT: Pat Gordan

GUEST: Brandon Anderson, Bob Lanter, Todd Lile, Gabriel Mejia, Rico Peralta

STAFF: Jorge Espinosa, Erick Flores, Nicki Martin, Marisol Rivera, Maiknue Vang, Bertha Vega

1.0 Call to Order

The meeting was convened as an Executive Committee due to a lack of quorum of the Workforce Development Board. Meeting called to order at 8:47 a.m. by Chair Brett Frazier.

1.1 Pledge of Allegiance

2.0 Additions to the Agenda

None.

3.0 Public Comment

None.

4.0 Introductions and Recognitions

Roundtable introductions were done by all attendees. Bob Lanter and Mathew Hayes, CWA, were introduced.

5.0 Adoption of Board Agenda

6.0 Action Items

6.1 Workforce Development Board Action Planning Workshop

- **Board direction to identify 3-5 action categories for prospective work plan.**

Bob Lanter facilitated a workshop for the WDB on June 14, 2023, that spoke about the roles and responsibilities of the Workforce Board. At that time, it was decided to continue to work with Bob and his team to build an Action Plan that would be plotted out for 18-24 months and would become a regular item of discussion at Board meetings. Bob facilitated a discussion to identify and consider priorities for the Board.

Vision of Success

- Kids are coming back for jobs that are in Madera county
- We are communicating achievement MUSD/FFA
- We are not talking about the problems
- Implementation and launching of programs (healthcare)
- Youth will be skilled up with more robust short-term training programs
- Healthcare sector initiative launched/x-ray tech
- Economic development is bringing more businesses to the community
- Businesses know that there is a skilled workforce
- WDB is more proficient in connecting dots/braiding resources
- Board members will know how to articulate the mission of the WDB (members can advocate for programs/sectors)
- WDB budget diversified
- More Board participation/additional people to sit on Board
- WDB influence increases
- Farm Bureau + MUSD + others communication
- Residents do not feel like second class citizens
- Residents have more pride in county, city
- More residents retire and stay in Madera
- More 1st generation college graduates
- More quality housing – additional housing developments - people living in Madera
- Working with other Boards are working with their member to advocate for program/policy change at State level

Strengths

- Diversity
- Educational background
- Different sectors are represented
- Know the community/come from community
- Partnerships/communication amongst each other
- Passion
- Elected official connection
- Size of the county in Board

Weaknesses

- Not enough opportunity
- Cohesiveness
- No cohesion on what county could be in the future – what's the common vision
- Siloed thinking/communication
- Who are we?
- Attendance and participation at Board level – hard to get a quorum
- Spread thin
- Red tape stunting growth
- Learning curve
- Need city officials/Chambers

Benefits

- UI rate decreases
- Businesses can find their next employees – come to the Board
- Skillsets align with demand
- Board attendance increases – no quorum issues
- Cities are aligned
- Achieving regulatory changes
- Pipelines/pathways are filled
- Businesses funding/investing - serve more people
- More pizza/investing
- More WDB staff

- More localized training available
- "We believe" extended
- More taxes being done

Dangers

- Community disconnect
- Begin working parallel
- Success breeds failure – complacency/comfortable
- Begin to compete
- Everybody wants to work with you – sustainability
- Lose staff/expertise
- Lack of housing due to demand – people coming back
- Lack of childcare
- Repetitive/losing innovative Board strategy
- Taking care of own organization instead of community

Commitments

- Set a culture of teamwork
- Being present, not just being a presence
- Identifying priorities
- Alignment + coordination/collaboration among + between efforts
- Representing our sectors in the WDB priorities
- Advocate for the WDBs work out in the community
- Reviewing communication efforts

Focus Question: What are practical actions the Board can take over 24 months to capitalize on economic opportunities and solve economic challenges?

Training (Industry-specific); Develop response training to meet industry demand.

- Tour AG mechanic program
- Meet with MUSD Transportation Department (bus driver training)
- Healthcare Sector Partnerships
- More WBL/Internships
- CTE/Short term training
- Increase OJT/Internships with employers
- Develop new education programs
- Increase training providers in Madera
- Increase work experience and apprenticeships

Work-Ethics; Increase community focus on cultural adaptability and work ethics.

- Create Graduate profile community – "Madera promise"
- Madera Work ethics (reinstitute these)

Marketing/Brand; Implement a marketing plan that highlights the benefits of Madera County and incorporates success stories and community voices.

- Revamp marketing
- Elevate narrative within community
- Share successes of Madera County
- "How can I/we help?"

Leadership Engagement; Re-evaluate the WDB so that the right leaders of today are investing in the leaders of tomorrow.

- Local government engagement
- Identify the right champions
- Refresh WDB Directors/Board members
- Strategic Leaders w/n WDB
- Active Participation

- Add manufacturing businesses to WDB
- "How can I/we help?"

Policy; Create a unified and aligned vision for Madera County communities that supports inclusive policies and demonstrates our connectiveness.

- WDB Strategic Partner Meetings
- Alignment among stakeholders
- Future focused CTE
- Responsive + Agile education partnerships
- WDB Business forums on weekends
- WIOA Policies vs local policies (alignment/flexibility)

7.0 Next Meeting

February 15, 2024

8.0 Adjournment

Meeting adjourned at 12:41 p.m.