



**WORKFORCE DEVELOPMENT
BOARD OF MADERA COUNTY**

Executive Committee
SPECIAL MEETING

MINUTES

February 1, 2024
10:30 a.m.

Meeting convened virtually at:

Workforce Assistance Center, 2037 W Cleveland Avenue, Madera, CA 93637
200 West 4th, Madera, CA 93637
1745 Lester Avenue, Clovis, CA 93619
17149 Road 400, Madera, CA 93636
4632 W Flint Way, Fresno, CA 93622

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

ABSENT:

GUEST: Brandon Anderson, Bob Lanter, Matthew Hayes

STAFF: Bertha Vega, Jessica Roche, Maiknue Vang, Marisol Rivera, Nicki Martin

1.0 Call to Order

Meeting call to order at 10:37 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

Bob Lanter, Executive Director – California Workforce Association, was introduced along with Matthew Hayes. Brett introduced Pat Gordon. Pat serves on the Executive Committee as the immediate past Chair.

5.0 Adoption of Board Agenda

Robert Poythress moved to adopt the agenda, seconded by Nichole Mosqueda.

Vote: Approved – unanimous

Yes: Brett Frazier, Omair Javaid, Pat Gordan, Nichole Mosqueda, Robert Poythress

6.0 Action Planning Workshop

6.1 Board discussion and direction to plot strategic initiatives identified during the WDB's Action Planning Workshop on January 11, 2024, over the next 18 to 24 months.

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 this work with Bob and his team to build an Action Plan for Madera. Bob returned in January to facilitate a discussion for the board around local priorities to identify strategic initiatives that would begin to develop an action plan. During this action planning workshop, the Executive Committee worked with Bob on plotting the strategic initiatives out over the next 18-24 months with the intent that these tasks would become a regular item of discussion at Board meetings. The Executive Committee will come together again before the April WDB meeting to continue to work on and refine the Plan before it is taken to the WDB for consideration and approval.

7.0 Next Meeting

To be determined.

8.0 Adjournment

Meeting adjourned at 12:10 p.m.

Madera WDB Action Plan 2024-2026

		Launch – Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Victory
Leadership Engagement		Review bylaws; Look at Board composition Work with other WDBs to review their WDB composition	Who else is missing from Board composition Decide to add Board members, advisory committees, or engage through meetings	Creating agendas aligned with strategic priorities Leadership development & engagement, opportunities; secure budget						Understand where WDB can help; Orgs/CLEOs coming to the WDB regarding workforce/economic development issues
Training (Industry-specific)		Healthcare Sector Partnerships Explore New Hospital Group Contact	Coordinating job fair for hospital staffing		Possible Re-open of MCH					Fully Staffed Acute Hospital Cooperative Training Program
Work Ethics										
Marketing/Brand		Identify key individual committee members	Review current marketing strategies, processes, materials	Revamp Marketing – Based on discoveries in Q2, determine strategies for materials; community forum to inquire ‘how we can help’; convening partners to develop outreach		Elevate narrative within community – determine tools to use to elevate, implement marketing to community; receive feedback and implement/adjust as needed; create tools to track outcomes from marketing			Report outcomes from marketing; outcomes would include customer (employer and individuals) successes	Share successes to MC of marketing outcomes
Policy		Identify key partners/stakeholders/businesses	Continue with Q1	Compile list or inventory of the countywide CTE, ROP programs with academic partners – Schedule meetings/discussions on how they align	Understanding the future of CTE - to include Academic partners and service providers	Look at internal inventory and how it aligns with other programs – take into account participants interest.	Continue with Q5			