



MINUTES

**October 16, 2025
3:00 p.m.**

Convened in person at:

Workforce Assistance Center, 2037 W. Cleveland Avenue, Madera, CA 93637

PRESENT: Brett Frazier, Debi Bray, Eric Niino, Gurminder Sangha, Joe Perez, Jorge DeNava, Laura Gutile, Michelle Brunetti, Mike Lopez, Nichole Mosqueda, Robert Poythress, Todd Lile, Wendy Lomeli (7.2)
ABSENT: Chuck Riojas, Donald Foster, Emilio Hipolito, Kristina Gallagher, Lanie Suderman
GUEST: Amelia Meza, Kristyann Thorp
STAFF: Bertha Vega, Maiknue Vang, Nicki Martin, Sheyla Garcia

1.0 Call to Order

Meeting called to order at 3:03 p.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 made by everyone in attendance.

5.0 Adoption of Board Agenda

Laura Gutile moved to adopt the agenda, seconded by Todd Lile.

Vote: Approved – unanimous

Yes: Brett Frazier, Debi Bray, Eric Niino, Gurminder Sangha, Joe Perez, Jorge DeNava, Laura Gutile, Michelle Brunetti, Mike Lopez, Nichole Mosqueda, Robert Poythress, Todd Lile

6.0 Consent Calendar

6.1 Consideration of approval of the August 21, 2025, Workforce Development Board (WDB) meeting minutes.

6.3 Consideration of approval of the re-appointment of Lanie Suderman, Visit Yosemite | Madera County, for an additional 3-year term to expire on November 12, 2028.

Rob Poythress moved to approve the Consent Calendar, seconded by Mike Lopez.

Vote: Approved - unanimous

Yes: Brett Frazier, Debi Bray, Eric Niino, Gurminder Sangha, Joe Perez, Jorge DeNava, Laura Gutile, Michelle Brunetti, Mike Lopez, Nichole Mosqueda, Robert Poythress, Todd Lile

7.0 Action Items

7.1 Consideration of approval of the resignation of Debi Bray, Madera District Chamber of Commerce/Madera County Workforce Investment Corporation, from the WDB.

Debi Bray is the current Chair of the Madera County Workforce Investment Corporation (MCWIC) Board. She has been working with the local Workforce area as a Board member for 38 years. She started her tenure with Workforce when it was originally created as the Private Industry Council (PIC). She has been instrumental in shaping the workforce system. She has been a mentor and a great source of support to staff and the WDB. She has touched many lives in some way. Debi has a passion for the work that Workforce does and thanked everyone. The Board thanked Debi for her service.

Laura Gutile moved to approve, seconded by Rob Poythress.

Vote: Approved – unanimous.

Yes: Brett Frazier, Debi Bray, Eric Niino, Gurminder Sangha, Joe Perez, Jorge DeNava, Laura Gutile, Michelle Brunetti, Mike Lopez, Nichole Mosqueda, Robert Poythress, Todd Lile

Abstain: Debi Bray

7.2 Consideration of approval of Aaron Chambers' Director application to the WDB representing the Madera County Workforce Investment Corporation for a 3-year term.

Aaron Chambers was previously on the WDB. He is active and engaged with the WDB action planning. He is currently a member of the MCWIC Board and will replace Debi Bray's seat on the WDB as the MCWIC representative.

Debi Bray moved to approve, seconded by Rob Poythress

Brett Frazier, Debi Bray, Eric Niino, Gurminder Sangha, Joe Perez, Jorge DeNava, Laura Gutile, Michelle Brunetti, Mike Lopez, Nichole Mosqueda, Robert Poythress, Todd Lile, Wendy Lomeli

8.0 Information Items

8.1 Success Stories

Information provided within the agenda packet.

8.2 WDB Action Planning Subcommittee Updates

- *Marketing Committee: the committee provided an update on the work Archer and Hound has done on the logos and marketing. The Marketing Committee met with Archer and Hound (A & H), virtually, on October 6, 2025, to go over the work that has been done to date. A & H provided a comprehensive analysis of all the marketing materials being used as well as sending out surveys to staff and partners. The findings were presented to staff and the Marketing Committee. A & H reviewed the current logos that are in use – the Workforce Development Board (WDB), the Madera County Workforce Assistance Center (MCWAC) and the Workforce Investment Corporation (MCWIC) and concluded that the use of the different logos has created a brand identity/brand confusion. A & H mocked up a couple of logos to pick from but felt that the current MCWAC logo is strong and could be refreshed. A & H focused on not who we are but on what we do – what we do is workforce. A & H is creating a brand for the work that is being done and tying that brand to a new, overarching logo rather than putting out one of 3 different logos for different flyers/events. They did an audit of the current logos and checked for what might be considered outdated and what might or might not work. A & H worked with the current Workforce Assistance Center logo and refreshed it. The overarching logo being the refreshed Madera Workforce logo with similar logos for the Workforce Assistance Center, the Workforce Development Board, and the MCWIC. Each with its own highlight color that correspond to the colors seen on the "W" in the main Madera Workforce logo: Madera Workforce – multicolored, WAC – green, WDB – gold, MCWIC – red. A concern was voiced that the wording for the logos do not include the word "County" and this could lead some of the outlying areas to feel excluded. Members of the WDB expressed an interest in surveying a larger number of community members and businesses in order to*

establish what the preference for the wording might be: Madera Workforce or Madera County Workforce. Some members and staff in attendance commented that including "County" in the name has created confusion about whether the MCWAC/Workforce is a Madera County entity – which it is not. Staff can arrange for A & H to do a presentation of their process and results directly to the WDB in a future meeting. This presentation can include the MCWIC Board so that every member has a chance to provide their input. Staff will create a survey that will ask for input as to whether to include "County" in the refreshed logos. This survey will go out to customers as well as partners and businesses. Staff will schedule a December joint meeting of the WDB and MCWIC to discuss and decide on the final logo design so that A & H can move forward with their work.

- **Work Ethics:** IMAGO presented at their committee meeting. They provided information on the IMAGO program and the different modules that are currently being used by the Workforce. Staff from Madera Unified School District's (MUSD) CTE program and the Adult School also attended. Some MUSD students as well as Madera Adult Schools students were identified to pilot the use of the modules. The modules put together by IMAGO were what have been previously identified by the WDB and employers as essential skills. This also aligns with the MUSD Graduate Profile. These modules could help participants of the graduate profile be more job ready with the skills employers are looking for. The Committee's next steps include looking for funding to help cover the costs to implement the work with IMAGO. Students who go through the pilot project will receive a certificate. The committee will be working on finding employers who would be willing to interview these students for a job. Some communication tools are also being developed.
- **Training:** the committee is experiencing difficulties maintaining consistent members – especially Board members. The Committee is working on sector partnerships. A survey was sent to members requesting input on where to focus the committee's efforts. The Transportation sector partnership group has been launched and work is being done on the manufacturing sector group. The Committee has discussed bringing childcare training to Madera. Customer service training and bringing a truck driver training to Madera was also discussed. Staff have reached out to Yosemite Adult school in hopes of duplicating the bus driver training for Eastern Madera County. Staff have also reached out to Golden Valley School District regarding their possible interest in duplicating the bus driver training for their district.
- **Leadership:** staff are still trying to recruit a WDB member from Chowchilla for the transportation sector. Staff have reached out to various transportation companies but have not had anyone make the commitment. Staff are continuing to search for possible companies in that area and asked for input from the board for possible members. Staff will reach out to AutoZone for possible membership.
- **Policy:** Brett participated in a meeting with other workforce board Chairs at a Central California Workforce Collaborative (CCWC) meeting. The meeting went well and the board Chairs want to continue collaborating.

8.3 Madera County Workforce Investment Corporation (MCWIC) Update

Information provided within the agenda packet.

8.4 Congressional and Administration Updates

Information provided within the agenda packet.

8.5 California Workforce Association (CWA) Meeting of the Minds in Monterey 2025 Conference

Information provided within the agenda packet.

8.6 National Workforce Development Month/Workforce Development Professional's Day

Information provided within the agenda packet.

8.7 Workforce Innovation and Opportunity Act (WIOA) Formula and Special Projects Quarterly Program Overview Through June 30, 2025

Information provided within the agenda packet.

8.8 Workforce Innovation and Opportunity Act (WIOA) Formula and Special Projects Quarterly Program Overview Through September 30, 2025

Information provided within the agenda packet.

8.9 Weekly Unemployment Insurance (UI) Initial Claims for Madera County

Information provided within the agenda packet.

9.0 Written Communication

None.

10.0 Open Discussion/Reports/Information

10.1 Board Members

Laura Gutile: the Madera County Farm Bureau is having their Ag United Harvest Celebration on November 8, 2025.

10.2 Staff

None.

11.0 Next Meeting

The next WDB meeting will take place at the Workforce Assistance Center on December 18, 2025.

12.0 Adjournment

Meeting adjourned at 4:18 p.m.