



SPECIAL BUSINESS SERVICES COMMITTEE AGENDA PACKET

Tuesday, November 30, 2021
3:00 p.m. – 5:00 p.m.

Via Teleconference: +1 669 900 6833
Meeting ID: 959 0637 9795
Password: 539727

Documents related to agenda items that are distributed to the WDB less than 72 hours prior to the meeting shall be available for public inspection at 344 Salinas Street, Suite 101, Salinas, CA or visit our website at www.montereycountywdb.org. Documents distributed to the WDB at the meeting by County staff will be available at the meeting; documents distributed to the WDB by members of the public shall be made available after the meeting. This WIOA Title I financially assisted program or activity is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

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**Business Services Committee
Members:**

Mary Ann Leffel, Chair

Wendy Brickman
Paula Calvetti
Steve Snodgrass

Monterey County Workforce Development Board Special Business Services Committee Meeting

Tuesday, November 30, 2021; 3:00 p.m.

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AGENDA

CALL TO ORDER/INTRODUCTIONS	Mary Ann Leffel
PUBLIC COMMENT (<i>Limited to 2 minutes per person</i>)	Mary Ann Leffel
CONSENT CALENDAR:	
1. ACTION: Consider approval of minutes from the Workforce Development Board's Business Service Committee meeting of June 17, 2021.	Mary Ann Leffel
BUSINESS CALENDAR:	Mary Ann Leffel
1. Report on end of the year 2020-21 Business Services activities.	Jerry Hernandez Pearl Sanchez Wil Moore
2. Update on Business Services activities for Quarters 1 & 2, Program year 2021-22	Jerry Hernandez Pearl Sanchez Wil Moore
3. Update on California Employer Association Webinar series.	Kristen Arps
4. Report on CalOSBA Microbusiness Grant.	Kristen Arps
5. Discussion: How can we support businesses in this unprecedented time? How can we reach out to small business owners?	Committee Members
ADJOURNMENT	Mary Ann Leffel
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UNADOPTED MINUTES
Monterey County Workforce Development Board
Special Business Services Committee Meeting
Via Teleconference
Thursday, June 17, 2021

Members Present: Mary Ann Leffel (Chair), Steve Snodgrass, and Wendy Brickman

Members Absent: Paula Calvetti

Staff Present: Chris Donnelly, Kristen Arps, Jerry Hernandez, Flor Galvan, and Laura Kershner

Public Comment: None

Call to Order/Introductions: Mary Ann Leffel called the meeting to order at 3:13 p.m. and asked for introductions. A quorum was established.

Changes to Agenda: None

Consent Calendar:

1. **Action:** Consider approval of minutes from the Workforce Development Board's Business Services Committee meeting of May 20, 2021. **A motion was made by Steve Snodgrass to approve the consent calendar item listed above, seconded by Wendy Brickman. ALL AYES**

Discussion or Review of Business Calendar Action Items:

1. A job fair was held on June 16, 2021. A total of 98 job seekers registered with 47 in attendance. A total of 20 businesses participated. A total of 102 jobs were available and 77 resumes were downloaded with businesses following up with numerous candidates. A Job and Career Readiness Fair is scheduled to occur on July 13, 2021. Also, an additional employer job fair is scheduled for July 21, 2021. A retail job fair is currently being planned for October 2021.
2. WDB staff reported Round 2 of the CARES grant closed with a total of 138 applicants. Out of the 138 applicants, 111 businesses were awarded \$833,785. CARES grant round 3 closed May 31, 2021. A total of 119 applications were received with 65 of the applicants being new businesses. Review of the applications is being completed and checks are projected to be sent out in July. The first and second round of the grants were focused on businesses under Hospitality/Tourism industry sectors. Round 3 grant will focus on businesses under Arts, Entertainment and Leisure industry sectors.
3. Committee member discussed how they can assist WDB staff with networking with many businesses in Monterey County.

Adjournment: Mary Ann Leffel adjourned the meeting at 4:32 p.m.

2020-21 Year-End Report on Business Services Activities

Jerry Hernandez, MCWDB Business Services Manager, will provide a report on business services activities and outcomes for the 2020-21 program year. Equus and Turning Point will also share highlights from the past year.

Update on Business Services Activities

Jerry Hernandez, MCWDB Business Services Manager, and Kristen Arps, MCWDB Business Services & Special Programs Manager, will provide an overview of year-to-date Business Services activities (2021-22 quarter 1 and mid-quarter 2). Representatives from Equus Workforce Solutions and Turning Point of Central California will also provide highlights of recent Business Services activities.

1. Recruitment

- A. Joby Aviation Virtual Recruitment (Sept. 28)
 - a. Job seekers registered: 22
 - b. Job seekers attended: 21 (95%)
 - c. 1 hire to date
- B. Monthly Virtual Job Fairs (July, August, September, October, November)
 - a. Employers registered: 78 (39 new, 39 returning)
 - b. Job seekers registered: 321
 - c. Job seekers attended: 187 (58%)
- C. In-Person South County Job Fair (Nov. 10)
 - a. Employers participated: 21 (out of 26 registered)
 - b. Job seekers pre-registered: 94
 - c. Job seekers attended: 95 (22 pre-registered and 73 walk-in)
- D. Job Board
 - a. Total number of jobs posted year-to-date: 79
 - b. Total number of unique employers for which jobs were posted: 68

2. Business Engagement

- A. Quarter 1 new businesses engaged: 260
- B. Monterey Peninsula Chamber of Commerce Business Connection Center
 - a. Open Office Hours
 - b. Upcoming webinar on 12/16: Tips for Attracting & Retaining the Right Workers
- C. Upcoming CEA Webinar Series

3. Service Provider Updates

- A. Equus
- B. Turning Point

CEA Webinar Series

Kristen Arps, MCWDB Business Services & Special Programs Manager, and Jerry Hernandez, Business Services Manager, will provide information about the upcoming webinar series to be offered by the California Employers Association (CEA) through the 2021-22 MCWDB-CEA contract. The schedule is still being finalized.

2022 CEA Webinar Series for Monterey County Employers:

- January: 2022 Labor Law Update
What Employers Need Today
- February: Recruiting in a Post-COVID World (or Employee Handbooks?)
Managing Remote Workers
- March: Leave Laws for Smaller Employers
- June: Mid-Year Labor Law Update

California Microbusiness COVID-19 Relief Grant Program

Chris Donnelly, MCWDB Executive Director, and Kristen Arps, MCWDB Business Services & Special Programs Manager, will provide information about the California Microbusiness COVID-19 Relief Grant Program, for which the MCWDB will apply on behalf of the County of Monterey.

California Microbusiness COVID-19 Relief Grant Program Overview:

The California Microbusiness COVID-19 Relief Grant Program (MBCRG) was created in 2021 to assist qualified microbusinesses that have been significantly impacted by the COVID-19 pandemic in California. Administered by the Office of the Small Business Advocate (CalOSBA), the MBCRG Program provides approximately fifty million dollars (\$50,000,000) in one-time grant funding to administer a Request for Proposal (RFP) for eligible grantmaking entities defined as a county government or consortium of nonprofit, community-based organizations. The intent of the funding is to provide relief to the hardest to reach microbusinesses and entrepreneurs. The grantmaking entities will develop and implement an outreach and marketing plan to identify and engage eligible microbusinesses that face systemic barriers to access capital, including but not limited to, businesses owned by women, minorities, veterans, individuals without documentation, individuals with limited English proficiency, and business owners located in low-wealth and rural communities. Grants awarded to eligible microbusinesses will be in the amount of \$2,500 each.

The MCWDB will serve as the Authorized Representative for the County of Monterey for the application and administration of the MBCRG Program in Monterey County. Based on population, Monterey County's allocation will be \$551,261.82. Up to 20% of this may be used for administrative costs, including outreach and marketing, staff time, supplies, etc. This will leave a minimum of \$441,009 for grants for at approximately 175 eligible microbusinesses. The Program will run through November 30, 2022.

Committee Members will discuss how the Workforce Development Board and Committee can support businesses in this unprecedented time and how to reach out to small business owners.