



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 12/10/2024

To: Board of Supervisors

Department or Agency Name(s): Human Services

Staff Name and Phone Number: Angela Struckmann (707) 565-5800, Michelle Revecho (707) 565-5557

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Board of Supervisors Countywide Re-appointments to the Workforce Investment Board.

Recommended Action:

Approve the following Countywide Re-appointments:

- A) Approve the re-appointment of Ethan Brown to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- B) Approve the re-appointment of Erin Carlson to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- C) Approve the re-appointment of Brandy Evans to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- D) Approve the re-appointment of Scott Kincaid to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- E) Approve the re-appointment of Michael Pickens to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- F) Approve the re-appointment of George Steffensen to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.
- G) Approve the re-appointment of Ananda Sweet to the Workforce Investment Board for a term beginning January 10, 2025, and ending on January 9, 2027.

Executive Summary:

The Board of Supervisors are responsible for appointments to over 75 boards, commissions, committees, and task forces. Vacancies and upcoming expiring appointments are posted on the County's list of Boards, Commissions, Committees, and Task Forces website:

<https://sonoma-county.granicus.com/boards/w/808bd6e42edf8e0f>.

Rule 50 of the Board Rules of Procedures states that the Clerk of the Board shall convene staff to review prospective countywide appointments and make appointment recommendations to the Board. The current item submits recommendations for positions on the Workforce Investment Board.

Discussion:

The Workforce Innovation and Opportunity Act (WIOA) is a federal law designed to prepare youth and adults for entry into and advancement within the labor force. The Workforce Investment Board (WIB) and its American Jobs Center of California (AJCC), Sonoma County Job Link, provide support to both Sonoma County

job seekers and businesses.

WIOA requires all local regions to create a WIB comprised of local business and community members to oversee and implement WIOA Title I programs. The Human Services Department (HSD) is requesting the reappointment of seven members to the WIB.

HSD's Employment and Training Division administers Job Link, a one-stop shop where the public can access basic career services such as workshops and job fairs. More intensive services are offered for job seekers looking for training, education, and work experience. Employers can access Job Link Business Services, including funding for workforce training.

Efforts to fill WIB seats are ongoing through referrals from current members and outreach to businesses, the public, private industry, and nonprofit organizations. HSD also works closely with the Economic Development Collaborative (EDC) to identify business members appropriate for the business seats on the WIB.

Membership Criteria/Process for Recommending Members for Appointment/Terms

In accordance with the written agreement between the Board and the WIB, the WIB reviews and approves candidates' applications for membership and forwards its recommendations to the Board for final approval and appointment.

The WIB consists of member categories in compliance with WIOA regulation. Business seats must comprise the majority and include representatives of business in the local area who are either owners, chief executives or operating officers; those who represent businesses that provide employment opportunities which include high-quality, work-relevant training and development from in-demand industry sectors or occupations; or those who are nominated by local business organizations and trade associations. There are fifteen business seats representing 52% of the WIB.

Not less than 20% of the members of each local WIB must be representatives of the workforce within the local area, including representatives of labor organizations, apprenticeships, community-based organizations with experience and expertise in addressing the employment needs of individuals with barriers to employment, and representatives of organizations that have demonstrated experience and expertise in addressing the employment, training, or educational needs of youth. Within this workforce representative category, a minimum of 15% of the seats must represent labor organizations. There are seven workforce representative member seats, constituting 24% of the WIB. Five of the seats represent labor, constituting 17% of the WIB.

Each WIB must include representatives of entities administering education and training activities, including those administering adult education and literacy activities; representatives of institutions of higher education, including community colleges; and representatives of local educational agencies and community-based organizations addressing the education or training needs of individuals with barriers to employment. There are two education and training seats on the WIB.

Each WIB must include representatives of governmental and economic and community development entities; a representative from the state employment service office; a representative of the programs carried out under the Rehabilitation Act of 1973; representatives of agencies administering transportation, housing, and public assistance programs; and representatives of philanthropic organizations serving the local area. There are currently three governmental and economic and community development seats on the WIB.

The WIB seeks business members who provide expertise in Sonoma County's important or emerging employment sectors such as health care, hospitality, and the building and trades. Applications are reviewed by the WIB's Executive Committee and then recommended to the Board for appointment.

WIB members are allowed to serve three two-year terms. At the end of three terms, members are welcome to attend as a member of the public or to reapply to serve additional terms. Members will automatically be reappointed for terms two and three unless they submit a resignation or change employment and become ineligible to maintain membership.

Member Re-appointment

Approve the reappointment of **Ethan Brown** to the WIB. Mr. Brown has been with the Sonoma County Economic Development Collaborative (EDC) since 2012, and currently serves as the Executive Director. During his time at the EDC, he has worked in a variety of roles serving local businesses and the community, including business retention and expansion, startup services, enabling access to capital, and disaster response. Mr. Brown fills one of the three Governmental and Economic and Community Development seats on the WIB.

Approve the reappointment of **Erin Carlson** to the WIB. Ms. Carlson was the Director of Human Resources for Petaluma and Rohnert Park Health Centers. In her role, she was responsible for assisting the company with ideas to resolve the workforce issues facing Sonoma County, which include housing, transportation, and child care as obstacles to employment. Ms. Carlson thrives on problem solving and she was inspired to join the WIB to offer innovative ideas to help solve issues. Ms. Carlson fills one of the fifteen Business seats on the WIB.

Approve the reappointment of **Brandy Evans** to the WIB. Ms. Evans has been with Goodwill Industries for many years and is currently the President and Chief Executive Officer. Ms. Evans has a varied employment background which includes construction, real estate and long-term health care. She is the current WIB Chair and fills one of the fifteen Business seats on the WIB.

Approve the reappointment of **Scott Kincaid** to the WIB. Mr. Kincaid joined Facility Development Corporation in 2012 as its Chief Financial Officer and Director of Project Development. Previously, Mr. Kincaid worked in commercial lending as Senior Vice President and Senior Loan Officer with First Community Bank. During his banking career, Mr. Kincaid focused on commercial and real estate financing and custom residential financing. He has served in leadership capacities on the WIB, Sonoma County Alliance Board, the Sonoma County Innovation Action Council, and Sonoma County Youth Ecology Corps. Mr. Kincaid fills one of the fifteen Business seats on the WIB.

Approve the reappointment of **Michael Pickens** to the WIB. Mr. Pickens is the District Representative for Operating Engineers Local 3, having been a member for over 24 years. He is a heavy equipment mechanic/welder by trade and a graduate of Operating Engineers Local 3 apprenticeship program. He has been a union representative for over a decade. His experience working at the Local 3 training center as an instructor and apprentice coordinator gives him a wealth of knowledge that he can apply to workforce issues. He is the current WIB Chair-Elect. Mr. Pickens fills one of the five Workforce-Labor representative seats on the WIB.

Approve the reappointment of **George Steffensen** to the WIB. Mr. Steffensen is active with the Trades

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Introduction Program (North Bay TIP). He joined the Operating Engineers Union in 1981 as an apprentice and he became a journeyman in 1985. He worked on several projects in Sonoma County for a number of local contractors including Don Dowd Co., Argonaut Constructors and Ghilotti Construction. In 1990 he was employed by the Operating Engineers Union and held many positions including dispatcher, Business Agent, District Representative and the Apprenticeship Coordinator. Mr. Steffensen fills one of the five Workforce-Labor Representative seats on the WIB.

Approve the reappointment of **Ananda Sweet** to the WIB. Ms. Sweet is the Interim Chief Executive Officer and Economic & Workforce Development Manager at the Santa Rosa Metro Chamber. She administers a variety of programs including the Worksite Held Employee English Learning program; the Mike Hauser Academy for Science, Technology, Engineering and Math; and the Latinos in the Workplace Conference. This work is in collaboration with local private, public, and nonprofit sectors to support workforce development, including programs that promote early childhood development and family-friendly workplace policies. Ms. Sweet fills one of the fifteen Business seats on the WIB.

Strategic Plan:

N/A

Prior Board Actions:

Ethan Brown

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/10/2019 Agenda Item 18 Initial Appointment through 9/10/2020.

Erin Carlson

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/10/2019 Agenda Item 18 Initial Appointment through 9/10/2020.

Brandy Evans

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/11/2018 Agenda Item 45 Reappointed through 9/11/2020.
8/02/2016 Agenda Item 14 Reappointed through 8/2/2018.

Scott Kincaid

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/11/2018 Agenda Item 45 Reappointed through 9/11/2020.
8/02/2016 Agenda Item 14 Reappointed through 8/2/2018.
8/19/2014 Agenda Item 27 Reappointed through 8/19/2016.
10/09/2012 Agenda Item 18 Reappointed through 9/14/2014.
9/14/2010 Agenda Item 10-0663 Reappointed through 9/14/2012.

Michael Pickens

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1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/10/2019 Agenda Item 18 Initial Appointment through 9/10/2020.

Ananda Sweet

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
10/23/2018 Agenda Item 32 Reappointed through 10/23/2020
11/07/2017 Agenda Item 11 Initial Appointment through 11/07/2018.

George Steffensen

1/10/2023 Agenda Item 31 Reappointed through 1/09/2025
11/10/2020 Agenda Item 20 Reappointed through 11/10/2022.
9/11/2018 Agenda Item 45 Reappointed through 9/11/2020.
8/02/2016 Agenda Item 14 Reappointed through 8/2/2018.
.8/19/2014 Agenda Item 27 Reappointed through 8/19/2016.
10/09/2012 Agenda Item 18 Reappointed through 9/14/2014.
9/14/2010 Agenda Item 10-0663 Reappointed through 9/14/2012.
9/15/2009 Agenda Item 09-0861 Initial Appointment through 9/15/2010.

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Proposed Workforce Investment Board Member Roster

Related Items "On File" with the Clerk of the Board:

N/A