



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 11/4/2025

To: Board of Supervisors

Department or Agency Names: County Administrator's Office, Human Services

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

Vote Requirement: Majority

Supervisorial District: Countywide

Title:

Sonoma County Workforce Investment Board Membership Reappointments (Countywide)

Recommended Action:

Approve the reappointment of six members to the Sonoma County Workforce Investment Board for a two-year term beginning November 4, 2025 and ending on November 4, 2027 (Countywide)

Executive Summary:

The Board of Supervisors is 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, 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 approval to reappoint six current 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 to identify business members appropriate for the business seats on the WIB. Current members for reappointment are in good standing and meet the Membership Criteria and Process for Recommending (see Attachment A).

Member Reappointment

Judy Coffey is the former Senior Vice President/Area Manager for Kaiser Permanente's Marin-Sonoma service area. She was the chief executive responsible for the operations of both the Santa Rosa and San Rafael Medical Centers with nearly 250,000 members. An active member in the community, Ms. Coffey has been involved at all levels with the American Heart Association and is currently a member of their National Emergency Cardiovascular Care Board. Ms. Coffey also serves as a member of the North Bay Hospital Council, Workforce Investment, Empire College, United Way of the Wine Country, Providence, and Rebuild North Bay boards. Ms. Coffey has served on the WIB since 2000 and was chair from 2004-2006. Ms. Coffey fills a community member seat.

Kristina Holloway is the Chief Human Resources Officer at Healdsburg District Hospital. She has been with Healdsburg District Hospital since 2012 and has over 30 years of experience in strategic, tactical, and operational human resources management. Ms. Holloway earned her Bachelor of Science in Hotel and Restaurant Management from California State Polytechnic University, Pomona and her Master of Science in Organizational Development from the University of San Francisco. She has held the Senior Professional Human Resources (SPHR) certification since 2000 and has served on the WIB since 2010. Ms. Holloway fills a business seat.

Stephen Jackson is an independent consultant. Before his retirement, he was the Director of Career Technical Education (CTE) Partnerships for the Sonoma County Office of Education and oversaw all aspects of the county-level effort to support districts and schools to develop and provide high quality CTE programs for high school students in Sonoma County. Mr. Jackson worked in education for 30 years, including 12 years as a business and technology instructor at Montgomery High School in Santa Rosa. He has served on the WIB since 2005 and he fills a business seat.

David Tam is the North Bay Workforce Services Cluster Manager for Sonoma, Marin, Napa, and Solano Counties for the California Employment Development Department. Mr. Tam is on the WIBs for all four counties as a representative from the state employment services office, which is required under the Wagner-Peyser Act. He has been on the WIB since 2018 and he fills a required governmental, economic, and community development seat.

Pedro Toledo is the Chief Administrative Officer for Petaluma Health Center. He also serves on the Hispanic Chamber of Commerce, the Heath Committee of the Santa Rosa Chamber of Commerce and the Santa Rosa Junior College Health Workforce Roundtable. His involvement with health-related interests in the community contributes to the WIB's connection with this important sector of the local economy. Mr. Toledo has served on the WIB since 2010 and he fills a business seat.

Alena Wall is the Public Affairs Director for Kaiser Permanente in Sonoma and Marin Counties. She is a community health leader devoted to eliminating health disparities and addressing the social factors that influence them. Ms. Wall has more than two decades of healthcare leadership experience, advocating for our

most vulnerable communities, coalition building, and leading strategies that transform conditions that drive health outcomes. Ms. Wall holds a bachelor's degree in health science from California State University - Chico, a master's degree in holistic health education from John F. Kennedy University, and she maintains her national credential as a certified health education specialist. She brings a passion for identifying solutions that improve economic opportunity for our most vulnerable community members, which is in alignment with WIB priorities and represents a healthcare nonprofit business perspective on the board. Ms. Wall fills a business seat.

Strategic Plan:

N/A

Prior Board Actions:

Judy Coffey was initially appointed to the WIB on 1/4/2000. She was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

Kristina Holloway was initially appointed to the WIB on 3/30/2010. She was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

Stephen Jackson was initially appointed to the WIB on 9/13/2005. He was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

David Tam was initially appointed to the WIB on 7/27/2018. He was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

Pedro Toledo was initially appointed to the WIB on 7/13/2010. He was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

Alena Wall was initially appointed to the WIB on 8/9/2022. She was reappointed one year later and then consistently reappointed every two years according to the appointment terms at that time.

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

Not applicable.

Narrative Explanation of Staffing Impacts (If Required):

Not applicable.

Attachments:

- A. Membership Criteria and Process for Recommending
- B. Proposed Workforce Investment Board Member Roster

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

No items on file with the Clerk of the Board.