



# COUNTY OF SONOMA

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

## SUMMARY REPORT

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**Agenda Date:** 9/17/2024

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**To:** Board of Supervisors

**Department or Agency Name(s):** Human Services

**Staff Name and Phone Number:** Michelle Revecho 707-565-5557, Katie Greaves 707-565-8501

**Vote Requirement:** Majority

**Supervisorial District(s):** Countywide

### **Recommended Action:**

Approve an extension of the Workforce Investment Board appointment of Brian Purtill through September 17, 2025.

### **Executive Summary:**

On September 12, 2023, the Board approved Brian Purtill to an initial one-year term on the Workforce Investment Board (WIB). On April 10, 2024 WIB bylaws were updated to reflect membership terms to “an initial term of two (2) years with up to two (2), two-year re-appointments.”

The WIB decided that starting July 1, 2024, existing members already serving on the board will have their current time on the board count as their first term of three potential terms. The next renewal date after July 1, 2024 will count as the start of their second term.

A one-year extension is being requested to Brian Purtill’s September 12, 2023 appointment in order to align his term with the most recent bylaws. This extension will avoid a shortened service term on the WIB.

### **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 Job 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 extension of Brian Purtill’s original appointment to the WIB beginning September 12, 2023 and ending September 11, 2024 to the new term ending September 17, 2025.

HSD’s Employment and Training Division administers Sonoma County 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, workforce, and private nonprofit organizations. HSD also works closely with the Economic

Development Board to identify business members appropriate for the business seats on the WIB.

**Membership Criteria, Process for Recommending Members for Appointment, and 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 that are nominated by local business organizations and trade associations. There are fifteen business seats representing 56% 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 eight workforce representative member seats, constituting 26% of the WIB. Five of the seats represent labor, constituting 19% 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 reapply to serve additional terms. Members will be automatically reappointed for terms two and three unless they submit a resignation or change employment positions to become ineligible to maintain membership.

**Member Appointment**

**Mr. Purtill** is the Dean of Empire College School of Law where he oversees, creates and administers curriculum

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and policies and procedures, as well as assesses and meets staffing needs, all related to providing a legal education to law students. He assures the compliance with and is responsible for maintaining all accreditation requirements from the California State Bar's Committee of Bar Examiners. He has been involved in private education for the past four years as an educator. Mr. Purtill fills a business seat on the WIB.

**Prior Board Actions:**

06-10-2024: Appointed three new members and reappointed one member to the WIB

10-03-2023: Reappointed two members to the WIB

09-12-2023: Appointed two members and reappointed one member to WIB

**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:**

None