



## SUMMARY REPORT

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**Agenda Date:** 11/10/2020

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**To:** Sonoma County Board of Supervisors  
**Department or Agency Name(s):** Human Services  
**Staff Name and Phone Number:** Katie Greaves (707) 565-8501  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Countywide

**Recommended Action:**

Approve the re-appointment of Ethan Brown, Erin Carlson, Brandy Evans, Steve Herron, Scott Kincaid, George Steffenson, Ananda Sweet, Michael Pickens, Audra Verrier, and David Wayte to the Sonoma County Workforce Investment Board for a two-year term beginning November 10, 2020, and ending November 10, 2022.

**Executive Summary:**

The Workforce Innovation and Opportunity Act (Workforce Act) is a federal law designed to prepare youth and adults for entry into the labor force. The Workforce Investment Board (WIB) and its career center, Job Link, provide support to Sonoma County job seekers and business by providing services such as workshops and job fairs to connect those looking for work with businesses in need of workers.

The Workforce Act requires all local regions to create a board comprised of local business and community members to oversee and implement the Workforce Act. The Workforce Act requires the appointment of a policy oversight body, and the Sonoma County Workforce Investment Board serves in this capacity for Sonoma County. As required by the Workforce Act, this board item seeks the appointment and reappointment of Workforce Investment Board members.

**Discussion:**

**Membership Criteria and Process for Recommending Members for Appointment**

The Sonoma County Workforce Investment Board serves as the policy oversight body for Sonoma County employment and training programs. In accordance with the written agreement between the Sonoma County Board of Supervisors and the WIB, the WIB reviews and approves candidates' applications for membership and forwards its recommendations to the Board of Supervisors for final approval and appointment.

The Workforce Investment Board consists of member categories in compliance with Workforce Act regulation. Business seats must comprise the majority and are comprised of representatives of business in the Local Area who are either owners, chief executives, or operating officers; those that represent businesses that provide employment opportunities that include high-quality, work-relevant training and development in in-demand industry sectors or occupations; or those that are appointed from among individuals nominated by local business organizations and business trade associations. Business must comprise the majority. There are fifteen Business Seats on the WIB representing 51% of the Board.

Not less than 20% of the members of each Local Board must be representatives of the Workforce within the Local Area, including representatives of labor organizations, apprenticeships, community-based organizations that have 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 education 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 on the WIB, constituting 24% of the Board. Five of these seats represent Labor, constituting 17% of the Board.

Each Local Board 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 three Education and Training Seats on the WIB.

Each Local Board must include representatives of governmental and economic and community development entities, including a representative of economic and community development entities; an appropriate representative from the State employment service office; an appropriate 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 who have 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 are then recommended to the Board of Supervisors for appointment. Current members in good standing are recommended for reappointment at the end of their term.

Efforts to fill the WIB seats are ongoing through referrals from current members and outreach to businesses, public, workforce, and private nonprofit organizations. The Human Services Department also works closely with the Economic Development Board to identify business members appropriate for the business seats on the WIB.

### **Member Re-Appointments**

Staff recommends re-appointment of Ethan Brown, Erin Carlson, Brandy Evans, Steve Herron, Scott Kincaid, George Steffenson, Ananda Sweet, Michael Pickens, Audra Verrier, and David Wayte to the WIB:

**Ethan Brown** is a Program Manager for the Sonoma County Economic Development Board. As a primary point of contact for local government, business, and community partners, he manages community economic development and redevelopment programs including: business attraction and retention programs, nonprofit grants management, contract administration, business technical assistance services, microenterprise development, economic development finance, revolving loan fund administration, improvement programs, project management, budgeting and analysis, public policy development, and workforce development training programs. Mr. Brown fills a Governmental and Economic and Community Development seat on the board.

**Erin Carlson** is the Executive Director of Sunrise Senior Living of Petaluma. In her role, she is responsible for the day to day operations as well as assisting the company with ideas to resolve the workforce issues it is facing in Sonoma County, which include housing, transportation, and child care as obstacles to help overcome in Sonoma County. She was inspired to join the WIB to offer innovative ideas to help solve issues. Erin thrives on problem solving. Ms. Carlson will continue to fill a business seat on the board.

**Brandy 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. Ms. Evans will continue to fill a business seat.

**Steve Herron** is a Senior Vice President & Manager of the Commercial Banking Group of Exchange Bank, where he has worked in Commercial Lending and Business Development for the last twenty years. In addition to his work duties at Exchange Bank, Mr. Herron is currently involved in several civic and non-profit activities, including his position as current member and past chair of the Sonoma County Investment Board, serving on the board since its inception. Mr. Herron has served as a member and past-Chair of the Sonoma County Workforce Development Board for over twenty years. Mr. Herron will continue to fill a business seat on the WIB.

**Scott Kincaid** joined Facility Development Corporation (FDC) 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 Sonoma County Workforce Investment Board, Sonoma County Alliance Board and participation in the Sonoma County Innovation Action Council and Sonoma County Youth Ecology Corps. Mr. Kincaid will continue to fill a business seat on the WIB.

**Michael Pickens** is the District Representative for Operating Engineers Local 3, having been a member for over 20 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. Michael believes that his experience working at the Local 3 training center as an instructor and apprentice coordinator will give him a wealth of knowledge that he can apply to workforce issues. Mr. Pickens fills a Workforce-Labor Representative seat on the WIB.

**George Steffensen** is active with the Trade Introduction Program (North Bay TIP). He joined the Operating Engineers Union in 1981 as an apprentice. He became a journeyman in 1985. He worked on several projects in Sonoma County for a number of local contractors, i.e. Don Dowd Co., Argonaut Constructors and Ghilotti Construction. In 1990 he was employed by the Operating Engineers Union and held many positions. He worked as a dispatcher, Business Agent, District Representative and the Apprenticeship Coordinator. Mr. Steffensen will continue to fill a Workforce-Labor Representative seat on the WIB.

**Ananda Sweet** is the Economic and Workforce Development Manager at the Santa Rosa Metro Chamber and administers a variety of programs including the WHEEL (Worksite Held Employee English Learning) program, the Mike Hauser Academy for STEM (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 a Business seat on the Board.

**David Wayte** is the Regional Administrator for the California Department of Rehabilitation in the Redwood Empire District, which serves the coastal regions of California from Napa to the Oregon Border. The mission of the Department is to assist disabled Californians to obtain and retain employment and to maximize their

ability to live independently. Mr. Wayte fills a required Governmental, Economic, and Community Development seat on the Board.

**Audra Verrier** is the Career Center Coordinator at Sonoma State University. In her role, she supports the future workforce in our county and local region. She has over 17 years of experience in administration of programs and services that support adult learning and development to increase education, skills, and knowledge to enhance professional lives. She is also an advocate for diversity, inclusion, and equity. Ms. Verrier fills an Education seat on the Board.

**Prior Board Actions:**

May 12, 2020: Appointed one new member and reappointed three members to the Workforce Investment Board.

September 10, 2019: Appointed four new members and reappointed nine members to the Workforce Investment Board.

March 12, 2019: Reappointed nine members to the Workforce Investment Board.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses			
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Narrative Explanation of Fiscal Impacts:**

N/A

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

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**Agenda Date:** 11/10/2020

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N/A

**Attachments:**

Proposed Workforce Investment Board Membership Roster

**Related Items “On File” with the Clerk of the Board:**

None