



## Legislation Details (With Text)

**File #:** 2021-1008  
**Type:** Appointment **Status:** Agenda Ready  
**File created:** 9/10/2021 **In control:** Human Services  
**On agenda:** 11/16/2021 **Final action:**  
**Title:** Approve the Re-Appointment of the following people to the Sonoma County Workforce Investment Board for a two-year term beginning November 16, 2021 and ending November 16, 2023: Ed Barr, Judy Coffey, Nancy Emanuele, Kristina Holloway, Roy Hurd, Stephen Jackson, David Tam, and Pedro Toledo  
**Sponsors:** Human Services  
**Indexes:**  
**Attachments:** 1. Summary Report, 2. WIB Membership List - FINAL

Date	Ver.	Action By	Action	Result
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**To:** Board of Supervisors  
**Department or Agency Name(s):** Human Services Department  
**Staff Name and Phone Number:** Katie Greaves (707) 565-8501  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Countywide

### Recommended Action:

Approve the Re-Appointment of the following people to the Sonoma County Workforce Investment Board for a two-year term beginning November 16, 2021 and ending November 16, 2023: Ed Barr, Judy Coffey, Nancy Emanuele, Kristina Holloway, Roy Hurd, Stephen Jackson, David Tam, and Pedro Toledo

### 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 businesses 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 WIB serves in this capacity for Sonoma County. As required by the Workforce Act, this board item seeks the appointment and reappointment of WIB members.

### Discussion:

The Sonoma County WIB 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 WIB consists of member categories in compliance with Workforce Act regulation. Business seats must

make up the majority and are comprised of representatives of businesses 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 the in-demand industry sectors or occupations; or those that are appointed from among individuals nominated by local business organizations and business trade associations. There are fifteen business seats on the WIB representing 52% 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 eight 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 two education and training seats on the WIB.

Each local board must include representatives of governmental and economic and community development entities, including 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; a representative of economic and community development entities; 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 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, the 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 Ed Barr, Judy Coffey, Nancy Emanuele, Kristina Holloway, Roy Hurd, Stephen Jackson, David Tam, and Pedro Toledo to the WIB.

**Ed Barr** is President of P & L Specialties and the Tom Beard Company which produces, respectively, wine making equipment and wine barrel cleansing equipment. He has been an active member of the WIB since 2002. He was chair of the WIB for two terms from 2003-2004 and 2008-2010. Ed Barr fills a business seat on the WIB.

**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, Judy has been involved at all levels with the American Heart Association and is currently a member of their National Emergency Cardiovascular Care Board. She also serves as a member of the North Bay Hospital Council, Workforce Investment, Empire College, United Way of the Wine Country, and Rebuild North Bay boards. She recently worked with Leap Solutions partnering with Sonoma County supporting stakeholders through the ever-changing COVID-19 guidelines, programs, and legislation. Judy has served on the WIB since 2000. She was chair of the WIB from 2004-2006. Judy Coffey fills a community member seat on the WIB.

Nancy Emanuele is the Principal for the Petaluma Adult School. As a One-Stop Partner, she is a member of the Adult Education Consortium created under AB 86. Petaluma Adult School provides education and training to 1,500 individuals annually with programs ranging from high school diploma completion and family literacy to computer skills and apprenticeship training. Their mission is to provide high quality instruction to our diverse community of adult learners to achieve family, workforce and personal goals. Ms. Emanuele has been on the WIB since 2018. Nancy Emanuele fills an education and training seat on the WIB.

**Kristina Holloway** is the Chief Human Resources Officer at Healdsburg District Hospital. She has been with Healdsburg District Hospital since 2012 and has over 28 years' experience in strategic, tactical, and operational Human Resources management. Kristina earned her Bachelor of Science degree in Hotel and Restaurant Management from California State Polytechnic University, Pomona and a Master of Science degree in Organizational Development from the University of San Francisco. She has been certified as a Senior Professional Human Resources (SPHR) since 2000 and has served on the WIB since 2010. Ms. Holloway fills a business seat on the WIB.

**Roy Hurd** has been involved in private education and school administration for more than 42 years, serving the past 32 years as President of Empire College in Santa Rosa. Roy is past-Chairman of the Board of the Wells Fargo Center for the Arts, Santa Rosa Chamber of Commerce, Business Education Round Table and the Sonoma County Workforce Investment Board (Chairman 2006-2009). In 2007, Roy was the recipient of the Sonoma County Spirit of Sonoma Award which recognized his contributions to the Sonoma County Workforce Investment Board. In 2011, Roy was inducted into the Hall of Fame awarded by the California Association of Private Postsecondary Schools. He was chair of the WIB from 2006-2008. Roy has served on the WIB since 2000. Mr. Hurd fills a business seat.

**Stephen Jackson** is an independent consultant. Before his recent retirement he was the Director of Career Technical Education (CTE) Partnerships for the Sonoma County Office of Education (SCOE) 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. Stephen 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. Mr. Jackson fills a business seat on the WIB.

**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 Workforce Investment Boards 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. Mr. Tam fills a required governmental,

economic, and community development seat on the WIB.

**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 Sonoma County’s economy. Pedro has served on the WIB since 2010. Mr. Toledo fills a business seat.

**Prior Board Actions:**

June 8, 2021: Appointed one new member and reappointed nine members to the WIB.

November 10, 2020: Reappointed ten members to the WIB.

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

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 21-22 Adopted</b>	<b>FY22-23 Projected</b>	<b>FY 23-24 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):**

N/A

**Attachments:**

Proposed Workforce Investment Board Membership Roster

**Related Items “On File” with the Clerk of the Board:**  
None