



Our Mission:  
The Workforce Development Board of Contra Costa County exists to promote a workforce development system that meets the needs of businesses, job seekers, and workers in order to ensure a strong, vibrant economy in Contra Costa County.

## Business & Economic Development Committee Meeting

### Agenda

June 2, 2021

3:00 p.m. – 4:30 p.m.

**Join ZOOM Meeting**

<https://zoom.us/j/93551622173?pwd=azNDU1ZmZWtHWkFXQkFOV1YzN1lQQT09>

**Meeting: 935 5162 2173**

**Password: 580220**

- 3:00 PM** CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST  
PUBLIC COMMENT
- 3:05 PM** CONSENT AGENDA & INTRODUCTION OF COMMITTEE MEMBERS  
C1 Approve Minutes from 04.07.2021 meeting
- 3:10 PM** PRESENTATION ITEMS  
P1 Contra Costa Small Business Development Center Updates & Services  
by Al Gohary, Assistant Program Director for Norcal SBDC and the Interim  
Director of the Contra Costa SBDC  
P2 Report out from Accelerating an Equitable Recovery in the Bay Area/  
Equitable Economic Recovery Taskforce - Kristin Connelly & Patience Ofodu
- 4:20 PM** CO-CHAIR'S REPORTS  
WDBCCC MEMBER REPORT  
Interim Executive Directors Report  
Future Committee Agenda
- 4:30 PM** ADJOURN  
**Next BED Meeting: Wednesday, TBD from 3:00 p.m. to 4:30 p.m.**

*Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 72 hours prior to that meeting are available and for public inspection at 4071 Port Chicago Highway, 2<sup>nd</sup> Floor, Concord, CA during normal business hours*

*The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Workforce Development Board at 925.671-4560*

WORKFORCE DEVELOPMENT BOARD (WDB) OF CONTRA COSTA COUNTY  
BUSINESS & ECONOMIC DEVELOPMENT (BED) COMMITTEE CHARTER

Charter Element	Charter Agreement Information
<b>Business Objective</b>	The primary objective of the Business & Economic Development (BED) Committee is to meet the workforce needs of high-demand sectors of the local and regional economies.
<b>Case for Action</b>	<p>As we advance our work toward realizing our vision for creating shared opportunity and economic prosperity, a number of key factors drive our work:</p> <ul style="list-style-type: none"> <li>• Good jobs in today’s economy and labor market require workers to have a growing level of knowledge and skill in order to compete for them;</li> <li>• The employment gap is widening between those with higher levels of education and credentials and those who lack them;</li> <li>• Jobs are growing at both the high-skill and low-skill end of the labor market, while growth of “middle skill” jobs has been lagging; however, the retirement of baby boomers from the labor force will create openings in nearly every industry and occupation;</li> <li>• The incoming workforce does not have the education and skill-sets needed to perform many of these jobs, as manifested by a continued lag in the educational attainment levels of young people (although beginning to show some signs of improvement, student preparedness for post-secondary education remains very low); and</li> <li>• The difference between supply and demand indicates that there is a “skills gap” between what most workers have to offer and what businesses need, creating the urgency to develop and support new strategies that can better equip and train people for jobs in today’s economy.</li> </ul>
<b>Requirements</b>	<p>The BED Committee will:</p> <ul style="list-style-type: none"> <li>• Analyze and understand trends in order to respond to business needs</li> <li>• Bring industry and education together to address workforce needs in priority sectors</li> <li>• Collaborate with industry and education partners to develop solutions for workers to acquire essential skills in high-growth, high-demand sectors</li> <li>• Work with WDB partners to develop an array of innovative workforce services supports</li> <li>• Support development and evolution of regional workforce and economic development networks to address workforce education and training priorities</li> </ul>
<b>Boundaries / Guidelines</b>	The BED Committee advises and influences the direction and implementation of business services strategies as outlined the WDB 2017-2020 Strategic Plan, including playing an advisory role to the Contra Costa Small Business Development Center (SBDC).
<b>Team Membership</b>	<p>The BED Committee brings together leaders from business, economic development, education, labor, community-based organizations, and the public sector. The BED Committee co-chairs are members of the WDB Executive Committee and all members of the BED Committee hold a seat on the Workforce Development Board. The BED Committee and the WDB work on behalf of the Contra Costa County Board of Supervisors and the businesses and residents of Contra Costa County.</p> <p>The WDB and the BED committee often draw upon the knowledge and expertise of other individuals and organizations that are not members of the WDB and occasionally form <i>Ad Hoc</i> committees to do work.</p>
<b>Timing</b>	The work of the BED Committee is aligned with the timeline of the WDB’s 2017-2020 Strategic Plan.
<b>Resources</b>	The WDB and the BED Committee provide and/or support convening and networking functions that draw together a wide spectrum of stakeholders that contribute to the health of the local economy and prepare residents for effective participation in the workforce. These include local and regional businesses, economic development experts and organizations, public agencies, education, labor, and community-based organizations.
<b>Review Process</b>	The WDB and the BED Committee provide and/or support convening and networking functions that draw together a wide spectrum of stakeholders that contribute to the health of the local economy and prepare residents for effective participation in the workforce. These include local and regional businesses, economic development experts and organizations, public agencies, education, labor, and community-based organizations.

**BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

Wednesday, April 7, 2021

The Business & Economic Committee met on Wednesday, April 7, 2021, via a Zoom meeting. Co-Chair Stephanie Rivera called the meeting to order at 3:46 pm. Co-Chair Stephanie Rivera reminded everyone of potential conflicts of interest.

**ATTENDANCE**

MEMBERS PRESENT - Stephanie Rivera, Yolanda Vega, Stacey Marshall, Carolina Herrera, Monica Magee, Leslay Choy, Richard Johnson, Corry Kennedy

MEMBERS ABSENT – Kwame Reed, Terry Curley, Joshua Aldridge, Kelly Schelin

OTHERS PRESENT – Devon Powers (Board), Chris Earl (CAL OSBA), Gurbax Sahota (CALED), Bob Redlo (East Bay Health Workforce Partnership), Loretta Bisio (EDD), Lianna Adatao (Economic Dev. Danville), Kevin Cabral, Melissa Rea, Thomas Omolo (City of Richmond), Daniel Davis, Jordan Davis (Economic Dev. Pittsburg), Juanita Davalos, Jackie Keliiaa (Economic Dev. East Bay)

WDB STAFF PRESENT – Patience Ofodu, George Carter, Verneda Clapp, Charles Brown, Amrita Kaur, Jed Silver, Trudie Giordano and Patricia Conley

**PRESENTATION ITEM**

**P1 State Stimulus Package for Small Business by Christopher Richardson Earl, Southern CA Regional Advisor, Governor’s Office Business & Economic Development**

Christopher Earl, of Rialto, was appointed Southern California Regional Advisor at the Governor’s Office of Business and Economic Development in 2020. Earl has been an independent business consultant at The Commercializer LLC since 2019. He was Executive Director of Economic Development and Entrepreneurship at the Riverside Community College District from 2019 to 2020, where he held several other positions from 2012 to 2019, including, Director of the Office of Grants and Contracts, Assistant Director of TriTech Small Business Development, Business Development Administrative Specialist, Marketing and Events Coordinator and Statewide Director of the Federal and State Technology (FAST) Partnership Program.

**Highlights of Report:**

**CalOSBA Mission & Objectives**

**Mission:** CalOSBA supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations. CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

**CalOSBA: Gateway to Resources and Assistance**

- Direct Assistance:  
State Resources
- Content:  
Trainings/ Webinars
- Local Assistance:  
Network of Small Business Centers: [business.ca.gov/centers](http://business.ca.gov/centers)

**CalOSBA: Advocate /Voice of Small Business**

**COVID-19 Relief**

- CA Rebuilding Fund: Affordable loans and services for small businesses: [CALoanfund.org](http://CALoanfund.org)

- Tax Relief: Sales tax relief and Main Street Small Business Hiring Tax Credit: [cdtfa.ca.gov](http://cdtfa.ca.gov)
- Small Business Covid-19 Relief Grant Program: The program provides competitive micro grants ranging from \$5,000 to \$25,000 to eligible small businesses and nonprofits impacted by COVID-19 and the related health and safety restrictions; [CAReliefGrant.com](http://CAReliefGrant.com)

**CA Small Business COVID-19 Relief Grant Program**

**Grant Award:** Grants up to \$25,000 for eligible small business and nonprofits impacted by COVID-19 and health and safety restrictions. For more information; [CAReliefGrant.com](http://CAReliefGrant.com)

**Grant Rounds:** Round 5 3/25-3/31 is current waitlisted applicants and new applicants. Round 6 TBA soon but is current waitlisted applicants and new applicants.

**Lendistry:** CalOSBA is partnering with Lendistry, the intermediary, a CDFI missing lender, and over 500 partners to help eligible small businesses.

**CalOsBA: Advocate/Voice of Small Business**

- **Access/Connection to Capitol**
  - Federal relief
  - State programs
    - [Lbank.ca.gov](http://Lbank.ca.gov)
    - [CALoanFund.org](http://CALoanFund.org)
    - [Treasurer.ca.gov/cpcfca/calcap](http://Treasurer.ca.gov/cpcfca/calcap)
- **Access to Markets:**
  - Supply Chains/Procurement
  - Ecommerce/Global Trade

**Get Digital CA!** California’s E-Commerce Initiative is offering a Technology Learning Center, Digital Bootcamps, Online Tools and Digital Pop-Up Festivals to promote e-commerce adoption and build skills to complete online.

**PUBLIC COMMENT**

None

**CONSENT ITEMS**

**C1 Approve December 20, 2020 Business & Economic Development Committee meeting minutes.**

**Motion/Second Leslay Choy/Yolanda Vega**

**Motion Approved**

**AYES:** Stephanie Rivera, Yolanda Vega, Stacey Marshall, Carolina Herrera, Monica Magee, Leslay Choy, Richard Johnson, Corry Kennedy

**NAYES:** None

**ABSENT:** Kwame Reed, Terry Curley, Joshua Aldridge, Kelly Schelin,

**ABSTAIN:** None

**PRESENTATION ITEM**

**P2 Economic Development Briefing – Practitioner’s Perspective by Gurbax Sahota, President & CEO of California Association for Local Economic Development**

Gurbax Sahota, President and CEO for the California Association for Local Economic Development (CALED) will brief us on economic development trends happening across the state. As the largest economic development organization in the state, CALED has a birds-eye view of state trends, but also sees best practices their members (local economic developers) implement. Additionally, Ms. Sahota will share key legislative issues that may impact economic development tools and resources for California jurisdictions.

## **CALED (Economic Development Leadership Since 1980)**

**If you could have another Economic Development Tool or Resources Right now, what would it be? As of September 2020**

- Resources – Funds for Economic Development ... Investment in Economic Development
- Staff/Capacity ...#1 for April 2021
- Tax Increment Financing – Redevelopment, EIFDs
- Data – Places to get current data ... COVID is a Game Changer

## **CARES ACT FOR ECONOMIC DEVELOPMENT (Use for...)**

- Loan Program for businesses
- Grant Program for businesses
- Technical Assistance
- Safety Equipment
- Other

## **63% Expect Rescue Act Funds for Economic Development**

- Still determining, looking for ideas
- Grants
- Infrastructure/Broadband
- Rental assistance – commercial and residential

## **LEGISLATION/TRENDS TO WATCH**

- AB 106 (Salas) and AB 844 (Grayson)
- Surplus Land Act Guidelines – SB 466 (Wieckowski)
- SB 780 (Cortese) Tax Increment Financing – EIFDs, CRIAs
- AB 753 (Grayson) – Extend and Re-Purpose Underground Storage Tank Fund
- AB 285 (McGuire) – VISIT California \$45million
- CalEPA's Draft Vapor Intrusion Guidance – impacting local investments and projects in CA right now.

## **DISCUSSION ITEM:**

### **D1 Input Requested on Small Business-centric Fund Design by Leslay Choy, Executive Director of San Pablo Economic Development Corporation**

San Pablo Economic Development Corporation (San Pablo EDC) is vested across the county in creating economic opportunity that lifts the county as a whole from both a health and economic equity perspective. The pandemic economy has made crystal clear, more than ever, that to achieve health equity, the disproportionate impacts of which are magnified several-fold in a pandemic, we must focus on economic equity.

The past 13 months have been a deep investment in pivoting services to better support workforce and business clients and listening more intently to the barriers that exacerbate a stifled economy for them. It was sobering to learn, in confidence, how extensive the debt accumulation has been to date, and to acknowledge that even in recovery, debt continues to accrue and its significance will need to be addressed. We have partnered broadly to serve and been a willing thought partner on micro grant program design. San Pablo, like many cities, also launched and loaned out all funds for a COVID grant relief program. The bigger picture, however, is the county and how we invest in an equitable economic recovery for our small businesses.

San Pablo EDC has gathered regarding uneven access to capital, the growing debt and continued transition of temporary closures to permanent, they have a base concept for a potential county-wide funding solution; however, one size does not fit all. They would like to overview the fund concept and gather input on different pain points and equity issues, to better inform the ultimate design.

**Feedback/Comments:**

- Input and feedback they can connect with Leslay C. directly via email
- Economic Developers from different city are encourage to engage as well

**CO-CHAIR'S REPORT**

- Feedback & thoughts for future agenda items for the BED Committee to be considered
  - Women's Business Organization or Entrepreneurs for presenters
  - Invite or reach out to the Transportation Authority - for the reopening of the economy
- Presentations are helpful and good resources

**THE MEETING ADJOURNED AT 4:26 PM**

Respectfully Submitted,  
Rochelle Martin-Soriano, Board Secretary

/rms



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**DATE:** June 2, 2021  
**TO:** Business & Economic Development Committee  
**FROM:** Workforce Development Board Staff  
**RE:** Contra Costa Small Business Development Center Updates & Services by Al Gohary, Assistant Program Director for Norcal SBDC and the Interim Director of the Contra Costa SBDC

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### **Biography of Speaker**

Al Gohary is the Assistant Program Director for Norcal SBDC and the Interim Director of the Contra Costa SBDC. He is extremely passionate about supporting small businesses in Contra Costa County, being part of changing people's lives from employees to business owners, and helping businesses stay in business. Their goal is to help clients start businesses; create economic impact, jobs, and success.

As an entrepreneur, he understands the business owners' day-in and day-out challenges. Prior to starting his Business Advising and Teaching careers, he helped in starting, managing, and growing two Inland Empire small business companies; one of which went public. In his 16 years of business advising with the SBDC in the past, he guided businesses to success and overcoming challenges that their businesses faced. He showed businesses how to start their business, grow, get funding, and stay in business.



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**DATE:** June 2, 2021  
**TO:** Business & Economic Development Committee  
**FROM:** Workforce Development Board Staff  
**RE:** Report out from Accelerating an Equitable Recovery in the Bay Area/ Equitable Economic Recovery Taskforce - Kristin Connelly & Patience Ofodu

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The Business & Economic Development Committee members received a presentation on October 7, 2020, on the Contra Costa Economic Partnership-Equitable Economic Recovery Taskforce (EERTF) sponsored by EHSD-WDBCCC on how the members can align and better support the Taskforce. This presentation aligns with the work of the task force and related work in the Bay Area. Kristin Connelly, CEO and Executive Director of East Bay Leadership Council, and Patience Ofodu Interim Executive Director WDBCCC, represented Contra Costa County at the Accelerating an Equitable Recovery in the Bay Area Summit. It was a regional convening of the key leaders involved in the various economic recovery efforts that started to form a year ago at the start of the pandemic. Three of these efforts were led by mayors – San Jose, Oakland, and San Francisco. Representing these efforts at the convening were the three mayors, Sam Liccardo, Libby Schaaf, and London Breed. Kristin had two conversations with the lead staffer from the San Francisco Foundation about their work with EERTF to share our approach and our progress, which it turns out is very consistent with these other efforts. Kristin and Patience will share some highlights of what was presented at the meeting, including excerpts from three presentations (1) From Policy link's equitable atlas on the status of economic impacts of COVID; (2) shared priorities from the economic recovery efforts and (3) information from some polling by EMC research on public opinion about all relevant issues. We will discuss Contra Costa's related efforts. The complete reports are available on the task force's website.

<https://www.ccpartnership.org/taskforce>



**Kristin Braun Connelly** is the President and CEO of the East Bay Leadership Council, an employer-led public policy advocacy organization focused on economic vitality and quality of life in the East Bay. She is also the Executive Director of the Contra Costa Economic Partnership.

**The Contra Costa Economic Partnership** engages business and civic leaders to make the region a better place to live and work.