



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**

August 18, 2021

3:00 p.m. – 4:30 p.m.

Join ZOOM Meeting

<https://us06web.zoom.us/j/83288002956?pwd=S2pvK3pwVGRIN2R3Wko4VTVsU3R5QT09>

Meeting: 832 8800 2956

Password: 434972

- 3:00 PM CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTION OF COMMITTEE MEMBERS**
- 3:05 PM CONSENT AGENDA**
C1 Approve Minutes from 06.02.2021 meeting
C2 Approve BED Charter Update to reflect Strategic Plan 2021- 2024
- 3:10 PM PRESENTATION ITEMS**
P1 Oakland Black Chamber of Commerce
P2 Healthcare Career Pathway (HCP) CNA Program
P3 Martinez Adult Presents Success Story with Small Businesses for their Optical Assistant Training
- 3:55 PM DISCUSSION ITEM**
D1 Post-COVID/Reopening Challenges – Facilitated by Monica Magee, Bishop Ranch, Sunset Development
- 4:20 PM CO-CHAIR’S REPORTS**
WDBCCC MEMBER REPORT
Future Committee Agenda
- 4:30 PM ADJOURN**
Next BED Meeting: Wednesday, October 6, 2021 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, 2nd 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 |
|--------------------------------|--|
| Business Objective | 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. |
| Case for Action | <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"> • 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; • The employment gap is widening between those with higher levels of education and credentials and those who lack them; • 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; • 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 • 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. |
| Requirements | <p>The BED Committee will:</p> <ul style="list-style-type: none"> • Analyze and understand trends in order to respond to business needs • Bring industry and education together to address workforce needs in priority sectors • Collaborate with industry and education partners to develop solutions for workers to acquire essential skills in high-growth, high-demand sectors • Work with WDB partners to develop an array of innovative workforce services supports • Support development and evolution of regional workforce and economic development networks to address workforce education and training priorities |
| Boundaries / Guidelines | 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). |
| Team Membership | <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> |
| Timing | The work of the BED Committee is aligned with the timeline of the WDB’s 2017-2020 Strategic Plan. |
| Resources | 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. |
| Review Process | 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, June 2, 2021

The Business & Economic Committee met on Wednesday, June 2, 2021, via a Zoom meeting. Co-Chair Stephanie Rivera called the meeting to order at 3:03 pm. Co-Chair Stephanie Rivera reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT - Kwame Reed, Stephanie Rivera, Yolanda Vega, Carolina Herrera, Richard Johnson, Leslay Choy, Kelly Schelin, Corry Kennedy

MEMBERS ABSENT – Monica Magee (EX), Joshua Aldridge, Stacey Marshall, Terrence Cole

OTHERS PRESENT – Michael McGill (Board), Al Gohary (SBDC), Kristen Connelly (Easbay Leadership), Harumi Murata (City of Oakley), Jane LouieMarie Suvansin, Maura Connell

WDB STAFF PRESENT – Patience Ofodu, George Carter, Verneda Clapp, Charles Brown, Amrita Kaur, Jed Silver, Jeff Shoji, Rochelle Soriano, and Patricia Conley

PUBLIC COMMENT

None

CONSENT ITEMS

C1 Approve June 2, 2021 Business & Economic Development Committee meeting minutes.

Motion/Second Richard Johnson/Terry Curley

Motion Approved

AYES: Kwame Reed, Stephanie Rivera, Yolanda Vega, Carolina Herrera, Richard Johnson, Leslay Choy, Kelly Schelin, Corry Kennedy

NAYES: None

ABSENT: Monica Magee (EX), Joshua Aldridge, Stacey Marshall, Terrence Cole

ABSTAIN: None

PRESENTATION ITEMS

P1 Contra Costa Small Business Development Center Updates & Services by Al Gohary, Assitant Program Director for Norcal SBDC and the Interim Director of the Contra Costa

Norcal SBDC Regional Office: Humboldt State University

- All-Region Tech Program
- Norcal Finance Center
- Affiliate partners: SF
- Inclusivity Project

18 SBDC Centers

- Eureka, Yreka, Redding, Fort Bragg, Chico, Truckee, Napa, San Rafael, Fairfield, Sacramento, Contra Costa, Newark, San Francisco, San Mateo, Stockton, Aptos, San Jose

**** Funded by SBA and CA Governors Office of Business and Economic Development**

Update on Contra Costa Center

- Norcal SBDC Regional Network is managing the center in the interim
- Managed remotely with a local team of exper business advisors
- Currently is an open RFP (Request for Proposals) process to find a new local host

- Important Dates:
 - Issuance Date: January 11, 2021
 - Meeting for Current Hosts 3-5 PM , February 24, 2021
 - Bidders Conference #1: 10-12 PM , February 25, 2021
 - Bidder's Conference #2: 1 – 3 PM, February 26, 2021
 - Letter of Intent Submission Deadline: April 2, 2021
 - Bidder's Conference #3: 1 – 3 PM, April 16, 2021
 - Proposals Due: June 11, 2021
 - Notification of Winning Bidders/Notice Posted: August 13, 2021
 - Mandatory New Host and Director Meeting: August 30, 2021
 - Start date of contract and work commences: October 1, 2021

Contra Costa SBDC Services

SBDC Offers:

- No Cost Workshops and webinars
- No Cost one on one consulting

The one-on-one and webinars conducted by our expert advisor's guide clients through a variety of topics including:

- Access capital and funding
- Business planning
- E-commerce and web marketing
- Human resource management
- Expansion and growth capital
- Legal and business issues
- Best practice programs designed to help small businesses use the best technique possible to increase sales and profits

NorCal Specialty Programs

SBDC offers regional speciality programs with expert advisors:

- Tech Future Group
- NorCal Finance Center
- NorCal PTAC
- International Trade Initiative
- The Restaurant Program

Inclusivity Project (IP website – <http://www.theinclusivityproject.com/>)

- The IP Project (Inclusivity Project) is geared towards Black & African American clients using Black & African advisors.
- The NorCal SBDC hired advisors for the whole NorCal region for the centers that currently do not have a Black advisor or African American inhouse.
- Client would be applying to the program and have a black advisor working with them.
- It is our goal for the program to help 1000 Black & African American owned businesses access \$100 million in capital funding.

COVID-19 Loan & Grants

- Economic Injury Disaster Loan Advance
- On March 24, the Small Business Administration has authorized the increase in loan amounts from \$150,000 to \$500,000, starting on April 6, 2021.
- Audience: Small Business Owners, Self-employed, Non-profits
- PPP Loan & Forgiveness.
- ASKSBDC.COM

Shutted Venue Operators Grant

- The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act.
- \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance.
- Audience: Small Business Owners

NorCal SBDC Restaurant Program

- The Northern California Small Business Development Center's Restaurant Program is here to support start up and existing restaurants and food businesses through one on one advising, training, and resources. Our goal is to help you start your business and to provide ongoing support to grow your business.

P2 Report out from Accelerating an Equitable Recovery in the Bay Area/Equitable Economic Recovery Taskforce – Kristin Connelly & Patience Ofofu

<https://www.ccpartnership.org/task-force-resources>

An equitable recovery means ensuring the economic security and prosperity of all workers, especially those hardest hit by the pandemic.

Workers of color, especially women, were both more likely to work in low-wage industries such as retail and hospitality that were negatively affected by the pandemic shutdowns. As a result, workers of color have disproportionately experienced job and income losses during the pandemic.

Workers of color face additional vulnerabilities that must be addressed through recovery efforts.

Bay Area counties saw a dramatic drop in small business revenue and the number of businesses still open.

Serving under-invested communities

Students face barriers to learning from the digital divide.

With schools largely shut down during the pandemic, students have relied on Internet at home or elsewhere to support virtual learning.

Ensuring affordable housing and homelessness prevention

With an equitable recovery, vulnerable residents are protected in the short- and long-term from displacement, homelessness, and long-term debt.

A large share of renters of color, especially women, were already housing insecure before the pandemic, making them more vulnerable to eviction and rent debt now. For these and other economically vulnerable households, eviction could lead to homelessness, exacerbating the region's racial inequities.

Aligned Priorities in Bay Area

Shared Subregional Priorities

Small Business and Workforce Development

1. Culturally Competent Technical Assistance
2. Grants and (Forgivable) Loans
3. Worker Protections
4. Access to Good-Quality Jobs and Training

Supporting Under-Invested Communities

5. Cash Assistance and Guaranteed Income
6. Digital Inclusion – Internet Access
7. Digital Inclusion – Computer and Device Donations
8. Digital Inclusion – Digital Literacy Support Services
9. Universal Childcare Access

Affordable Housing and Tenant Protections

10. Forgivable Loans and Mortgage Forbearance
11. Project Homekey Hotel Conversions

Bay Area Attitude on Racial Equity and Regional Recovery

Recovery Priorities: Affordable Housing and Tenant Protections

Prioritizing housing and tenant protections is important to most residents. Providing rent relief for renters is more important than mortgage relief for homeowners.

- Providing rent relief for renters
- Providing mortgage relief for homeowners
- Making it easier to increase the number of affordable home and apartments
- Providing support to prevent families from being evicted and becoming homeless
- Providing support and place to live for people who are homeless

COVID Recovery:

Bay Area COVID-19 Recovery Priority

19% Economic Recovery/Jobs

12% COVID-19 Vaccination/Prevention

12% Homelessness

9% Affordable Housing

7% Education

CO-CHAIR'S REPORT

- Feedback & thoughts for future agenda items for the BED Committee to be considered.

THE MEETING ADJOURNED AT 4:22 PM

Respectfully Submitted,

Rochelle Martin-Soriano, Board Secretary

/rms

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DATE: August 18, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Staff
RE: Oakland Black Chamber of Commerce

ABOUT OAACC

We serve diverse business owners who (a) have been in business for at least one year, and (b) have generated at least \$100,000 in revenue. Whether the venture is in healthcare, construction, technology, environment, manufacturing, transportation, consumer products or is socially purposed, the Capital Pathways program will provide resources and connect a national network of our community's most established entrepreneurs.

With a model that infuses local partnerships and outreach, we aim to highlight home-grown founders and CEOs, as well as promote inter-generational connections for collective economic growth and empowerment.

Dynamic workshops, panels and speakers will engage entrepreneurs across ten cities: Atlanta, Dallas, Oakland, Las Vegas, Washington DC, New Orleans, Beaufort, St. Louis, Phoenix and Chicago between March and August 2017. In addition to in-person workshops, entrepreneurs per market will be eligible to receive ongoing support, mentorship and consultation from the U.S. Black Chambers and partners on issues of business development, marketing and outreach, legal, finance and accounting and mentoring.

Capital Pathways is funded by the U.S. Department of Commerce, Minority Business Development Agency's Broad Agency Announcement.

BIOGRAPHY OF SPEAKER



Cathy D. Adams

OAACC President and CEO

Adams, the founder of CDA Consulting Group, an events management company, brings more than 25 years of extensive experience and knowledge in marketing, branding, community outreach, and project management. As the President and CEO for the past 3 years, Adams plans advocates for African American owned businesses through mentorship, leadership development, and business solutions. Adams works with her team and partners to provide access to technical assistance, capital

and funding opportunities, branding workshops, wealth management, business banking, certification workshops and ways to increase business revenue. During COVID, Adams led the efforts to raise over 1 million dollars for Oakland Black-owned businesses that were being disproportionate impacted by the pandemic.

Adams started her career as a Jackson State College intern with her first eight-year chamber experience under the direction of the late Oscar J Coffey Jr., founder of the Northern California Black Chamber of Commerce. She served as chief of International Protocol for the City of Oakland. Her company organized the dedication of Frank Ogawa Plaza and continuously hosts community and political fundraising events. Since 1999, she has produced more than 21 Madam C.J. Walker Business Community and Recognition Awards Luncheons that have featured nationally known celebrities and opinion makers. Among her many accomplishments, Adams is currently the founding president emeritus of the National Coalition of 100 Black Women, Inc.; founder of the Powerful Women of The Bay Awards, a founding member of the San Francisco Museum of the African Diaspora (MoAD) and the former commissioner of the Alameda County Commission on the Status of Women.



DATE: August 18, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Staff
RE: Healthcare Career Pathway (HCP) CNA Program

BIOGRAPHY OF SPEAKER

Alissa Friedman is the President and CEO of Opportunity Junction and has overseen its growth from a pilot workforce development program into an East Contra Costa hub for training, education, and job placement serving more than 1,000 local residents annually. Alissa joined Opportunity Junction in 2001 as Project Manager and took over as its Executive Director in 2003. Before joining the organization, she worked in software development and as an attorney.

Alissa is active in the leadership of several Contra Costa collaboratives, including serving as the Interim Chair of the Family Economic Security Partnership and on the Steering Committee of the East Contra Costa Community Alliance. She has also served as a Commissioner on the Contra Costa County Commission for Women, which advises the Board of Supervisors on issues affecting women and girls in the county. In 2004, Alissa completed a fellowship with the Women's Policy Institute and helped draft and successfully advocate for S.B. 1639, the Education Works! bill. She is a former Editor-in-Chief of the *Berkeley Women's Law Journal*.

Under her leadership, Opportunity Junction was awarded the 2012 Neighborhood Builders Award from Bank of America, the 2013 Tipping Point Award, Antioch Nonprofit of the Year in 2014, the Chair of the Board Award in 2017, and the ImpactMatters Top 10 Poverty-Fighting Nonprofit in 2019. In 2018, Alissa was honored by State Senator Steven Glazer as his Woman of the Year for her leadership of the organization. Originally from Evanston, Illinois, she holds a bachelor's degree in physics from Harvard University and a J.D. from U.C. Berkeley's School of Law.

ATTACHMENT

P1a [Healthcare Career Pathways Executive Summary](#)



DATE: August 18, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Staff
RE: Martinez Adult Presents Success Story w/ Small Businesses for their Optical Assistant Training

This presentation from Susan Murphy is about the successful Optical Assistant Training Program, which is an approved apprenticeship program with the state of California. We wanted to follow up on a previous presentation to WDB Business iBest Team (WDB, Rubicon, and EDD) and show how our new partnerships have resulted in increased job opportunities for students and advantages for small businesses in our community.

BIOGRAPHY OF SPEAKER

Susan Murphy is in her 5th year as the director of Martinez Adult Education, part of the Martinez Unified School District. She has been in education for the past fifteen years working in Adult Education, K-12 CTE programs, and as an adjunct faculty in community college in Business and Computer Studies. In her leadership position with Martinez, she is involved as a founding member for the Contra Costa Workforce Collaborative as an AJCC access site, currently the co-chair for the Steering Committee for the Contra Costa County Adult Education Consortium, and serving as a member of the Interagency Advisory Committee on Apprenticeship, (IACA) Pre-Apprenticeship Subcommittee.

As an advocate for accessible affordable and short term training programs for adults Susan worked with her current staff, local employers, and other agencies to create job opportunities for adult school students that lead to jobs that are in demand and create a wage that allows them to support themselves and their families. In the past year, they have supported not only students retraining and re-entering the workforce, but have been able to support small businesses as well. They have established partnerships with agencies that support all trained workers to start at \$20 per hour.