



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 1, 2022

3:00 p.m. – 4:30 p.m.

Join ZOOM Meeting

<https://us06web.zoom.us/j/86860125914?pwd=ZXhIZExMU2VwZ1VuWjNXQjFvUk50Zz09>

Meeting ID: 868 6012 5914; Passcode: 885403

Join by Dial In: 253-215-8782 or 720-707-2699

- 3:00 p.m. CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTION OF COMMITTEE MEMBERS**

- 3:05 p.m. CONSENT AGENDA
C1 Approve Minutes from February 16, 2022 meeting**

- 3:10 p.m. PRESENTATION ITEMS
P1 Introducing New Small Business Development Center – Programs, Services,
and Director
Vincent McCoy, Director**

- 3:25 p.m. DISCUSSION ITEM
D1 WDBCCC Board Retreat Debrief
Yolanda Vega, Board Chair**

- 4:20 p.m. CO-CHAIRS' REPORTS – Presentations Notes Announcement
Committee Agenda Item Requests**

- 4:30 p.m. ADJOURN**

Next BED Meeting: Wednesday, August 3, 2022, 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.

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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 2021-2024 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 2021-2024 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, February 16, 2022

The Business & Economic Development (BED) Committee met on Wednesday, February 16, 2022 via a Zoom meeting. The meeting began at 3:07pm with the first presentation.

PRESENTATION ITEMS

P1 City of Pittsburg Economic Development Presentation

Jordan Davis, Director of Community & Economic Development

Derek Hull, Economic Development Manager

Jordan Davis began working for the City of Pittsburg 7 years ago in the Planning Department, then moved to Assistant to the City Manager.

- The City of Pittsburg Economic Development Strategic Plan was scheduled for discussion on March 16, 2020, the first day the Governor announced Covid guidelines and shut downs.
- Consequently, the subsequent 2 years were spent refining the plan with stakeholders, to ensure it will work with other planning efforts. In house staff prepared the plan focusing on actionable items, so does not end up sitting on a shelf, but is fluid & flexible with cross departmental implementation, and will overlap with city goals.
- **The City Council's 4 Economic Development Goals:**
 1. Develop an Economic Development Strategic Plan
 2. Foster a business climate competitive with other regional cities, while supporting existing businesses and attracting new businesses
 3. Identify trends in employment needs and skill development, to scale up workforce and prepare residents for job opportunities; Workforce Development Board of Contra Costa County (WDBCCC) would play a role to help implement this goal
 4. Identify strategies for bringing additional commercial and job opportunities to underutilized areas; WDBCCC would again play a key role as many businesses struggling to find employees
- **Target Industries:** Green Energy; Autonomous Technology; Advanced Manufacturing; Food Production Distribution; Food Tech; Logistics (Suppliers); Sports Tourism
- **Assets and Opportunities:** Pittsburg Power Company (PPC); Waterfront/Trust Land Use Plan; BART/proximity to job centers; Infrastructure; Neighboring businesses; Availability and cost of land; LMC Partnership; Future recreation center
- **Objectives/Implementation Strategies Broken Down:**
 - Business retention & support – How to keep businesses and make Pittsburg a great place to operate
 - Business attraction – How to grow, bring jobs and opportunities
 - Strategy, outreach & review – How to prioritize, analyze & gather feedback
- **Biggest Challenges are Funding and Staffing:** American Rescue Plan Act (ARPA); Enhanced Infrastructure Finance District (EIFD); General Fund; Measure M; Business Improvement District; Grants; Dedicated staff

They have not had a dedicated Economic Development department. In 2021 recruited for and recently hired Derek Hull to implement the plan, who has over 25 years in planning and economic development

experience. Without having someone to implement the plan, it is just a bunch of words on paper. Before starting with the City of Pittsburg, Derek had his own lists of vision and goals. Some things identified in the strategic plan were on his list, being in sync with what they want to achieve.

- **Programs, Projects and Activities:**

- **Short Term (1 – 12 months):** Small Business Welcome Packet/Business of the Month; Pittsburg Business Directory; Economic Development Speaker Series; Est. Revolving Loan Fund; Pittsburg Branding Strategy; Vacant Commercial Support Program; Business Assessment Survey
- **Mid Term (1 – 4 Years):** Parking Audit; International Council of Shopping Centers (ICSC) Retail Initiative; Special Plans – Old Town/Marina/Industrial Waterfront; Creation of Enhanced Infrastructure Financing District (EIFD); Transit Oriented Developments – BART Stations; Creative Arts District; Regional Ferry Service; Sports Tourism; Amtrak Pittsburg Station Study
- **Long Term (5 – 10 Years):** Infrastructure Improvements; Phased Development of Bay Walk Project; Stoneman Park Redevelopment; Development Sites – Civic Center and Railroad; Pittsburg Industrial Park (Garcia Corridor); Century Plaza/Delta Gateway Shopping Center; Pittsburg Power Company

Questions and Comments:

- Seafood Festival - held by Brentwood Chamber was cancelled due to Covid but coming back this Fall.
- Regional Ferry Service – envision not just going to San Francisco or Oakland, but all of the bay area, even to Napa with shuttle services.

P2 Micro-Easy Vocational Institute

Kola Onafowode, Founder and CEO

Micro-Easy helps students acquire skills for in demand jobs. Most of their students are minorities. Kola has been working with WDBCCC with West County re-entry clients. San Pablo Economic Development Corporation has also worked with Micro-Easy with people facing some of highest barriers in getting placed and needing flexibility.

- In business for 22 years providing training in Information Technology (IT) services which will provide a doorway out of poverty.
- Focus on providing computer skills and job placement assistance. Their alumni and small business employers help get people hired.
- One goal is to be a technical hub for small businesses since many cannot afford technical services. Graduates will also be able to gain experience.
- Another goal is to expand statewide and provide instructor lead virtual training.

Questions and Comments:

- Contra Costa needs more people trained in technology and create a pipeline especially for populations who need it, like re-entry clients.
- Try to connect with Kaiser Permanente Pleasanton I.T. to see about creating any pipelines.
- Program set up – small classes with 10 to 15 students. This year classes start monthly.
- They do a knowledge survey to place students in classes at the level they are at, not just start them at the beginning.
- They are aiming to start an Information Communication Technology (ICT) apprenticeship for their students.

Co-Chair Kwame Reed called the meeting to order at 4:00pm, and reminded everyone of potential conflicts of interest.

ATTENDANCE

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

MEMBERS ABSENT: Corry Kennedy, Joshua Aldrich, Monica McGee (Excused), Terrence Cole, Terry Curley (Excused)

OTHERS PRESENT: Douglas Lezamita (Board Member), Derek Hull, Jordan Davis, Kola Onafowode, G. Vittoria Abbate, Bob Redlo, Loretta Bisio, Joe Erby

WDBCCC STAFF PRESENT: Tamia Brown, Patience Ofodu, Charles Brown III, Jed Silver, Verneda Clapp, Patricia Conley

CONSENT ITEMS

C1 Approve December 1, 2021 Business & Economic Development Committee meeting minutes.

Motion/Second Kelly Schelin/Leslay Choy

Motion Approved

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

NAYES: None

ABSENT: Corry Kennedy, Joshua Aldrich, Monica McGee, Terrence Cole, Terry Curley

ABSTAIN: None

DISCUSSION ITEM

D1 2022 BED Committee Goals and Strategic Planning

Suggestions for future discussion items:

- Provide studies on where the job growth and demand is now and into the future. It has been awhile since the “Blueprint for Growth” study/findings.
- Explore how the WDB can work with the gas and oil industries while people are transitioning.
- Look at future workforce needs and trends. Things have changed with COVID. Include not only a major health provider, but also invite a representative to share a clinic’s perspective. Needs and delivery systems are very different in healthcare.
- A lot of resources are coming to our area because of the infrastructure bill in Washington. It has major issues in workforce, and midyear it would be good to hear what’s happening and how it is affecting Contra Costa.

Ideas and Comments:

- Can bring back some baseline discussion that is coming out of the local strategic plan that WDBCCC plans to accomplish over the next 4 years. The BED Committee will guide the work on Economic Development activities and business support. Rethink the way we do things, for instance employer forums and job fairs, since not doing them how we use to. Have framework by the May Board Retreat in order to have recommendations for the full Board.
- Have worked on talking about equity, and how important it is to talk to those we are serving and trying to serve, but also talk about how are we putting these forums in. Otherwise we will come up with a lot of smart plans, but haven’t considered all the barriers and how we can be more effective.
- Because of health care industry growth and spending in Contra Costa, have that forum where not only a major health care employer, but also a clinic come talk to us about what workforce challenges and new jobs look like, new ways of delivery, and entry level jobs. Perhaps have Opportunity Junction come back and talk about their CNA (Certified Nursing Assistant) program where there is high demand.

- WDBCCC has invested in some work with CCEP (Contra Costa Economic Partnership) to do some analysis in health care and bring in the perspective of both the clinics and larger organizations. Kristin Connelly or her staff will be presenting at the April BED meeting.
- Also with the Good Jobs Challenge that WDBCCC has applied for with the Bay area regional partners, WDBCCC will be focused on the health care part of that grant if it comes through.
- Mt. Diablo Unified School District K-12 adult education, in partnership with community colleges through their Regional Consortia working with 71 consortia statewide, are on the ETPL (Educational Training Provider List) for Career Technical Education Programs. Mt. Diablo has the first public/private partnership for CNAs established in 2018. Their group Health Careers Pathway would be glad to present the model and its components. They have had 90-100% employment placement that quickly leads to higher paying jobs.
- Prioritize the suggestions above and be prepared for funding. WDBCCC is in alignment with the funding that is coming down the pipeline. There can be an information item on the next agenda to talk about how WDBCCC is proactively going after funds.
- Would like to see Lifelong or La Clinica present at the next meeting. Patience will work with Stephanie to bring them.

CO-CHAIRS REPORT

- A meeting reminder will be sent the day before or the day of the meeting.

THE MEETING ADJOURNED AT 4:30 PM

Respectfully Submitted,
Patricia Conley, Business Services Representative

/pc



DATE: June 1, 2022
TO: Business & Economic Development Committee
FROM: Patience Ofodu, Workforce Services Specialist
RE: New East Bay Small Business Development Center

Vincent McCoy, Director

This presentation is from the new Director of East Bay SBDC, Vincent McCoy. He has a Master's in Business Administration and Finance, and Marketing Degree from Northeastern University. Vincent supports small and emerging businesses with strategies for company growth, marketing, and management. Prior to joining East Bay SBDC, he served as director of the Inland Empire SBDC and provided instruction in the Center for Entrepreneurship.

East Bay SBDC is focused on a big impact on our local communities

East Bay SBDC is part of the greater NorCal SBDC network which supports local entrepreneurs and small businesses with the tools and insights to start, grow, and pivot their businesses. East Bay SBDC meets small businesses where they are to give them the confidence and access to the resources, expertise, and access to capital they need to realize their dreams.

Planning to get started or to grow your business, we can help chart a course. We'll help you define objectives and create an action plan.

Get Funded - our consultants can provide guidance in reviewing your financing opportunities and introducing you to our network with more than 100 funding institutions.

Start Your Business - turn your idea into a business. We'll help you navigate every aspect of starting a business and chart a path towards realizing your dream.

Marketing experts will help you understand your customers, what they need and how you can reach them with proven experience across both B2B and B2C markets.

Financial assistance to create efficiency to improve your margins, and keeping a healthy cash flow.

Management from finding efficiencies and assessing new technologies to analyzing inventory management and developing new systems, we are ready to help.

Business growth through your workforce and footprint — to expand your product line and profit margins, SBDC will help your business evolve and stay competitive.

Business transition - SBDC can help you create a thorough plan to transfer ownership, sell, or close your business with qualified advice to tie up loose ends.



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

EAST BAY

For any questions, please contact Patience Ofodu, Business Services Manager at 925-671-4515 or email at pofodu@ehsd.cccounty.us



DATE: June 1, 2022
TO: BED Committee
FROM: Patience Ofodu, Business Services Manager
RE: **Full Board Retreat Debrief**

The committee members will hear the debrief of the Full Board Retreat and the suggested ideas to achieve the strategic goals from Board Chair Yolanda Vega and continue the discussion.

BACKGROUND

The WDBCCC will pursue economic growth by supporting local businesses, employers, and community-based organizations to help them thrive and grow through these activities:

- A. Create community resource centers that support all businesses with an emphasis on minority-owned and micro businesses to gain greater access to appropriate resources;
- B. Proactively work with all partners (including EDD, CBOs, etc.) to respond to the needs of the community accordingly and appropriately;
- C. Encourage diversity, equity, and inclusion in all outreach and resource sharing with local businesses and organizations;
- D. Invest in analyzing and identifying the skill needs (occupations) of high-demand industries and optimize investments in these skills and occupations; and
- E. Develop and expand relationships to leverage knowledge and resources.

CURRENT SITUATION

The Workforce Development Board had its annual retreat on May 12, 2022. The Board discussed strategies and recommended priorities, to align with the WDB's 2021-2024 Local Plan. Two of the strategies presented by the BED Committee were:

- Create community resource centers that support all businesses with an emphasis on minority-owned and micro businesses to gain greater access to appropriate resources.
- Encourage diversity, equity, and inclusion in all outreach and resource sharing with local businesses and organizations.

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ATTACHMENTS

D1a: Full Board Retreat Agenda

For any questions, please contact Patience Ofodu, Business Services Manager at 925-671-4515 or email at pofodu@ehsd.cccounty.us



Full Board Retreat Agenda

May 12, 2022

11:00 a.m. – 4:00 p.m.

Roundhouse Market & Conference Center

2600 Camino Ramon

San Ramon, CA 94533

- 11:00 AM WELCOME AND INTRODUCTIONS**
Yolanda Vega, WDB Chair
Supervisor Candace Andersen (District II)
- 11:15 AM Full Board – SPECIAL SESSION**
- 12:00 PM Bob Lanter, Executive Director of California Workforce Association**
Board Retreat Facilitator
PRESENTATION: The Real Work of Workforce Boards
- The real role of workforce board and their members
- 12:30 PM Working Lunch**
- 1:00 PM Lunch Conversation – The Experts are in the Room.**
- 1:30 PM** What are practical actions the Contra Costa Workforce Board can take over the next 24 months to show positive outcomes in the Board’s 4 key strategy areas.
- Creation and expansion of earn and learn models
 - Addressing and serving the most vulnerable populations and communities in the County
 - Development of a community business resource center focusing on small, minority and micro businesses
 - Incorporate Race, Equity, Diversity and Inclusion (REDI) principals in all business outreach strategies.
- Context setting, individual brainstorming, small group consensus building. Board members will divide into 1 of 4 groups listed above
- 2:15 PM** Report out and large group review and discussion
- 3:00 PM** Clustering data, clarifying action items for each strategic direction identified
- 3:30 PM** Resolve, Review and Next Steps
- 3:45 PM** Closing comments by Workforce Board Chair and Executive Director
- 4:00 PM** ADJOURN for Tour of Roundhouse

Next WDB meeting: Tuesday, August 2, 2022 @ 3:00 p.m.

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