



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 1, 2023

2:00 p.m. – 3:00 p.m.

4071 Port Chicago Highway, Conference A

Concord, CA 94520

**2:00 PM CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
INTRODUCTION OF COMMITTEE MEMBERS**

**2:05 PM CONSENT ITEM
C1 Approve Minutes from April 26, 2023 meeting**

**2:10 PM DISCUSSION ITEM
D1 Business Resource Center Ad-Hoc Committee
Celina Shands, President of Full Capacity Marketing Inc.**

**2:45 PM CO-CHAIRS' REPORTS
Committee Agenda Item Request**

3:00 PM ADJOURN

Next BED Meeting: Wednesday, October 4, 2023, 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 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, April 26, 2023

The Business & Economic Development (BED) Committee met at 4071 Port Chicago Highway, Conference Room C and via ZOOM on Wednesday, April 26, 2023. Co-Chair Kwame Reed called the meeting to order at 3:15 pm and reminded everyone of potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Stephanie Rivera, Yolanda Vega, Kelly Schelin, Leslay Choy, Richard Johnson, and Nichol Carranza

MEMBERS ABSENT: Terry Curley (EX), Corry Kennedy (EX), Traci Young (EX), Terrence Cole

OTHERS PRESENT: Sean Laurant (Board Member) Jags Krishnamurthy (DVTI), Celina Shands (Full Capacity)

WDBCCC STAFF PRESENT: Tamia Brown, Rochelle Soriano, Charles Brown III, Patricia Conley

PUBLIC COMMENT

None

CONSENT ITEM

C1 Approve February 1, 2023 Business & Economic Development Committee Meeting Minutes

Motion/Second Leslay Choy/Yolanda Vega

Motion Approved

PRESENTATION ITEM

P1 Diablo Valley Tech Initiative - Jags Krishnamurthy, Chief Technology Officer

Jags Krishnamurthy is a local tech executive with extensive experience in enterprise technology. He currently serves as CTO of Object Edge. As CEO of Object Edge, he follows how technology changes the landscape for businesses across the world.

Diablo Valley Tech Initiative

The Diablo Valley Tech Initiative (DVTI) studies and promotes the ideas that enable the Diablo Valley to cultivate and benefit from a thriving tech sector.

In partnership with Diablo Valley College, Chamber of Commerce (Pleasant Hill, Walnut Creek, Martinez, Concord), and Bay ICT partnership.

DVTI Goals

Influence – Influence Skill development with Diablo Valley College

Align – Align all stakeholders- businesses, workforce development, city and county officials

Inform – Provide all information related to business to locate and thrive in this region

The Framework

1. **Talent Pool** – Education partners that help with building the right talent pool that is a key asset to attracting the right business
2. **Location** - Survey of all location data to understand which location is best for certain business and align that with talent pool.

3. **Eco System** – Building an eco system of partnership with supply chain, contract manufacturers etc. to facilitate set up of business
4. **Quality of Life** - Most location surveys invariably ask this question about schools, activities and other services in the area.

DVTI – What does success look like

- 3 new large businesses enter DV
- 100 new jobs added
- 300 new students ready for workforce
- 400 jobs converted locally

Join DVTI Meeting - every first Thursday of the month

Subscribe DVTI - <https://www.dvti.org/contact>

DISCUSSION ITEMS

D1 WDBCCC Action Plan 2022 – Business & Economic Development

The WDBCCC Action Plan helped to prioritize and aligned the WDB’s investments in different programs, initiatives, and activities supporting the workforce system in Contra Costa County and the region. With the departure of Patience Ofodu, Business Service Manager we are in transition with the help of Business Services Team things are moving along as scheduled while other tasks are pending. In addition, of the Action Plan is the Business Resource Center which will be further discuss in D2 (Business Resource Center Adhoc Committee) of the agenda.

**D2 Business Resource Center Adhoc Committee – Data Mining
Celina Shands, President of Full Capacity Marketing (FCM)**

The Business Resource Center Ad Hoc Committee met with Full Capacity Marketing (FCM) who has developed an initial report and recommendations that have been distributed to the committee for review/input. Using primary and secondary research, FCM completed a market analysis of the most critical needs of companies and the challenges they face in 2023. Additionally, FCM has completed a regional asset map that identifies community partners who service businesses to overcome these key challenges, their area(s) of specialty and services, executive directors' contact information and social media handles. The asset map will support the Ad Hoc Committee in determining a set of collaborative partners to help bring the vision of the BRC to fruition.

FCM completed an initial asset map of organizations that could contribute tools, information, and resources to the Business Resource Center. FCM has asked the WDBCCC Business & Economic Development Committee to review and update the initial list of potential partners that can be used for referrals and coordination of services.

BED member and Hispanic Chamber of Commerce of Contra Costa County President, Douglas Lezameta Jr., recently launched a [Latino Business Resource Center](#) (LBRC). The chamber’s website describes this center as: *We’re a one-stop-shop dedicated to supporting and empowering Latino-owned businesses in Contra Costa County. Our center provides business counseling, workshops, networking events, and access to funding opportunities to help Latino entrepreneurs thrive. We’re the only resource center in the county designed explicitly for the Latino business community. With our comprehensive services and support, we’re driving economic growth and prosperity in the county.*

There is an application form that companies can complete to become a member which allows them to access service. Mr. Lezameta is just starting the process for the center and once applicants are selected will be moving forward to find funding to help a small cohort of entrepreneurs with starting and growing their businesses.

With the launch of this new Center, it allows the BED to perhaps think about how they could produce pop up regional centers to support businesses across the county by using the locations of potential partners

While the Hispanic Chamber is using a cohort model, the BED may consider additional regional models with its partners to provide ongoing services. A regional model has the opportunity to garner funding more effectively if systems and protocols are in place.

Co-Chair Kwame Reed to extend the meeting up to 4:45 pm

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

INFORMATIONAL ITEMS

I1 Layoff/Worker Adjustment Retraining Notice Update

FEBRUARY WARN Notices

Two WARNs in February, from SAP America, Inc., in San Ramon, and IMI Norgren LLC., in Concord. SAP America, Inc., permanently laid off 65 affected employees on April 19, 2023.

WARN from IMI Norgren LLC was for 29 affected employees. IMI Norgren LLC, HR staff informed WDBCCC Rapid Response staff that nine formally affected employees had accepted job offers to remain with the company and transfer to other worksites in Minnesota and Massachusetts.

MARCH WARN Notices

Two WARNs in March, from Glassdoor, in San Francisco and Nutiva, in Richmond. Glassdoor permanently laid off two affected employees on March 31, 2023. The affected employees worked remotely in the cities of San Ramon and Walnut Creek. The WARN Notice from Nutiva was for 63 affected employees.

I2 Teleconferencing Options Under the Brown Act

WDB Committee adhere to the Brown Act per the BOS

Handouts distributed to committee members and use as a resource for any future committee meetings.

EXECUTIVE DIRECTOR'S REPORT

Executive Committee Meeting on April 12, 2023.

On the Agenda as follows:

- Approved transfer of Funds from Dislocated Worker to Adult
- Establish an Ad-Hoc Nominating Committee for Board Chair and Vice Chair
- Approved Appointment and Re-Appointment to the Board
- Approved Application for Local Area Designation and Recertification under WIOA
- Working on submitting our Application for High Performing Workforce Boards due on Friday, April 28th; staff is working diligently.

CO-CHAIRS' REPORTS

None

Next BED Committee Meeting: Wednesday, June 7, 2023, from 3:00 p.m. to 4:30 p.m.

THE MEETING ADJOURNED AT 4:45PM

Respectfully Submitted,

Rochelle Martin-Soriano, Board Secretary

/rms



DATE: August 1, 2023
TO: Workforce Development Board/Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Business Resources Center Ad Hoc Committee**

A. BACKGROUND & CURRENT SITUATION

Celina Shands, President, and CEO of Full Capacity Marketing Inc, a consultant with WDBCCC, facilitated a conversation among the committee members on strategies for establishing a Business Resources Center at WDBCCC.

The Board approved strategies are:

- 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.

The Business Resource Center Ad Hoc Committee met with Full Capacity Marketing (FCM) who has completed the following deliverables in preparation for launch and for committee's review/input.

ATTACHMENTS

D1a – [Think Contra Costa Fact Sheet Draft.pdf](#)

D1b -[Think Contra Costa Marketing Plan Recommendations Draft.pdf](#)

D1c - [Think Contra Costa Press Release Draft.docx](#)

For any questions, please get in touch with Tamia Brown, Executive Director, at 925-671-4514 or email at tbrown1@ehsd.cccounty.us