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**Workforce**  
Development Board  
Contra Costa County

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 and Economic Development Committee Meeting**

### **AGENDA**

**March 12, 2025**

**3:00 pm – 4:30 pm**

**4071 Port Chicago Hwy, Conference Room A, Concord, CA**

**1410 Range Avenue, Santa Rosa, CA**

**29355 Arnold Drive, Sonoma, CA**

**ZOOM Meeting ID: 829 5151 1101 Passcode: 804382**

<https://us06web.zoom.us/j/82951511101?pwd=pvKxBi5GhLA53YS823vmEgBIH5bPgO.1>

- 3:00 pm WELCOME AND CALL TO ORDER**  
**REMINDER OF POTENTIAL CONFLICT OF INTEREST**  
**PUBLIC COMMENT**
- 3:05 pm PRESENTATION ITEM**  
**P1 SCORE Small Business Support**  
**Presented by Nayab Siddiqi, Mentor, Chair of Outreach Committee**  
**SCORE – EAST BAY CHAPTER**
- 3:25 pm CONSENT AGENDA**  
**C1 Approve June 12, 2024 Business & Economic Development Minutes**
- 3:30 pm ACTION ITEMS**  
**A1 BED Chair and Co-Chair Nominations**
- 4:05 pm INFORMATION ITEMS**  
**I1 Rapid Response Services Report**  
**I2 Business Services Update**
- 4:20 pm DIRECTOR'S REPORT and NEXT AGENDA ITEMS**
- 4:30 pm ADJOURN**

**Upcoming Committee Meetings: June 4, 2025, 3:00 pm – 4:30 pm**  
**September 3, 2025, 3:00 pm – 4:30 pm**  
**December 3, 2025, 3:00 pm – 4:30 pm**

*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 96 hours prior to that meeting are available for public inspection at 4071 Port Chicago Highway, Concord, 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 2021-2024 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 2021-2024 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.



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**DATE:** March 12, 2025  
**TO:** Business and Economic Development Committee  
**FROM:** Patricia Conley, Workforce Services Specialist  
**RE:** **SCORE Small Business Support**

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**Nayab Siddiqi, Mentor, Chair of Outreach Committee, [nayab.siddiqui@scorevolunteer.org](mailto:nayab.siddiqui@scorevolunteer.org)**  
**SCORE – EAST BAY CHAPTER**



Nayab is an accomplished professional in Business and Finance who has made significant impact on large corporations, small & medium sized businesses, and startups worldwide through his contributions at senior finance executive positions.

His leadership impact spans multiple organizations and clients, where he played a pivotal role guiding them through financial and organizational excellence, serving as a sponsor and strategic owner of financial and digital transformation, global initiatives, and programs. With an impressive career that includes esteemed global organizations such as Visa, Meta, Network International, BDO, Grant Thornton and more, Nayab has consistently demonstrated his expertise in Business & Financial Strategy, Corporate Finance, and Financial Management.

Nayab's 25+ years of experience extends across diverse industries, including, Payments, Technology, Investment Banking, Professional Financial Services, Manufacturing, and more. Having worked across different regions worldwide, he has acquired invaluable insights into the complexities of the global business, cultural, geographical, and financial landscape.

Nayab contributes to the success of small and medium sized businesses as a Score mentor where he assists Score clients build robust businesses strategies, structure their organizations, build operations and manage their finances.

For any questions, please contact Patricia Conley at 925-671-4552 or email at [pconley@ehsd.cccounty.us](mailto:pconley@ehsd.cccounty.us)

## BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, June 12, 2024

The Business & Economic Development (BED) Committee met at 4071 Port Chicago Highway, Concord, and via Zoom on Wednesday, June 12, 2024. Co-Chair Kwame Reed called the meeting to order at 3:38 pm. He reminded everyone to let him know if there are any potential conflicts of interest.

### ATTENDANCE

MEMBERS PRESENT: Kwame Reed, Richard Johnson, Steve Older, Zoom attendees: Terry Curley, Stephanie Rivera, and Leslay Choy

MEMBERS ABSENT: Douglas Lezameta, Kelly Schelin, Nichol Carranza, Terrence Cole

OTHER ATTENDEES: (Zoom Attendees: Celina Shands, Stephanie Rivera, Monica E. Wilson, George Carter, Crystal Maeta and Gabby Seltzer)

WDBCCC STAFF PRESENT: Tamia Brown, Maureen Nelson, Byron Devera, Patricia Conley, Jon Rodriguez, Ken Austin, Latosha Stockholm, Charles Brown III, Serena Moore, Brandi Cleveland (Zoom), and Veronica H. Ramos (Zoom).

### PUBLIC COMMENT

None

### PRESENTATION ITEM

**P1 Updates on Projects and Initiatives – Presenter: Alyson Greenlee, Economic Development Manager at the Department of Conservation and Development (DCD) of Contra Costa County**

- **Northern Waterfront Economic Development Initiative (NWES)**
  - AREA: Concord, Antioch, Oakley, Brentwood, Martinez, Hercules, Pittsburg
  - FOCUS: Priority sectors of advanced transportation, advanced manufacturing, biomedical/biotech, ag tech and food processing, and clean technology
  - EMPHASIS: Promotion/marketing, infrastructure capacity, better financing mechanisms, brownfields cleanup/redevelopment, Green Empowerment Zone (GEZ)
    - Brownfields grants of \$500,000, \$1.5M, and \$2M received
  - Zone Incentive Funds (ZIF) assist startups and other businesses seeking to use recycled materials in their processes in the Recycling Market Development Zone
  - County awarded a \$500,000 Priority Production Areas (PPAs) pilot grant from the Metropolitan Transportation Commission. Launches July 2024.
  - County joined TeamCalifornia, non-profit to market the county to green businesses
- **Just Transition Economic Revitalization Plan, led by the Sustainability Committee**
  - County received \$750,000 HUD grant to ensure that Environment Justice communities are not negatively impacted by the County's transition away from fossil fuels
  - Informed by community engagement, economic analyses, other specialized studies
  - Other Efforts

- California Jobs First *Bay Area Good Jobs Partnership* for Equity
  - CCC Office of Racial Equity and Social Justice
  - Refinery Community Benefits Agreements
  - Envision Contra Costa 2040 General Plan Update
  - East Bay Regional Planning Unit (Workforce) Plan
  - Contra Costa Refinery Transition Partnership
  - Oil & Gas Workers Fund
- **The Green Environment Zone**
    - DCD has agreement with Governor’s Office of Business (GO-Biz) for \$5,000,000 to retrain energy industry workers and provide investment in renewable energy through tax incentives, grants, and loans – through June 2026
- **Countywide Economic Development Convening, November 15, 2023**
    - One-stop coordination and collaboration for staff from 19 cities plus legislative staff of Board of Supervisors on a variety of different initiatives; State legislative staff served as resource
    - All presentations on YouTube:
      - [California Association for Local Economic Development](#)
      - [East Bay Economic Development Alliance](#)
      - [Metropolitan Transportation Commission](#)
      - [Department of Conservation & Development](#)
      - [Contra Costa Transportation Authority](#)
      - [Workforce Development Board of Contra Costa County](#)
      - [East Bay Leadership Council](#)

**CONSENT ITEM**

**C1 Approve April 26, 2023, Business & Economic Development Committee Meeting Minutes**  
**Motion/Second Richard Johnson/Stephanie Rivera**  
**Motion Approved**

**AYES:** Kwame Reed, Stephanie Rivera, Leslay Choy, Richard Johnson, Steve Older, & Terry Curley

**NAYS:** None

**ABSENT:** Douglas Lezameta, Kelly Schelin, Nichol Carranza, Terrance Cole

**ABSTAIN:** None

**DISCUSSION ITEMS**

**D1 Think Contra Costa Initiative**

Purpose: (1) Keep Contra Costa County top-of-mind for businesses considering locating in the East Bay and (2) Serve as connector and clearinghouse for businesses seeking resources, with special attention to small businesses.

Celina Shands of Full Capacity Marketing (FCM) gave an overview of the [www.thinkcontracosta.com](http://www.thinkcontracosta.com) website, launched in October 2023. Chief areas are (1) Services & Resources and (2) Network Partners. Network Partners include sections on Entrepreneurship & Business Start Ups, Funding & Loans, HR Regulatory & Legal Assistance, Workforce Talent & Training, Growth Services, and Networking. More partners are being added all the time.

Phase I: A press release was posted to social media and paid ads were purchased on LinkedIn and Meta for one month. At 5.2%, LinkedIn had the higher click-through rate — 60,000 viewers saw the ad, and of those, 27,000 clicked through to the website — while Meta came in at 1.7%. (Average is 2% to 3%.) Per Google Analytics, WDB

gained 760 new users during this time. Packet includes engagement goals for Phase II: Improving search features and functionality, onboarding of all partners (with backlinks to WDB website), collaborating with partners to organize events and then co-promoting those events with digital advertising, blog posts, social media and newsletter articles. An RFP will be sent out. In the meantime, FCM will place ads more strategically based on market segmentation.

## **D2. BED Chair and Co-Chair Nominations**

Several terms are expiring on June 30, 2024. Emails were sent to incumbents to ask if they are interested in re-applying; the Board has received some applications. Applications will go to the Family and Human Services (FHS) Committee; FHS recommends to the Board of Supervisors (BOS); upon BOS approval, the WDB recognizes the appointment. Nominations for BED Committee Chair and Co-Chair are invited. An ad hoc committee for a slate of officers for the Full Board has been established; it is open for nominations. Email Terry Curley, Ad Hoc Committee, to nominate candidates for either position.

## **INFORMATIONAL ITEMS**

### **I1. Rapid Response Services Report**

Patricia Conley shared the WARN report showing data since the last BED Committee meeting in April 2023. It shows businesses that experienced or anticipate layoffs, number of individuals affected, and timing -- and also what actions our Rapid Response entailed. Everyone receiving a layoff notice is contacted and invited to job fairs and our onsite presentations, if the employer takes advantage of them.

### **I2. Marketing Services and Public Relations RFPs**

The WDBCCC will be releasing one RFP to procure marketing and public relations services and one to maintain and further develop the Think Contra Costa website, which was launched by Full Capacity Marketing. Input from the BED Committee is welcome. A chief goal is to engage more partners.

## **CO-CHAIRS' REPORTS and NEXT AGENDA ITEMS**

None

Next BED Committee Meeting: Wednesday, September 4, 2024, from 3:00 p.m. to 4:30 p.m.

## **THE MEETING ADJOURNED AT 4:22PM**

Respectfully Submitted,  
Byron Devera, WDB Staff

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**DATE:** March 12, 2025  
**TO:** Business and Economic Development Committee  
**FROM:** Tamia Brown, Executive Director  
**RE:** **Business and Economic Development Committee Slate of Officers**

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**RECOMMENDATION**

That the Business and Economic Development (BED) Committee accept nominations from the membership and forward the recommendation to the Executive Committee for approval.

**A. BACKGROUND AND CURRENT SITUATION**

The BED Committee Chairs' terms expired June 30, 2024.

Per the Workforce Development Board of Contra Costa County (WDBCCC) bylaws:

ARTICLE VIII - COMMITTEES

- A. The size and purpose of each Standing or Ad Hoc Committee shall be determined by the WDBCCC Chairperson, in consultation with any designated Committee Chairperson(s). Every effort shall be made to ensure that each Standing committee is comprised of five (5) or more members of the WDBCCC.
- B. Each WDBCCC Standing Committee will have a minimum of one (1) chairperson with responsibility for conducting the regular business of that respective committee.
- C. Any WDBCCC member may serve as a Committee Chairperson or Co-Chairperson. WDBCCC members may serve as Chairs of a single WDBCCC Standing Committee for a period or no more than two (2) years.

While Standing Committees are only required to have a single chairperson, the responsibilities of the BED Committee are best fulfilled when shared.

**B. SCHEDULE**

The Executive Committee is scheduled to meet on April 9, 2025.

**ATTACHMENT**

**A1a** BED Committee Roster

For any questions, please contact Tamia Brown, Executive Director at 925-671-4514 or email at [tbrown1@ehsd.cccounty.us](mailto:tbrown1@ehsd.cccounty.us)

**BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MEMBERS**

<b>BOARD MEMBERS</b>
Nichol Carranza - Chair
Douglas Lezameta
Kelly Schelin
Leslay Choy
Richard Johnson
Steve Older
Terry Curley
<b>BED COMMITTEE MEMBER ONLY</b>
Terrence Cole





**DATE:** March 12, 2025  
**TO:** Business and Economic Development Committee  
**FROM:** Patricia Conley, Workforce Services Specialist  
**RE:** **Layoff and Worker Adjustment Retraining Notices (WARN)**

**RAPID RESPONSE/OUTPLACEMENT SERVICES**

From present time through June 2024, the following businesses submitted a WARN notice. The WDBCCC Rapid Response Coordinator contacted them to offer outplacement services. Laid off employees receive resources for employment transition, such as unemployment insurance information, employment training opportunities, affordable health care, and more. WARN notices were also received from companies outside of the County, if they employed remote workers residing in Contra Costa.

Upcoming Career Fairs scheduled: NA

WARN	Company / City	Laid Off / Month	Rapid Response (RR)
Feb 2025	Safeway Pinole	69 workers in April	Multiple union shop: UFCW Local 5, UFCW Local 8, BCTGM Local 125. Impacted employees can transfer to other locations. CA Labor Fed contacted.
	Bio-Rad Laboratories, Inc. Hercules	113 workers in April	RR Planning meeting with employer on 2/18/25.
	Exabeam, Inc.	3 remote workers date tbd	3 remote employees live in Walnut Creek, San Ramon, and Moraga.
	Corteva Agriscience Pittsburg	20 workers in February & March	1 RR orientation in Feb – 21 attendees. Next RR orientation on 3/4/25.
	Corteva Agriscience Pittsburg	26 workers in May	WARN verified. Sent employer RR info.
	Kaiser Foundation Hospitals Walnut Creek	3 workers in April	Sent employer RR info.
Jan 2025	Barnes & Noble El Cerrito	20 workers in October	2 virtual RR orientations. UFCW local 5 union employees. CA Labor Fed contacted.
	AT&T San Ramon	8 workers in March	Sent employer RR info.
	Corteva Agriscience Pittsburg	20 workers in February & March	2 RR orientations scheduled 2/25/25 & 3/4/25.
Dec 2024	AT&T San Ramon	15 workers in January	Sent employer RR info.
	Corteva Agriscience Pittsburg	19 workers in January	1 RR orientation in December – 19 attendees.

	Counterplay Games Inc.	2 remote workers in Dec	2 remote workers live in San Ramon and Pleasant Hill. WARN verified.
<b>Nov 2024</b>	Louis Vuitton Walnut Creek	12 workers in January	Sent employer RR info and they will review.
	Advance Auto Parts (Golden State Supply LLC) Pleasant Hill	9 workers in March	Sent employer RR info.
	AT&T San Ramon	56 workers in October	Sent employer RR info.
<b>Oct 2024</b>	Kaiser Foundation Hospitals Walnut Creek	1 worker in November	Sent employer RR info.
	Hunt & Sons LLC Antioch	8 workers in December	Impacted employees will be absorbed by their sister company, Sentinel Transport. Their start date will be 1/1/25.
<b>Sept 2024</b>	Kaiser Foundation Hospitals Walnut Creek	1 worker in November	Sent employer RR info.
	Corteva Agriscience Pittsburg	18 workers in January	Sent employer RR info.
<b>Aug 2024</b>	Fresenius Medical Care Concord	309 workers in August & September	2 orientations in August – 147 attendees.
	Silgan Containers Antioch	44 workers date tbd	Seasonal slow period, employees expected to return to work in January 2025. WARN verified.
	Five9, Inc. San Ramon	33 workers in August	Employer contacted.
	AT&T San Ramon	20 workers in September	WARN verified. Sent employer RR info.
<b>July 2024</b>	Rodan & Fields, LLC San Ramon	78 workers in September	WARN verified. Sent employer RR info.
	MoreFlavor, Inc. Pittsburg	51 workers in August	Sent employer RR info.
	AT&T San Ramon	8 workers in September	WARN verified. Sent employer RR info.
<b>June 2024</b>	Corteva Agriscience Pittsburg	6 workers in September & October	WARN verified. Sent employer RR info.

For any questions, please contact Patricia Conley, Workforce Services Specialist, at 925-671-4552 or email at [pconley@ehsd.cccounty.us](mailto:pconley@ehsd.cccounty.us)



**Date:** March 12, 2025  
**To:** Business & Economic Development Committee  
**From:** Patricia Conley, Workforce Services Specialist  
**Re:** Business Services Update

**BACKGROUND**

Our high-quality services support all businesses in Contra Costa County (CCC) and the greater East Bay to make sure they are competitive. If local businesses can't find enough skilled workers or they need new talent, we are the first stop to recruit, train and retain their workforce. Our low to no-cost services ensure a pipeline of diverse workforce talent is ready for the jobs of the future to improve your productivity and build your bottom line. These services include:

- Customized recruitment events for companies
- Job posting and access to qualified job seekers
- Space for recruitment events
- Financial assistance and subsidies for on-the-job employee training
- Assistance with identifying tax credits for new hires
- Access to Unemployment Insurance and Disability Insurance information, and labor market data through EDD
- Layoff and Outplacement Services for businesses that are downsizing or closing

**PERFORMANCE**

**Business Services Outreach – Events Support Mid 2024 - 2025**

Concord Business Bus Tour	6/26/24
San Ramon State of the County Address	7/18/24
East Contra Costa Career Fair City of Pittsburg Marina Center	8/28/24
San Ramon Business Tech Expo	9/12/24
Antioch Business Expo & Job Fair	9/26/24
Antioch Business Expo & Job Fair	9/26/24
San Pablo Economic Development Mixer	10/3/24
Antioch State of Business	10/11/24
Central Contra Costa Career Fair Concord	10/24/24
San Pablo Economic Development Summit	11/14/24
Bay Area Construction Workforce Conference	11/20/24
Richmond Annual Career Fair	11/21/24
San Ramon WOW Awards	12/4/24
East Bay Economic Development Association (EBEDA) Small Home Manufacturing Tour	1/1/25

Eat Bay Leadership Council (EBLC) Leadership Series - Journalist Judy Woodruff	1/21/25
Bay Front Mega Mixer	1/27/25
West Contra Costa Career Fair Hercules	2/19/25
Baywork Water Industry Summit	2/27/25
San Ramon State of the City	3/5/25
EBLC Leadership Series - Attorney General Bob Bonta	3/10/25
Martinez State of the City	3/12/25
San Ramon Business Expo & Mixer	3/20/25
AM Bay Area Manufacturing Summit	4/29/25
Lafayette Mixer	4/29/25
EBEDA Manufacturing Summit	10/29/25
East Bay Leadership Council Leadership Series	2024-2025
EBEDA Directors' Council Meetings	2024-2025

The Business Services staff supported the Central Contra Costa Career Fair in Concord organized by Mt Diablo Adult Education. The event featured 30 employers actively recruiting and 9 exhibitors offering valuable community resources. It was well attended with 337 jobseekers and community members participating.

Similarly, the West Contra Costa Career Fair, hosted in Hercules by the Bay Front Chamber of Commerce - a collaboration between the cities of Hercules, Pinole, and Rodeo - attracted 34 employers and 8 community resource exhibitors. This event saw a turnout of 248 jobseekers and members of the community.

**California Employers Association (CEA) Employer Training Webinars**

1/16/24	2024 Labor Law Update	49 Attended
5/14/24	CA Wage and Hour Update	13 Attended
9/24/24	Workplace Violence Prevention Plans	38 Attended
12/11/24	2025 Labor Law Update	80 Attended

Webinars on human resource compliance solutions, training and recruiting services, were provided to Contra Costa County employers and their staff to support and help them navigate through the challenges they face. Businesses learn how to protect themselves and their employees.

As part of their services CEA also provides a Human Resources Hotline at 888-599-7645, Monday – Friday, 8 am – 5 pm, dedicated to answering basic human resource questions for business owners in a timely manner, maximum of a two-hour return call.