



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

April 7, 2021

3:00 p.m. – 4:30 p.m.

Join ZOOM Meeting

<https://zoom.us/j/99313767199?pwd=dTZISIB2YkUwNVhIT1owR0Y0aWI0Zz09>

Meeting: 993 1376 7199

Password: 999999

- 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 12.02.2020 meeting
- 3:10 PM** **PRESENTATION ITEMS**
P1 State Stimulus Package for Small Business by Christopher Richardson
Earl, Southern CA Regional Advisor, Governor's Office Business & Economic
Development
P2 Economic Development Briefing – Practitioners' Perspective by Gurbax
Sahota, President & CEO of California Association for Local Economic
Development
- 4:00 PM** **DISCUSSION ITEM**
D1 Input Requested on Small Business-centric Fund Design by Leslay Choy,
Executive Director of San Pablo Economic Development Corporation
- 4:20 PM** **CO-CHAIR'S REPORTS**
WDBCCC MEMBER REPORT
Future Committee Agenda
- 4:30 PM** **ADJOURN**
Next BED Meeting: Wednesday, June 7, 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, December 2, 2020

The Business & Economic Committee met on Wednesday, December 2, 2020, via a Zoom meeting. Co-Chair Stephanie Rivera called the meeting to order at 3:02 pm. Stephanie Rivera reminded everyone of potential conflicts of interest.

ATTENDANCE

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

MEMBERS ABSENT – Terry Curley, Joshua Aldridge, Stacey Marshall, Tom Guarino

OTHERS PRESENT – Robert Muller (Board) Amber Larsen, David Schollars, Nicole Parra (Marathon), Bouakhay Phongboupha (Richmond Youth Works), Terrence Cole, Brian N. (City of Concord)

WDB STAFF PRESENT – Donna Van Wert, Patience Ofodu, George Carter, Charles Brown, Amrita Kaur, and Patricia Conley

PUBLIC COMMENT

None

CONSENT ITEMS

C1 Approve October 7, 2020 Business & Economic Development Committee meeting minutes.

Motion/Second Yolanda Vega/Leslay Choy

Motion Approved

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

NAYES: None

ABSENT: Terry Curley, Joshua Aldridge, Stacey Marshall, Tom Guarino

ABSTAIN: None

ACTION ITEM

A1 Appointment of BED Committee Member

Recommend the appointment of **Terrence Cole** as a member of the BED Committee exclusively.

Motion/Second Richard Johnson/Kelly Schelin

Motion Approved

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

NAYES: None

ABSENT: Terry Curley, Joshua Aldridge, Stacey Marshall, Tom Guarino

ABSTAIN: None

PRESENTATION ITEM

**P1 Marathon Petroleum by Amber Larsen and David Schollars
Adrian Pringle will be HR at the Marathon Martinez site.**

Highlights of Report:

Pivoting from fossil to renewable energy

Marathon Petroleum Corporation

- Headquartered in Findlay, OH
- Martinez Refinery formerly owned and operated by Tesoro/Andeavor
- Active Community partner in Contra Costa County

Leading in Sustainable Energy

- Conserving Natural Resources and Reducing Waste
- Creating Shared Value and Opportunity
- Promoting Safety
- Operating with Integrity

Core Values (Integrity, Safety & Environmental Stewardship, Collaboration, Respect, Inclusion)

Martinez 2020 Timeline

- Announced temporary idling in April amid COVID-19 pandemic and other economic headwinds
 - Retained all of the workforce (no furloughs), both hourly (USW), and salaried
- Indefinite idling announced in August, with the intent to convert the facility to a renewable fuels facility
 - Converting to a renewable fuels facility, we will be able to retain a significant number of jobs
 - For others, focus on redeployment, severance, and other employment opportunities.

Martinez Renewable Fuels Conversion

Simplified Overview

Martinez Renewable Fuels is a key part of broader MPC sustainability initiatives: MPC company-wide goal to reduce greenhouse gas emission intensity 30% below 2014 levels by 2030.

Renewable Fuels Facility Benefits the Environment

Petroleum - to - Renewable Fuels

- Reduce Stationary Criteria Pollutant Emissions by approximately 70%
- Reduce Stationary Greenhouse Gas Emissions by approximately 60%
- Reduce Greenhouse Gas Lifecycle Emissions by approximately 24 million tonnes
- Reduce Water Consumption by more than 1 billion gallons per year

Martinez Workforce Considerations

- About 200 workers of the approximately 700 employees have found employment at this time. Additional employees have elected to retire.
- Approximately 200 employees remain at MTZ (at this time). About 150 employees at Phase II.
- Many of the employees were fortunate enough to be eligible for retirement and elected to do so, with the same severance benefits as other departing employees
- We have held 1 job fair to date, and 227 employees attended, and 12 companies participated from “traditional energy” (P66 and PBF) and “cleantech” (Tesla and FulcrumBioEnergy)
- Generally, employees who are laid off will receive a severance payment (varies based on their tenure and/or pay rate), a portion of their annual bonus, and a choice of educational or outplacement assistance, in accordance with our severance plan.

Economic Recovery and Sustained Contra Costa Jobs

- Our goal is to provide quick economic recovery to the region and return jobs to the facility following the indefinite idling initiated by a global pandemic.
 - Approvals are needed no later than October 1, 2021, to start construction
 - An essentially “shovel-ready” project with significant environmental benefits aligned with the Governor’s Economic Recovery Task Force objectives.
- Project Execution:
 - Peak Building Trades crafts-persons projected at ~1400 FTE ~ (~4.0 MM total project hours).
 - On track to start construction as soon as associated approvals are received
 - Full project completion is expected as early as mid-to-late 2023.
- Ongoing Martinez Refinery operations create significant Union Jobs
 - USW will continue to operate the refinery

- Sustaining Building Trades maintenance and turnaround work after project completion

The WDB Rapid Response Team in collaboration with Employment Development Department and Partners have been holding special Laid-Off Worker Webinars for the workers

DISCUSSION ITEM:

D1 Review and Discussion of BED Charter Agreement

The memo offers the Committee an opportunity to review the current committee charter. The BED Committee members should be aware that we are going into a new strategic planning phase starting this fall. This may influence the timing of the Charters review to align with the upcoming strategic planning conversations.

Our strategic plan for 2021-2024 will be due March of 2021, with a start date of July 1, 2021. The WDB is working on the new 2021-2024 Strategic Plan, and the Committee will have an opportunity to revisit the chapter after the new strategic plan is adopted.

Feedback/Comments:

- Jobs of the future and Job market is pivoting
- Impact of COVID-19 on the different job industry
- Re-education and Placement Supports for laid-off labors
- Capture success stories

CO-CHAIR'S REPORT

None

Future Committee Agenda

- The next meeting is on February 10, 2021 (1st Wednesday of the month)
- Email Patience for any suggestion for future meeting agenda to be discussed with Co-Chair Kwame Reed and Stephanie Rivera.

THE MEETING ADJOURNED AT 4:26 PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms



DATE: April 7, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Board Staff
RE: State Stimulus Package for Small Business - GO-Biz

Summary of Presentation

This presentation to the Business and Economic Development (BED) Committee is to inform members about the Governor's Office of Economic Development resources for businesses.

It will focus on the California Small Business COVID-19 Relief Grant Program. And will provide information about gateway to resources and assistance and E-Commerce Initiative.

Biography of Speaker

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.

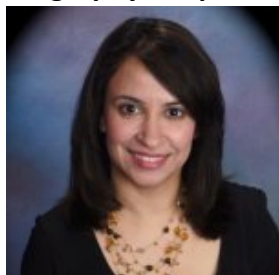


DATE: April 7, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Board Staff
RE: Economic Development Briefing – Practitioners’ Perspective by California Association for Local Economic Development (CALED)

Summary of Presentation

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.

Biography of Speaker



Gurbax Sahota
President & CEO

California Association for Local Economic Development

Gurbax Sahota is an experienced association professional who believes in the importance and need to collaborate and create meaningful partnerships in order to accomplish the goal of creating healthy, wealthy communities. As President & CEO of the California Association for Local Economic Development (CALED), Gurbax turns this belief into action by aligning and leading multiple organizations focused on promoting economic development and helping businesses thrive in California. Gurbax holds senior positions with CALED, the California Enterprise Development Authority, and the California Academy for Economic Development.

In addition to leading these organizations, Gurbax advances her passion for supporting economic development in California by serving on the boards and advisory panels of several organizations such as the Agricultural Technology Innovation Partnership Foundation, the Council of Development Finance Agencies, the Advisory Board for the Northern California SBDC Network, and the Expert Advisory Panel for The Smart Grid Infrastructure Buildout Initiative. She believes economic development is key to creating a better quality of life for all California residents and is honored to play a role in that by leading the CALED team.



DATE: April 7, 2021
TO: Business & Economic Development Committee
FROM: Workforce Development Board Board Staff
RE: **Input Requested on Small Business-centric Fund Design - San Pablo Economic Development Corporation**

This item brings forth a presentation from Leslay Choy, Executive Director of San Pablo Economic Development Corporation and active WDB board member. Leslay seeks to engage the BED Committee on a dialogue about small business-centric fund design.

A. BACKGROUND AND DISCUSSION

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 microgrant 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.

Based on what 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, so to truly be CoCo-responsive, they would like broad county input. San Pablo EDC is committed to putting together a fund like Alameda County did very successfully to more equitably support the recovery of small businesses across the county. San Pablo EDC would like to overview the fund concept and gather input on different pain points and equity issues, to better inform the ultimate design.