



CONTRA COSTA COUNTY

Committee Meeting Minutes

Workforce Development Board

Wednesday, May 20, 2026

12:00 PM

4071 Port Chicago Hwy., #200

Federal Glover Conference Room, Concord

Zoom Meeting ID: 831 0968 3534 Passcode:

661832

Zoom: <https://us06web.zoom.us/j/83109683534>

Business & Economic Development Committee

12:00 WELCOME AND CALL TO ORDER

REMINDER OF POTENTIAL CONFLICT OF INTEREST

PUBLIC COMMENT

The BED Committee Chair called the meeting to order at 12:06 p.m.

Present: Nichol Carranza, Kelly Schelin, Terry Curley, Patience Ofodu, Terrence Cole

12:10 PRESENTATION ITEM

P1 - Brand Intelligence and Market Penetration Playbook

Full Capacity Marketing, Inc.

Celina Shands, M.S., CEA/Founder and Emma Kesner, Managing Director

CEO and Founder Celina Shands and Managing Director Emma Kessner of Full Capacity Marketing presented a brand sentiment analysis of the Workforce Development Board of Contra Costa County (WDBCCC). FCM's methodology focused on brand equity and positioning, integrated digital footprint, and deep dives into WDBCCC initiatives, emphasizing the strengths of value-driven storytelling.

12:40 CONSENT AGENDA

C1 - Approve February 18, 2026 Business & Economic Development Minutes

The Business and Economic Development Committee approved the February 18, 2026 Minutes as presented.

Motion/Second: Patience/Kelly

Motion: Passed

12:50 INFORMATION ITEMS

II - Rapid Response Services Report

I2 - Business Services 2026 Outreach Events

1:20 ANNOUNCEMENTS AND NEXT AGENDA ITEMS

1:30 ADJOURN

The meeting was adjourned at 1:18 p.m.

Upcoming Meetings: August 19, 2026, 12:00 pm - 1:30 pm
November 18, 2026, 12:00 pm - 1:30 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.

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