

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, March 12, 2025

The Business & Economic Development (BED) Committee of the Workforce Development Board of Contra Costa County (WDBCCC) met at 4071 Port Chicago Highway, Concord, and via Zoom on Wednesday, March 12, 2025. Chair Nichol Carranza called the meeting to order at 3:25 pm. She reminded everyone to let her know if there are any potential conflicts of interest.

ATTENDANCE

MEMBERS PRESENT: Nichol Carranza, Leslay Choy, Terry Curley, Richard Johnson, Steve Older

MEMBERS ABSENT: Douglas Lezameta, Kelly Schelin, Terrence Cole

OTHER ATTENDEES: Nayab Siddiqi (Presenter), George Carter, Kevin Kenny, Jerry Aranas (Zoom), Greg Brooks (Zoom), Patience Ofodu (Zoom)

WDBCCC STAFF PRESENT: Executive Director Tamia Brown – WDBCCC Executive Director, Patricia Conley, Verneda Clapp, Ken Austin, Marco Patitucci, Jon Rodriguez, and Anisa Smith

PUBLIC COMMENT

None

PRESENTATION ITEM

P1 SCORE Small Businesses Support

Presenter: Nayab Siddiqi, Mentor, Chair of Outreach Committee SCORE-East Bay Chapter

- **SCORE Support for Small Businesses**

SCORE is a volunteer run non-profit resource partner of the United States Small Business Administration and has served more than 17 million entrepreneurs. SCORE has a nationwide network of more than 10,000 volunteers serving all 50 states and territories.

- **SCORE Services:**

- ✓ Business expertise across a multitude of fields
- ✓ Free confidential business advice
- ✓ Free one-on-one multi-lingual mentoring (in person and virtually)
- ✓ Free low-cost workshops, seminars, and events
- ✓ Free business tools and templates

- **Service Areas:**

- ✓ Alameda County
- ✓ Contra Costa County
- ✓ Solano County
- ✓ Zoom or In-person

- **Focus:**
 - ✓ SCORE provides services for small to medium size businesses and will assist with applications for funding, scaling, business innovation, selling businesses and much more
 - ✓ Pre-startup and start up, in operation and transitioning businesses
- **Impact:**
 - ✓ 88 volunteers
 - ✓ 2,784 mentoring sessions in 2023 (2024 unavailable at time of presentation)
 - ✓ 50+ live workshops in 2023
 - ✓ Hundreds of new businesses started
 - ✓ Over 300 jobs created (based on 2022 data), increased 45% from 2021
 - ✓ Increased revenue due to mentoring
 - ✓ Unlimited hours for mentoring and support

CONSENT ITEM

C1 Approve June 12, 2024 Business and Economic Development Committee Meeting Minutes
Motion/Second Terry Curley/Leslay Choy
Motion Approved

AYES: Nichol Carranza, Leslay Choy, Richard Johnson, Steve Older, and Terry Curley

NAYS: None

ABSENT: Douglas Lezameta, Kelly Schelin, Terrance Cole

ABSTAIN: None

ACTION ITEMS

A1 BED Chair and Co-Chair Nominations

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

The Executive Director stated the BED Committee has already selected a Chair for the committee and is requesting a Co-Chair for nomination. There were no standing nominations; the Committee is currently open to Co-Chair nominations. Two members of the BED Committee were suggested as possible nominations for the Co-Chair position. The Committee deferred to the Executive Director who will follow up with the nominees to discuss the position and inquire whether they would like to accept or decline their nomination. No action was taken at this time.

INFORMATIONAL ITEMS

I1. Rapid Response Services Report

The Layoff and Worker Adjustment Retraining Notices (WARN) report reflects WARN notices submitted from Contra Costa County businesses to date and back to the last BED Committee meeting on June 12, 2024. The report lists the business names and cities, anticipated layoffs, number of individuals affected and timing; also listed is the Rapid Response action provided by WDBCCC and Employment Development Department (EDD) Workforce Services. Remote workers that reside in Contra Costa County are included in the layoff notices and are eligible to for services. All the employers are contacted and offered outplacement services.

I2. Business Services Update

- WDBCCC supports all businesses in Contra Costa County and Greater East Bay.

- **Business Services Outreach**

- ✓ WDBCCC represented at and/or sponsored 27 events from June 2024 through April 2025; event names and dates provided in the Business Services Update report.
 - ✓ WDBCCC is a member of 15 Contra Costa County Chambers of Commerce and hosts tables and attends business mixers and summits.
 - ✓ WDBCCC is very active and working to remain engaged with Community Based Organizations (CBO), education partners, stakeholders, and other businesses.
 - ✓ WDBCCC continues to provide and/or support Job Fairs throughout Contra Costa County.
- California Employers Association (CEA), a Human Resources (HR) company, provides businesses support at no cost with HR questions via a Hotline that began during COVID and is still available. Quarterly webinars are offered on topics of interest to small/medium-sized businesses. HR hotline flyer and outcomes were provided.
 - The number of calls has lessened since COVID. The Executive Director questioned if the HR Hotline is still providing a service and worth the continued investment. The Committee shared feedback on how to move forward on the July 1, 2025 next budget cycle.
 - The Committee inquired about advertising and if marketing the HR Hotline could increase awareness and the volume of calls.
 - There is typically a peak in calls in January when labor laws change. Due to the minimal cost of the HR Hotline, WDBCCC was encouraged to keep it by a committee member, who intends to coordinate with the California Advisory Council that markets directly with employers. This may raise awareness and increase use of the HR Hotline.

DIRECTOR'S REPORT and NEXT AGENDA ITEMS

- A Request for Proposal (RFP) is open for Communications, Public Relations and Marketing services which closes on March 14, 2025, and scheduled to have a contract in place by July 1, 2025. The RFP was approved and is now in procurement. Full Capacity Marketing was the previous contract holder and provided quarterly reports/presentations to the Committee with WDBCCC social media, website, and other status updates and outcomes. Due to the four-year procurement requirement an RFP had to be released for the new contract.
- The Executive Director, Board Chair, and Interim Administrator attended a Day at the Capital. Nothing to report on the federal level at this time. However, pertaining to the State – California Jobs First (CJF), a two-year planning cycle is coming to an end and CJF has started the implementation phase. CJF awarded \$50 million for shelf ready projects, and planning grant funds were awarded to 13 regions across the state. There was also a catalyst project and an open procurement for Sector Navigators. WDBCCC work is shifting and funding will come from this initiative.
 - Goals for California Jobs First include:
 - ✓ Support sustainable and equitable growth across regions and populations
 - ✓ Invest in the workforce for the sectors of the future
 - ✓ Create an attractive environment for and with job creators
 - ✓ Strengthen California's innovation economy and entrepreneurial culture

WDBCCC leadership met with state leaders, California WDB Director and Secretary of Labor, and Deputy Director from EDD.

- Master Plan of Education is to create state and regional coordinated bodies that make it easier to access information, funding, and support to align Transitional Kindergarten (TK)-12, Post-Secondary Education, and workforce training opportunities, so it is easier to build skills in variety of settings. This is a strong initiative that shifts our work to align with community colleges and ensures that the workforce training meets the needs of the employer.
- The WDBCCC is currently evaluating funding and how to align with partners to apply for additional funding.
- A report from the Contra Costa Economic Partnership and an attachment of the Economic Overview was shared with the Committee.

Next BED Committee Meeting: Wednesday, September 3, 2025, 3:00 pm - 4:30 pm

THE MEETING ADJOURNED AT 4:03 PM

Respectfully Submitted,
Anisa Smith, Business Services Representative

/as