



CONTRA COSTA COUNTY

AGENDA

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

12:10 PRESENTATION ITEM

P1 - Brand Intelligence and Market Penetration Playbook [26-2098](#)
Full Capacity Marketing, Inc.
Celina Shands, M.S., CEA/Founder and Emma Kesner, Managing Director

Attachments: [P1 - Presentation FCM Brand IQ & Mkt Penetration Playbook](#)

12:40 CONSENT AGENDA

C1 - Approve February 18, 2026 Business & Economic Development Minutes [26-2099](#)

Attachments: [C1 - Minutes BED Committee Meeting 2-18-26](#)

12:50 INFORMATION ITEMS

I1 - Rapid Response Services Report [26-2100](#)

Attachments: [I1 - Rapid Response WARNS Update and Services 5-6-26](#)

I2 - Business Services 2026 Outreach Events [26-2101](#)

Attachments: [I2 - Biz Services Outreach 2026 - Future Events as of 5-8-26](#)

1:20 ANNOUNCEMENTS AND NEXT AGENDA ITEMS

1:30 ADJOURN

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.

America's Job Center of California (AJCC) WIOA Title I financially assisted programs or activities are on equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Board at 925-655-3800.