

BUSINESS DEVELOPMENT COMMITTEE MEETING AGENDA

April 17, 2025
1:00 PM – 2:30 PM
Self-Help Credit Union
Community Room
900 Crows Landing Rd.
Modesto, CA 95351
www.stanworkforce.com

Committee Members

Kris Helton, Chairman
Jennifer Shipman, Vice-Chair
Jason Maggard
Billy Meyers
Dillon Olvera
Maryn Pitt
Tim Roos
Christine Schweininger
Lourdes Uranday

The Stanislaus County Workforce Development Business Development Committee welcomes you to its meeting, your interest is encouraged and appreciated.

The Workforce Development Business Development Committee complies with all provisions of the Brown Act and the Conflict of Interest Code on file with the Stanislaus County Department of Workforce Development. See links below.

<https://oag.ca.gov/sites/all/files/agweb/pdfs/publications/brownAct2003.pdf>
<https://www.stanworkforce.com/workforce-board/#committees>

PUBLIC COMMENT PERIOD: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda and any off-agenda matters before the Committee for consideration. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee. Any member of the public wishing to address the Committee during the "Public Comment" period shall be permitted to be heard once for up to 5 minutes unless the Chairperson of the Committee sets a different time limit. Please complete a Public Comment Form and give it to the Clerk of the Committee. If you would like to provide a written comment, please email your comment form to the Clerk of the Business Development Committee at ixtak@stanworkforce.com by 4:00 p.m. on the day prior to the meeting. Public Comment forms are available at <https://www.stanworkforce.com/workforce-board/public-comment-forms/>. Your written comment will be distributed to the Committee and kept on file as part of the official record of the Business Development Committee meeting.

The agenda is divided into two sections:

CONSENT ITEMS: These matters include routine financial and administrative actions. All consent items will be voted on as a single action at the beginning of the meeting under the section titled "Consent Items" without discussion. If you wish to discuss a consent item, please notify the Clerk of the Committee prior to the beginning of the meeting or you may speak about the item during Public Comment Period.

DISCUSSION AND ACTION ITEMS: These items will be individually discussed.

ANY MEMBER OF THE AUDIENCE DESIRING TO ADDRESS THE COMMITTEE ON A MATTER ON THE AGENDA: Please raise your hand or step to the podium at the time the item is announced by the Committee Chairperson. In order that interested parties have an opportunity to speak, any person addressing the Committee will be limited to a maximum of 5 minutes unless the Chairperson of the Committee sets a different time limit.

COMMITTEE AGENDAS AND MINUTES: Committee agendas, Minutes, and copies of items to be considered by the Committee are typically posted on the Internet on Monday afternoons preceding a Thursday meeting at the following website: <https://www.stanworkforce.com/workforce-board/#committees>.

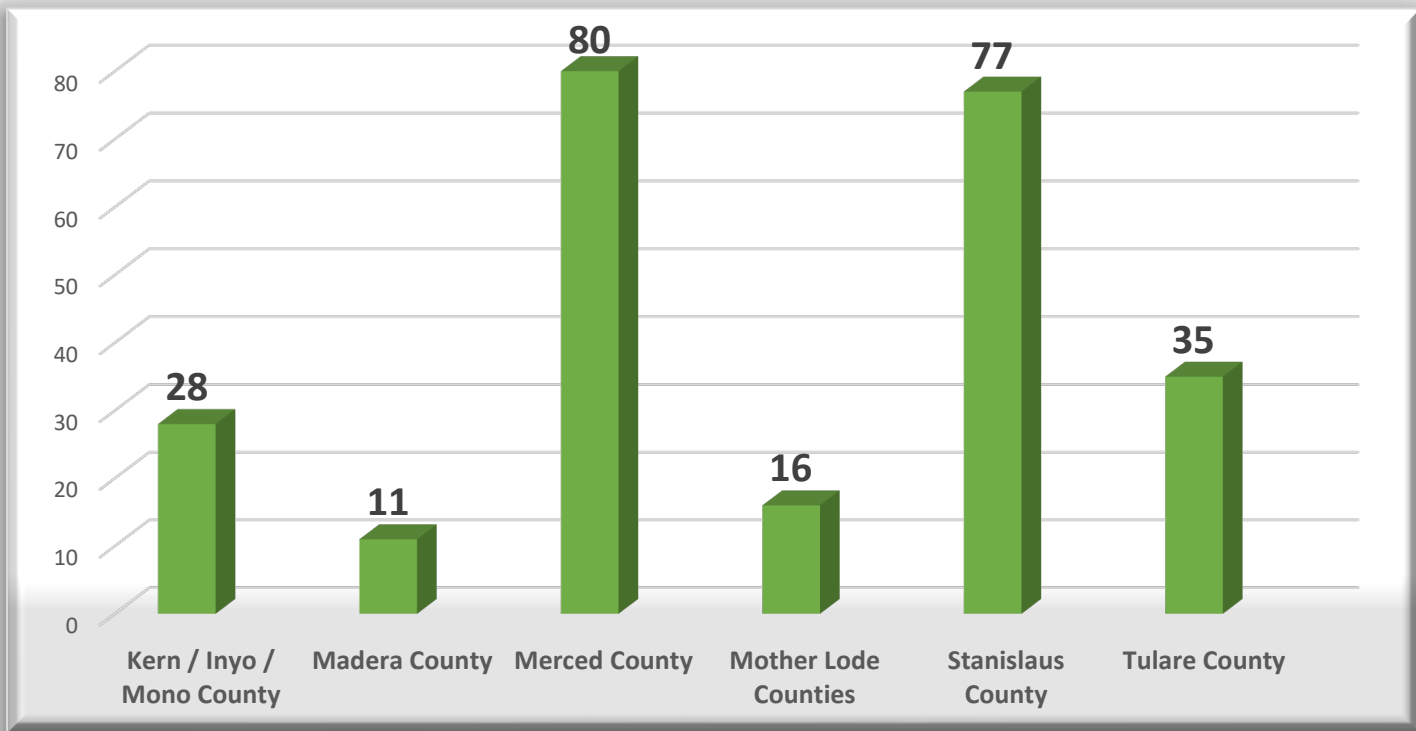
NOTICE REGARDING NON-ENGLISH SPEAKERS: Business Development Committee meetings are conducted in English. Language assistance request should be made by noon the Monday before the meeting by contacting the Clerk at 209-595-0556.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Clerk of the Committee at (209) 595-0556. Notification 72 hours prior to the meeting will enable the Department to make reasonable arrangements to ensure accessibility to this meeting.

1. Call to Order
2. Introductions
3. Conflict of Interest
4. Public Comment Period
5. Department Report
 - A. Update
 - B. HR Hotline Reports
6. Business Services Update
 - A. Business Services Division Quarterly Report – Chris Hancock, Business Services Manager
 - B. Sector Updates – Angie Young, Workforce Coordinator
 1. Agriculture
 2. Farm Bureau Report
 3. Healthcare
 4. Manufacturing
 5. Warehouse/Logistics
 6. Construction
 7. Underserved
7. Presentation – Trish Christensen, President/CEO - Modesto Chamber of Commerce
8. Discussion and Action Items
 - A. Approve the Minutes of the October 3, 2024 Business Development Committee Meeting
 - B. Approval of the Recommendation for Program Year 2025-2026 to Contract with Community Agencies for Underserved Business
 - C. Approval of the Recommended Spending Plan of the Workforce Innovations and Opportunity Act Training Fund Requirements 2025-2026
 - D. Acceptance of the Information Provided as Well as Provide Input on the Definition of a Small Business within Stanislaus County
 - E. Acceptance of the Information and Provide Input on the Development of a Business One-Stop
9. Future Topic(s), Discussion, Announcements

Next Meeting: October 16, 2025
1:00 PM – 2:30 PM
Self-Help Credit Union

7/1/2024 - 6/30/2025 Summary of Calls

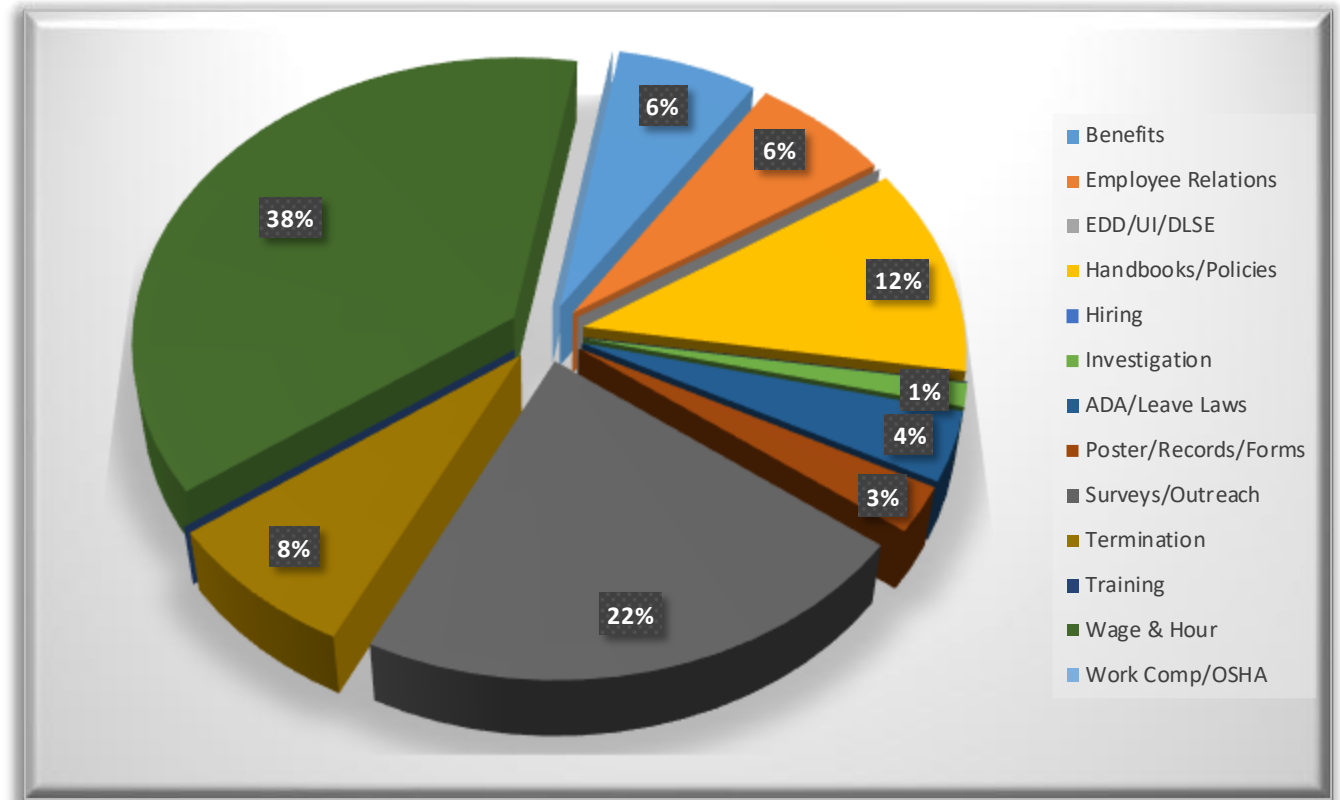


| County | July | August | September | October | November | December | January | February | March |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Kern / Inyo / Mono Counties | 5 | 1 | 3 | 4 | 1 | 3 | 1 | 0 | 10 |
| Madera County | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 4 | 2 |
| Merced County | 15 | 10 | 4 | 5 | 3 | 1 | 9 | 16 | 17 |
| Mother Lode Counties | 0 | 0 | 0 | 2 | 2 | 3 | 3 | 3 | 3 |
| Stanislaus County | 14 | 12 | 12 | 8 | 8 | 1 | 8 | 11 | 3 |
| Tulare County | 3 | 4 | 6 | 5 | 2 | 4 | 5 | 1 | 5 |
| TOTAL | 37 | 27 | 25 | 25 | 17 | 14 | 27 | 35 | 40 |

| | |
|---------------------------|------------|
| Kern / Inyo / Mono County | 28 |
| Madera County | 11 |
| Merced County | 80 |
| Mother Lode Counties | 16 |
| Stanislaus County | 77 |
| Tulare County | 35 |
| Total Calls | 247 |

Stanislaus County Hotline Report

2024 - 2025



Stanislaus County Hotline Report 2024 - 2025

| Reason For Call | July | August | September | October | November | December | January | February | March | April | May | June | Total | Potential Liability | Total Exposure |
|------------------------|-----------|-----------|-----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|-------|---------------------|------------------------|
| Benefits | | 2 | 1 | 1 | | | | 1 | | | | | 5 | \$ 80,000.00 | \$ 400,000.00 |
| Employee Relations | 3 | | 1 | | 1 | | | | | | | | 5 | \$ 40,000.00 | \$ 200,000.00 |
| EDD/UI/DLSE | | | | | | | | | | | | | 0 | | \$ - |
| Handbooks/Policies | 1 | 1 | 2 | 1 | | | 1 | 1 | 2 | | | | 9 | \$ 50,000.00 | \$ 450,000.00 |
| Hiring | | | | | | | | | | | | | 0 | \$ 13,500.00 | \$ - |
| Investigation | | | 1 | | | | | | | | | | 1 | \$ 10,000.00 | \$ 10,000.00 |
| ADA/Leave Laws | | | 1 | 1 | 1 | | | | | | | | 3 | \$ 10,000.00 | \$ 30,000.00 |
| Poster/Records/Forms | | 2 | | | | | | | | | | | 2 | | \$ - |
| Surveys/Outreach/Other | 5 | 4 | 3 | 1 | 3 | | | 1 | | | | | 17 | | \$ - |
| Termination | 2 | | | 1 | | | 2 | | 1 | | | | 6 | \$ 45,000.00 | \$ 270,000.00 |
| Training | | | | | | | | | | | | | 0 | | \$ - |
| Wage & Hour | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 8 | | | | | 29 | \$ 27,500.00 | \$ 797,500.00 |
| Work Comp/OSHA | | | | | | | | | | | | | 0 | | \$ - |
| TOTAL | 14 | 12 | 12 | 8 | 8 | 1 | 8 | 11 | 3 | 0 | 0 | 0 | | Total | \$ 2,157,500.00 |



Facts and Figures

Potential Liability For Employers

Hiring: Turnover is expensive. Bad hires cost employers approximately 30% of an employee's annual salary. An employee earning just \$45,000/yr would cost you \$13,500 to replace.

Benefits: According to Guardian Life and ESIS, the average FMLA lawsuit in CA is \$80,000.

Employee Relations/Discrimination: 2/3 of employees in US say they have witnessed or been the victim of workplace discrimination. Settlements avg \$40,000.

Unemployment Insurance (UI): Lost UI hearings can result in an increase in your UI tax rate.

Handbooks / Policies: (Harassment) The average harassment lawsuit leads to a settlement of about \$50,000 in monetary compensation for the employee, however attorney fees to defend a harassment suit is \$150,000 per plaintiff.

Hiring: Turnover is expensive. Bad hires cost employers approximately 30% of an employee's annual salary. An employee earning just \$45,000/yr would cost you \$13,500 to replace.

Workplace Investigations: Resolving complaints quickly and fairly is a high-stakes endeavor: Poorly handled investigations can lower productivity and tank morale. Typical cost ranges from \$5,000-\$15,000, averaging about \$10,000

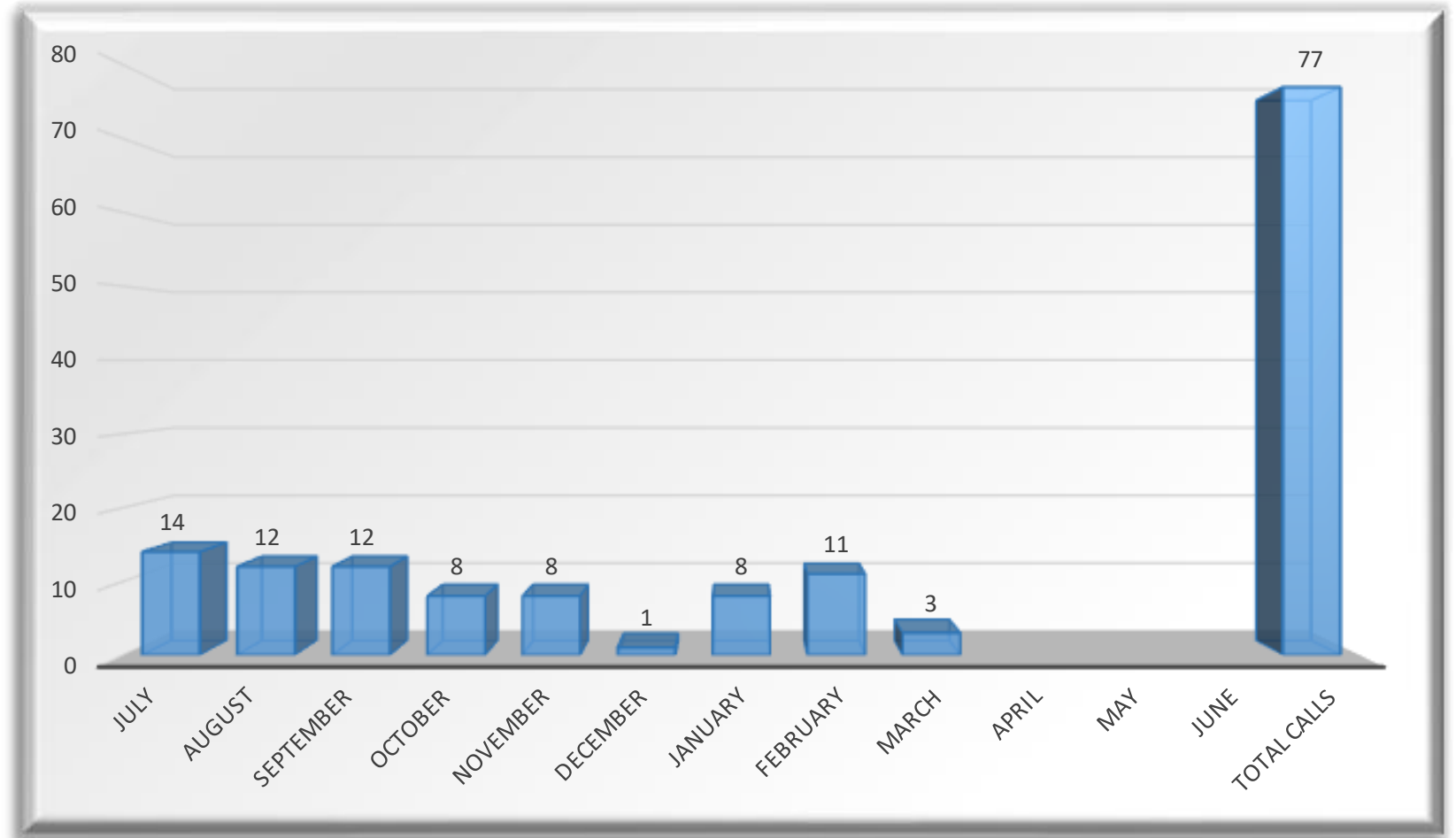
Leave Laws: One slip up involving the Americans with Disabilities Act (ADA) can lead to an investigation of all your company's administrative practices – and can result in huge fines or lawsuits.

Wrongful Termination: The average settlement for wrongful termination cases in California is around \$40,000, the average value of a court verdict in wrongful termination cases is around \$45,000, and this does not include attorney fees for legal representation.

Wage and Hour Claims: These claims can go back three years! and often include miscalculations of vacation and PTO at termination. The average wage and hour claim costs employers in CA in 2023 was \$27,500.

Stanislaus County Hotline Report 2024 - 2025

| | |
|--------------------|-----------|
| July | 14 |
| August | 12 |
| September | 12 |
| October | 8 |
| November | 8 |
| December | 1 |
| January | 8 |
| February | 11 |
| March | 3 |
| April | |
| May | |
| June | |
| Total Calls | 77 |



Business Services Division Quarterly Report

| Employer Engagement Activities | July 2024 to Mar 2025 | July 2023 to Mar 2024 | Percent Change |
|--------------------------------|-----------------------|-----------------------|----------------|
| Total Employers Served | 416 | 531 | -22% |

| Employer Engagement Activities | July 2024 to Mar 2025 | July 2023 to Mar 2024 | Percent Change |
|--------------------------------|-----------------------|-----------------------|----------------|
| Total Services Provided | 2,013 | 2,797 | -28% |
| • Networking Activities | 335 | 687 | -51% |
| • Job Posting/ Recruiting | 493 | 815 | -40% |
| • Referral Assistance | 17 | 17 | 0% |
| • Technical Asst./ LMI | 5 | 56 | -91% |

**Can be same business served multiple times*

| Work-based Training Activities | July 2024 to Mar 2025 | July 2023 to Mar 2024 | Percent Change |
|--------------------------------|-----------------------|-----------------------|----------------|
| On-the-Job Training | 11 | 41 | -73% |
| Transitional Jobs | 22 | 66 | -67% |
| Paid Work Experience | 94 | 43 | +119% |
| Community Service Program | 47 | 25* | +88% |

** Temp. CSP placement due to funding*

| Employer Upskill Activities | July 2024 to Mar 2025 | July 2023 to Mar 2024 | Percent Change |
|-----------------------------|-----------------------|-----------------------|----------------|
| Incumbent Worker Training | 0 | 21 | -100% |
| Customized Training | 0 | 0 | 0% |

** Represents individuals trained through IWT*

| Employer Job Placement Activities | July 2024 to Mar 2025 | July 2023 to Mar 2024 | Percent Change |
|-----------------------------------|-----------------------|-----------------------|----------------|
| Positions Filled/ Clients Hired | 412 | 298 | +38% |

** Includes On-the-Job Trainings*

Business Services Division Quarterly Report

Rapid Response Activities

| 1st Quarter 2024-2025 | | | |
|-------------------------------|--|--------------------------------|---|
| Total WARNs/ Notifications | Businesses Provided Rapid Response Services | Total Rapid Response Events | Total Employees Provided Services |
| 7 | 8 | 8 | 179 |

| 2nd Quarter 2024-2025 | | | |
|-------------------------------|--|--------------------------------|---|
| Total WARNs/ Notifications | Businesses Provided Rapid Response Services | Total Rapid Response Events | Total Employees Provided Services |
| 7 | 10 | 0 | 0 |

| 3rd Quarter 2024-2025 | | | |
|-------------------------------|--|--------------------------------|---|
| Total WARNs/ Notifications | Businesses Provided Rapid Response Services | Total Rapid Response Events | Total Employees Provided Services |
| 6 | 8 | 3 | 73 |

Sector Strategy Updates

- Agriculture Sector:** The first sector meeting for this program year took place on 11/5/24, and the second meeting is currently scheduled for 4/29/25 with special guest speaker, Sheriff Dirkse. Farm Bureau and SCWD is also conducting one-on-one meetings with 8 different industry partners throughout the program year.
- Underserved Business Sector:** Agreements with Modesto Chamber of Commerce, Stanislaus Latino Chamber of Commerce, and Stanislaus Equity Partners are to be signed and executed for the 2025-2026 fiscal year. These organizations will be focusing on working with Underserved Businesses within specific zip codes or a specific focus area (such as women-owned businesses). SCWD is also exploring the addition of Ceres Chamber of Commerce taking on an additional zip code.
- Healthcare Sector:** Continued evolution into a region-wide sector partnership has proved successful. Several new programs have been initiated and are on track to produce good results. Programs like HOPE and the San Joaquin Behavioral Health Workforce Partnership have

delivered consistent, measurable outcomes. The HOPE Program enrolls 30 healthcare professionals per cohort. It has enabled more than 100 local healthcare worker roles such as medical assisting, nurse assisting and phlebotomy to become registered nurses. Similarly, the Behavioral Health Workforce Partnership has placed more than 60 master's level students in local internships leading to graduation and entry into the workforce as licensed social workers. Both initiatives are preparing workers for immediate employment and long-term career growth.

- **Manufacturing Sector:** The development of the manufacturing sector continues to move forward under the umbrella of the Stanislaus 2030 manufacturing and talent development initiative. For the past 12 months subcommittees have spent substantial time researching and planning career pathways, apprenticeship designs, and marketing and branding efforts for the sector. We will begin the process of contracting a Convening Authority and issuing requests for proposals for organizations to step forward and implement these plans.
- **Construction Sector:** We have an agreement with Workforce Pathway Solutions to be the Convening Authority for the Construction Sector and the first partnership meeting is scheduled for 5/20/25. Partnership planning is underway, and a full report will be available in Q1 of the 2025/ 26 program year.
- **Warehouse/Logistics**— SCWD continues to explore Convening Authority options within this sector as well as overall design and implementation. Efforts will be underway soon to initiate a strategic implementation process.

Ag Sector Updates

By: Anna Genasci

One – on – One's

- Oakdale Irrigation District
- Take-Aways
 - HR Hotline
 - Job Postings
 - Supervisory skills
 - Hazard Analysis
- Modesto Irrigation District
- Take-Aways
 - CE Classes
 - Supervisory Skills
 - Labor Market Information
 - HR Hotline & Job Postings

Supervisory Development



English Language Learner

STANISLAUS COUNTY FARM BUREAU

STANISLAUS COUNTY WORKFORCE DEVELOPMENT

November 5, 2024 – Workforce Survey

- Are you interested in a one-on-one meeting (takes about an hour, we come to you)?
YES NO

English Language Learner Classes

- Do you have employee/s who would be interested in this class?
YES NO
- Of those employees interested, what is their comfort level with English currently?

- Would you be comfortable with your employee/s attending this class during working hours (this means they would be paid for their time in class)?
YES NO
- If held during the workday, what time of day is best?

- Would an emphasis on Ag-related vocabulary be important to you and/or your employee?
YES NO NOT a priority

Supervisory Development Class

Do you have any employee/s you would like to send to the Spring 2025, Supervisory Development Class? YES NO

Any topics you would like to see covered at these meetings?

Your name & contact information: _____

- Feedback from this group
- Workforce secured a grant
- Classes will be spring of 2025

Next Meeting – April 29, 2025



**Workforce Development
Discussions, Guest
Speaker Sheriff Jeff Dirkse**



Get tickets

Oakdale Irrigation Meeting on 9/4/2024

Recap Email

Good morning,

Thank you all for your time yesterday afternoon. As promised, I have summarized our chat and added some follow-up items.

Upcoming Workforce Development Community Meetings:

- Nov 5th 2024 - 8am to 10am
- April 29th 2025 - 8am to 10am
- (I sent you both a calendar invite)

Description of the Supervisor Development Academy:

5 Sessions (total time 20 hours)

Agricultural Supervisor Leadership Academy:

Session 1: Introduction and Team Building – main learning objectives – supervisors learn how to create a work environment to improve team dynamics and how to work as a team. Improve team communications, clearly articulate program objectives and goals, define roles and responsibilities, mutual accountability and successful project completion.

Session 2: Understanding your Leadership Strengths – main learning objectives – how to identify your strengths and qualities and how to identify and leverage those of your employees or direct reports.

Session 3: Difficult Conversations, Motivation and Discipline – main learning objectives – how can a supervisor have honest and consistent difficult conversations to resolve issues in the workplace with employees, peers and managers. How to effectively motivate to aid in employee retention and how to handle disciplinary challenges.

Session 4: Effective Communication – main learning objectives – techniques for effective communication in the workplace, including active listening, setting expectations, and conflict resolution.

Session 5: Workplace Challenges and Next Steps – main learning objectives – evolution of the workplace including employee empowerment in decision making professional growth and development. Resources to continue growing in a supervisory role. Goal setting for the next 3-6 months and setting up an accountability partner to stay on course.

Internship/Work Experience Opportunity:

- Based on our discussion, OID may be interested in an intern
- Up to 29 hrs a week, County is the employer of record, intern is paid minimum wage
- OID has about 80 employees, about 50 of those are union

Workforce Resources:

- HR Hotline, please see attached for the phone number
- Job Developers can assist with screening resumes, posting job opportunities, screening tests. Oakdale has a Job Center:
- Oakdale Job Center
1405 West F Street Ste. I
Oakdale, CA 95361
(209) 322-3564

Monday-Friday | 8:00am-4:30pm
Closed for lunch | 12:30pm-1:00pm

Training Needs identified by OID (do we loop in TID and MID)?:

- Supervisory Training (OID has sent employees to our course offering the past 2 years)
- OSHA 10/30 ... can this be bundled into a supervisory training to then qualify for incumbent worker training?
 - Perhaps bundle with -
 - Hazard Analysis
 - Safety Certificate Program - *The two-day Agricultural Safety Certificate Program provides individuals with a broad-based safety education in the essential issues of this field. The program will assist employers in improving workplace health and safety, reduce the high costs associated with workplace injuries and illnesses, and comply with federal and state regulatory requirements. The program includes mock hazard hunts and discussion of the top OSHA violations.*
 - Reasonable Suspicion

Please let me know if I have missed anything. I think this was a super productive conversation!

Thank you all again for you time and input,

Anna

Modesto Irrigation Meeting 10/7/2024

Recap Email

Good afternoon,

Thank you for taking the time to meet with me and Angie on Monday!

I wanted to send a quick summary of what we chatted about and follow-up on the items I promised to share with you.

- Farm Bureau and Workforce Development (WD) have an Ag-Sector Partnership
- WD provides several services:
 - Labor market information
 - Free job postings to multiple platforms
 - Resume screening
 - HR Hotline, see attached
 - [Business Services](#)

- MID has a robust training program and approx 450 employees (including union employees)
 - MID would like opportunities for excel training, Ray is interested in leadership training, possibly an intern for winter projects.
- **Items promised by Anna**
 - Add Ana, Ray and Stephanie to e-news - DONE, see link for our most recent e-blast, <https://conta.cc/3XTKRmS>
 - Spray Safe - CE classes and employee education, save the date, Nov 15th at the MJC ACE Pavilion, registration coming soon
 - Monthly CE classes for FB Members - register [HERE](#)
 - Your FB Membership # 050373-50-01-001
 - BBSI Conference: (10 GOLD PACKAGE) PROMO CODE: FarmDiscount <https://cvbexpo.com/attend/#attend>
 - Supervisory Development Outline, see attached
 - 2024 MJC School of Agriculture Internship and Career Fair November 19, 2024, 4:00-6:00 pm, registered [HERE](#)

Please let me know if I have missed anything!

Looking forward to collaborating in the future,

Anna

Quarterly Performance Report (QPR)

| | | | |
|-------------------|--------------------------------------|----------------------------------|--|
| Contractor | Stanislaus County Farm Bureau | | |
| Quarter Reporting | Qtr.2 | Contract Number or Contract Term | October 1, 2024 – December 31, 2024 |
| Project Contact | Anna Genasci | Email | annag@stanfarmbureau.org |

The Quarterly Performance Report (QPR) details activities conducted during each quarter that contribute to contract goals. Stanislaus County Workforce Development uses the information shared in the QPR to assess progress, identify and share best practices, and identify any technical assistance needs. The QPR must be submitted no later than 20 days following the end of the quarter on the following dates:

| Time Period | Due Date |
|--------------------------------|------------|
| July thru September - Qtr. 1 | October 20 |
| October thru December - Qtr. 2 | January 20 |
| January thru March - Qtr. 3 | April 20 |
| April thru June - Qtr. 4 | July 20 |

If the QPR due date falls on a Federal or State holiday or weekend, the next business day becomes the new due date for the report.

Activities For This Quarter

1. Describe the activities that occurred during the reporting period including what work was performed as related to the Scope of Work.

| Activities Related to Scope of Work | Description |
|--|--|
| Outreach & Marketing | Postcard to all Farm Bureau Members promoting the two sector partnership meetings. Exhibit #1 The postcard was included in all newspapers, e-news and sent to everyone who has previously attended a sector meeting. |
| Surveys Completed | A sector meeting was held on 11/5/2024. A survey was given to all attendees. Additionally, the survey was distributed to Farm Bureau Board Members, see Exhibit #2 for survey results. |
| Project Partnerships (development, enhancement, engagement, commitment) | During our sector meeting on 11/5/2024, we have several community partners attend; Richard Carnes with MJC, Jorge DeNava with CVOC, several team members from Center for Land-based Learning, two members from BEAM and Kara Backman from San Joaquin A+, see Exhibit #3 for the full sign in sheet. |
| Business/Employer Engagement | Several businesses attended the sector meeting on 11/5/2024, AI-Engineering (tractor engines), Modesto Irrigation District, and Generation Growers (nursery). See Exhibit #3 for the full sign in sheet. |
| Training/ Capacity Building | We have scheduled year three of Supervisory Development Academy (SDA). Classes begin March 2025. Promotion to begin within the next two weeks, see Exhibit #4 for the draft promotional flyer. We are also working on an English Language Learner (ELL) class for Spanish Speaking Farmworkers. This class will be done in partnership with Modesto Junior College, who has secured curriculum specific to the needs, titled "English-at-Work." |
| One-on-One Meetings Held, Include Dates | We have held two, one-on-one meetings. One with Oakdale Irrigation District on 9/4/2024 and Modesto Irrigation District on 10/7/2024. Please see Exhibit #5 for meeting recap notes. Currently working on scheduling six more one-on-one meetings. |
| Other Sector | Next sector meeting is scheduled for April 29, 2025. |

| | |
|------------------|-----|
| Other – Describe | n/a |
|------------------|-----|

2. Materials: List and/or Attach the Following Items

| Format | Description |
|--|--|
| Event Flyers | Sector Meeting promotion postcard, Exhibit #1 Supervisory Development Academy DRAFT flyer, Exhibit #4. |
| Press Releases | n/a |
| News Clips | n/a |
| Program Photos | n/a |
| Other Marketing or Media Materials that Illustrate Activities | See Exhibit #6 for the PowerPoint shared with attendees at the sector meeting on 11/5/2024, providing program updates. |

3. Best Practices/Lessons Learned:

| Activities/Services Provided | Description |
|----------------------------------|---|
| Notable Achievements Made | Making progress on the details for the ELL class and offering SDA for a third year. This year, because Workforce Development was successful in securing grant funding, these classes will be offered at no cost. |
| Obstacles Encountered & Overcome | The grower attendance at the last sector meeting was lower than previous meetings. We have updated our strategies to include phone calls to growers who have previously attended, to ensure better participation. |
| Identified Best Practices | Timing seems to be key. We tried to schedule one-on-one meetings in the Fall. We were successful with two. In the new year, we have already added two more to the |

| | |
|--------------------|--|
| | calendar, along with three other interested agricultural businesses. |
| Lessons Learned | Be aware of current farming practices to offer meetings and trainings at most effective times. |
| Ongoing Challenges | Communicating all of the services through Workforce Development (WD). Our one-on-one meetings suggest that most agricultural employers are aware of only the training services that WD has to offer. |
| Other – Describe | n/a |

4. Technical Assistance: Detail any technical assistance that would support or accelerate program efforts.

| |
|--|
| Technical Assistance |
| Moving forward it may be beneficial in grant execution, if sector partners are included in the grant application process. This may assist in executing grants more efficiently and in a timely manner. |

**Business Development Committee
Meeting Minutes**

Thursday, October 3, 2024

Self-Help Credit Union

900 Crows Landing Rd., Modesto, CA 95351

1:00 PM – 2:30 PM

Members in attendance:

| | |
|--------------------|------------------------|
| Kris Helton, Chair | Tim Roos |
| Jason Maggard | Christine Schweininger |
| Billy Meyers | Jennifer Shipman |
| Dillon Olvera | |

Absent:

| | |
|------------|----------------|
| Maryn Pitt | Lourdes Urande |
|------------|----------------|

Staff in attendance:

| | |
|--------------|---------------|
| Doris Foster | Chris Hancock |
| Kris Ixta | Sara Redd |

Additional guest present:

There were 4 additional guests present.

1. Call to Order and Roll Call
Kris Helton, Business Development Committee Chair, called the meeting to order at 1:05 PM, thanked everyone for attending and invited those present to introduce themselves.
2. Conflict of Interest
Chairman Helton outlined the Conflict of Interest Policy.
3. Public Comment Period
Chairman Helton gave information on the Public Comment Period. There were no public comments.
4. Presentation – Amanda Hughes, Executive Director and Yoli Meraz, Program Director from Stanislaus 2030 gave a presentation on how Stanislaus 2030 supports small businesses within Stanislaus County.
5. Department Report
 - A. Update
 1. Director Foster reviewed the following:
 - a. Included in the packet from the last meeting was a report showing data analysis that there are 21,939 distinct businesses in Stanislaus County, 85% of which have 9 or less employees.

Therefore, it was determined that what based on prior discussion a small business within Stanislaus County would be defined as a business with 9 or fewer employees. Staff will bring information to the next meeting for small business size approval.

- b. Article VI of the Bylaws regarding members attendance requirements.
- c. HR Hotline Reports
- d. If anyone is interested in participating on the evaluation team for the Underserved and Women-Owned Businesses Request for Proposal please let Doris know.

Kris Helton spoke about the upcoming Business Expo. and reviewed what was being planned for the event.

B. Business Services Update – Chris Hancock, Business Services Manager

- 1. Business Services Manager, Chris Hancock, provided updates on all the sectors and Rapid Response. Chris then continued by providing an update on programs. He reviewed the report on Employer Engagement Activities, Work-Based Training activities, Employer Upskill activities, and Employer Job Placement activities for the period April – June 2023 compared to April - June 2024.

6. Discussion and Action Item

- A. Approval of the Minutes from the December 7, 2023 Business Development Committee Meeting
 - B. Meyers/J. Shipman
- B. Approval of the Minutes from the March 7, 2024 Business Development Committee Meeting
 - J. Shipman/J. Maggard
- C. Approval of the 2025 Dates, Location and Times for the Business Development Committee Meetings
 - J. Shipman/C. Schweininger

7. Future Topics, Discussion, and Announcements

8. Adjournment

Chairman Helton adjourned the meeting at 2:39 PM

Next Meeting: April 17, 2025

STANISLAUS COUNTY WORKFORCE DEVELOPMENT BUSINESS DEVELOPMENT COMMITTEE AGENDA ITEM

COMMITTEE AGENDA: 8.B.
AGENDA DATE: April 17, 2025

DISCUSSION AND ACTION:

SUBJECT:

Approval of the Recommendation for Program Year 2025-2026 Contracting with Community Agencies for Underserved Business

STAFF RECOMMENDATION:

Contract with local community agencies to work with local businesses to development initiatives tailored to address the unique challenges faced by businesses located in poverty-stricken areas, minority owned businesses and women owned businesses.

DISCUSSION:

At the June 1, 2020 Workforce Development Board meeting, the Board approved staff's recommendation to contract with an entity to serve as a community liaison for the purpose of engaging Workforce Innovation and Opportunity Act (WIOA) services directly to businesses that are at-risk, minority owned, minority represented, women-owned businesses and businesses that primarily serve-risk community members within Stanislaus County.

On April 12, 2021, the Workforce Development Board approved the funding for Services for Underserved Businesses to be awarded to Stanislaus Equity Partners (STEP), formerly known as City Ministries. STEP had been contracted for the past three years to provide referral-based assistance, resources, and information for the improvement of locally identified underserved businesses (minority-owned, women-owned, geographical low-income location, or other "at-risk" business).

At the April 8, 2024 Workforce Development Board meeting, the Board approved staff's recommendation to contract with local community agencies to work with local businesses to development initiatives tailored to address the unique challenges faced by businesses located in poverty-stricken areas, minority owned businesses and women owned businesses for the fiscal year 2024-2025.

At that time census data analysis revealed concentrated pockets of poverty within Stanislaus County. To engage businesses located in geographically low-income

locations effectively, it was imperative to align spending initiatives with targeted outcomes, focusing on areas where poverty rates were disproportionately high. Based on the identified areas, the needs of the business may have varied based on the demographic location. The four identified four areas were: Patterson/Newman, West Modesto, South Modesto/Ceres, and South Turlock.

The Department reached out to local agencies to negotiate \$20,000 contracts to coordinate Sector Partnerships meetings for no less than 25 businesses two times a year. Due to the lateness of executing the contracts, the agreements are until June 30, 2026. Contracts that have been established to date are with:

- Stanislaus Latino Chamber of Commerce to provide services in zip codes 95328 (Keyes), and 95380 (South Turlock).
- Stanislaus Equity Partners to provide services in zip codes 95351 (West Modesto),
- Modesto Chamber of Commerce to provide services to women-owned businesses
- In negotiations - services in zip codes 95307 (Ceres) and 95351 (South Modesto)

The above agencies will be requested to present to the Business Development Committee about their organization and update on the contracted services to businesses. Today the Business Development Committee will hear from the Modesto Chamber of Commerce.

Funding that will be used for this program is Rapid Response 2024-2026 funding. Funding has in the last years only been for one fiscal year. The State has extended the grant to two year. There is some uncertainty whether or not there will be 2025-2026 allocated funding. The Department has additional funding that will be used to provide services and training to the needs identified by the contracted agencies.

As of Q1 2025 the top poverty areas are:

| Zip Code | City | Percent in Poverty |
|----------|---------------|--------------------|
| 95328 | Keyes | 33.1% |
| 95351 | West Modesto | 22.5% |
| 95319 | Empire | 17.9% |
| 95386 | Waterford | 17.7% |
| 95380 | South Turlock | 17.2% |

In addition, minority-owned and women owned business had unique needs. Recognizing and addressing these needs were essential steps towards creating a more inclusive and equitable business landscape. By providing targeted support and resources, these businesses could thrive and contribute positively to the economy. (attachment A)

POLICY ISSUE:

According to Workforce Innovation and Opportunities Act (WIOA) regulations 679.370, the Local Workforce Development Board, among other responsibilities, must: Develop effective linkages with employers in the region to support employer

utilization of the local workforce development system, and identifying strategies for better meeting the needs of individuals with barriers to employment.

FISCAL IMPACT:

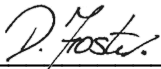
The total amount of WIOA funds allocated as a result of funding the proposed contracts for Fiscal Year 2025-2026 would be approximately \$80,000. This funding may change based on State allocations.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board's priority of *Outreach & Engagement* by contracting with community agencies to develop initiatives and engagement tailored to the specific challenges faced by the underserved businesses community.

STAFFING IMPACT:

Existing staff from Workforce Development will execute and monitor this Agenda Item.

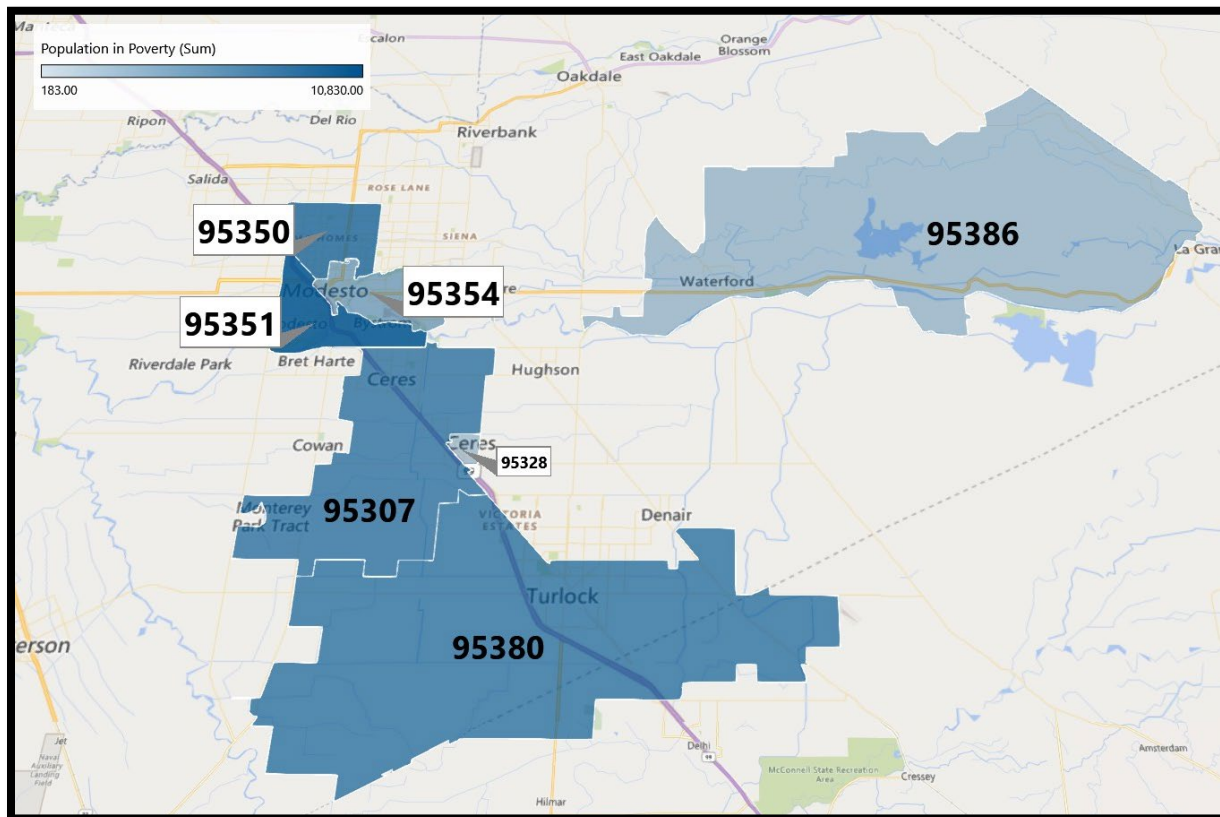


Doris Foster, Director

STANISLAUS COUNTY HIGH POVERTY ZIP CODES

Only ZIP Codes in Stanislaus County with a poverty rate of 15% or greater are included.

| ZIP | ZIP Name | Number of Businesses (Primary Address) | Total Population | Population in Poverty | Percent in Poverty |
|-------|--------------------------------------|--|------------------|-----------------------|--------------------|
| 95351 | Modesto, CA (in Stanislaus County) | 1,494 | 48,134 | 10,830 | 22.5% |
| 95350 | Modesto, CA (in Stanislaus County) | 2,466 | 55,368 | 8,693 | 15.7% |
| 95380 | Turlock, CA (in Stanislaus County) | 2,107 | 44,204 | 7,603 | 17.2% |
| 95307 | Ceres, CA (in Stanislaus County) | 1,418 | 47,978 | 7,533 | 15.7% |
| 95354 | Modesto, CA (in Stanislaus County) | 2,050 | 25,100 | 3,966 | 15.8% |
| 95386 | Waterford, CA (in Stanislaus County) | 261 | 10,387 | 1,838 | 17.7% |
| 95328 | Keyes, CA (in Stanislaus County) | 82 | 3,856 | 1,276 | 33.1% |
| 95319 | Empire, CA (in Stanislaus County) | 23 | 1,651 | 296 | 17.9% |
| 95387 | Westley, CA (in Stanislaus County) | 49 | 1,215 | 183 | 15.1% |



Source: Lightcast Q1 2025 Data Set

American Community Survey Data. American Community Survey (ACS) data is pulled directly from the Census's API, using the ACS 5-year estimates. While this product uses data from the Census Bureau Data API, it is not endorsed or certified by the Census Bureau.

**STANISLAUS COUNTY WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT COMMITTEE
AGENDA ITEM**

COMMITTEE AGENDA: 8.C.
AGENDA DATE: April 17, 2025

DISCUSSION AND ACTION:

SUBJECT:

Approval of the Recommended Spending Plan of the Workforce Innovations and Opportunity Act Training Fund Requirements 2025-2026

STAFF RECOMMENDATION:

Approve the recommended Spending Plan of the Workforce Innovations and Opportunity Act training funds requirements for Fiscal Year 2025-2026.

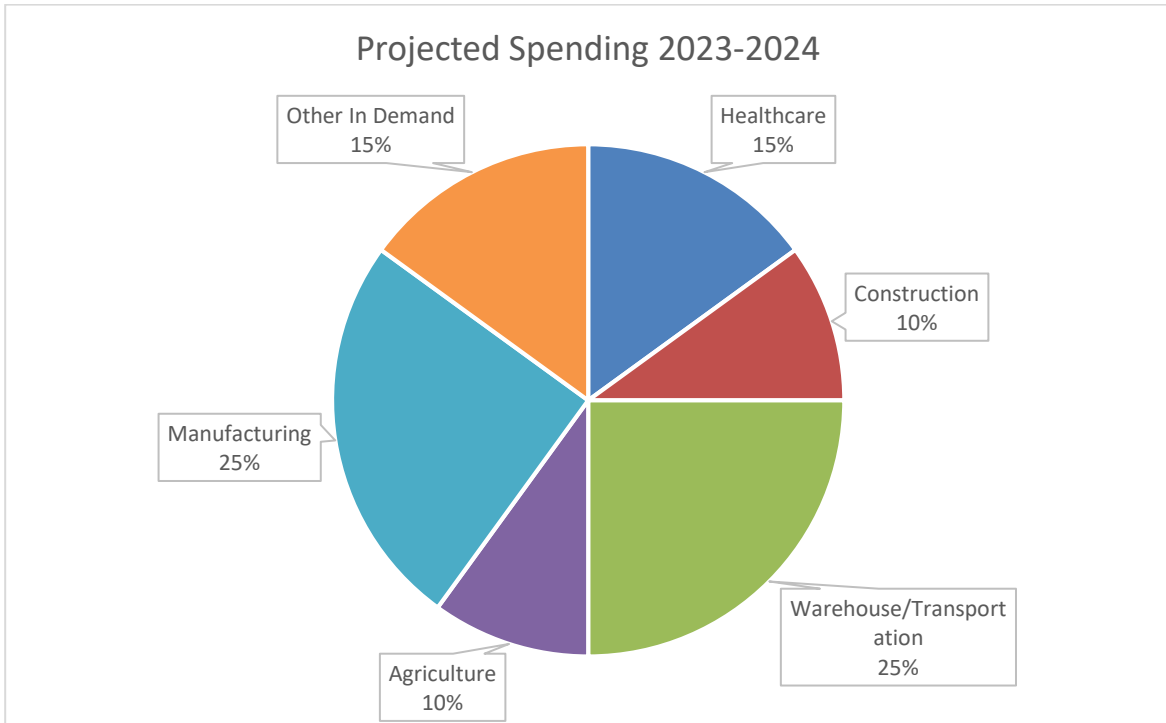
DISCUSSION:

On June 1, 2023, the Business Development Committee approved the recommended spending plan of the Workforce Innovations and Opportunity Act (WIOA) Training Fund for program year 2023-2024. The intent was the plan would guide the approval of training expenditures based on the proposed percentages for the identified in demand sectors: Healthcare, Manufacturing, Agriculture, Construction, and Transportation and Warehousing.

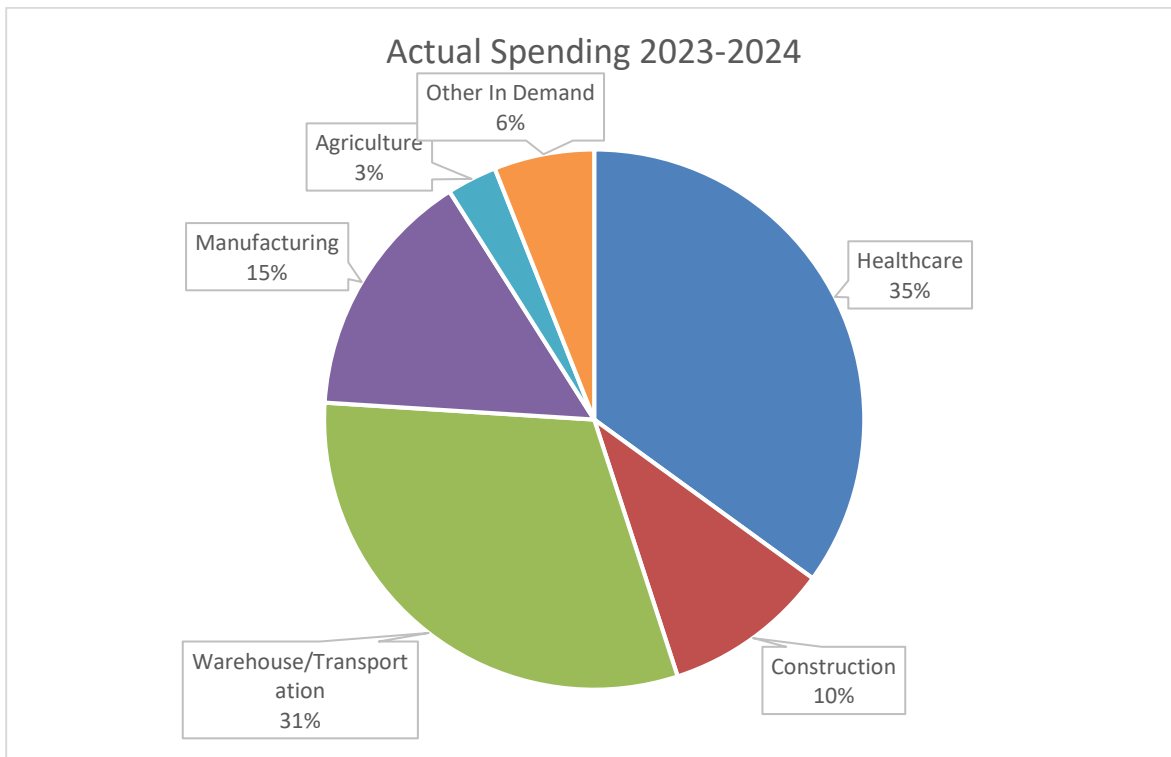
WIOA allowable training activities are designed to help eligible individuals gain the skills needed for employment and career advancement:

- Individual Skills Training
- On the Job Training (OJT)
- Work Experience/Internship
- Incumbent Worker Training
- Pre-Apprenticeship/Apprenticeship

Approved projected spending 2023-2024:



Actual expenditures for 2023-2024:

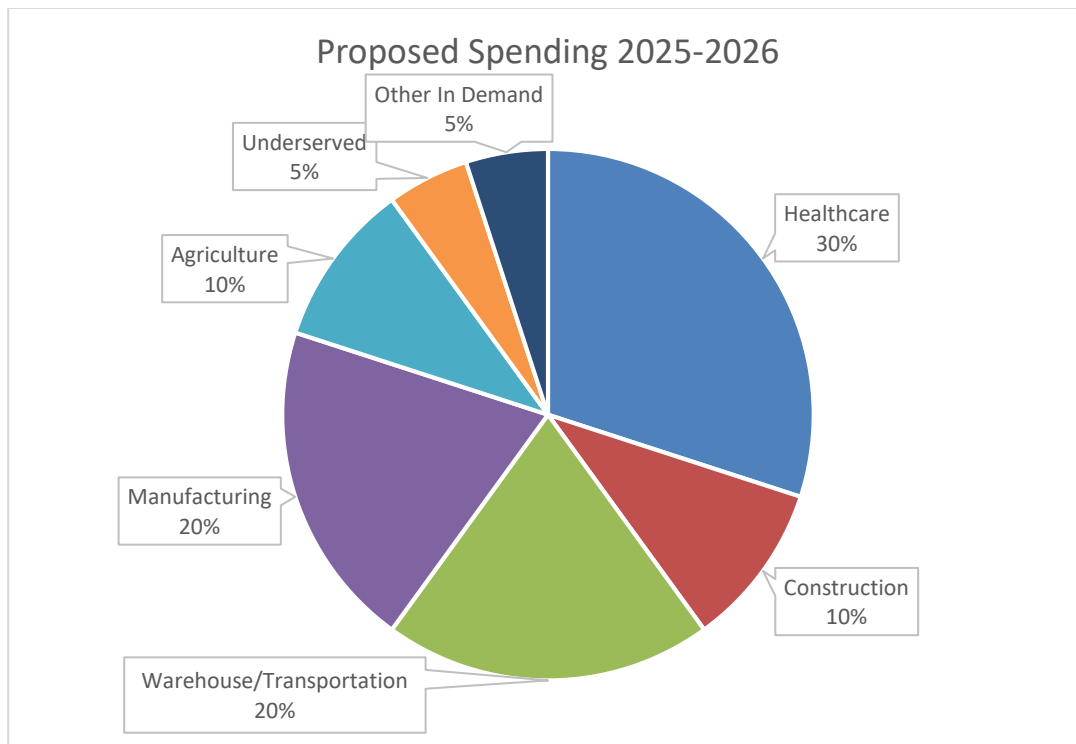


Staff engaged in strategic partnerships with local vocational training institutions to expand access to healthcare training programs. As a result of increased outreach and demand, expenditures to support Licensed Vocational Nurse (LVN) training rose substantially. In addition, On-the-Job Training (OJT) opportunities were increased through collaborations with small businesses in the healthcare sector.

Transportation and Warehousing continued to be a popular sector for training in Stanislaus County. Over 23% of individuals served by Stanislaus County Workforce Development during the reporting period were justice-involved. A significant portion of these clients expressed interest in obtaining Class A truck driver training. Truck driving continues to be a high-demand occupation, offering a self-sufficient entry-level wage and supported by employers committed to Second Chance hiring practices.

Additional grant funding was secured to support the development of pre-apprenticeship programs in the manufacturing industry. This allowed Workforce Innovation and Opportunity Act (WIOA) resources to be reallocated toward in-demand sectors, including healthcare, transportation, and warehousing. The 2023–2024 actual spending included the allocation of training funds for the 2024–2025 program year. All funds were fully committed through executed contracts with employers and training providers.

The proposed 2025–2026 spending plan is based on the actual expenditures in 2023–2024 and by the current in demand priority sectors. Additionally, the underserved sector has been incorporated as a funding priority to include the Workforce Development Board and Business Development Committee’s workforce development sixth sector priority.



POLICY ISSUE:

Employment Development Department Workforce Services Directive #18-10, (WSD18-10) WIOA Training Expenditure Requirement, states that Local boards must spend at least 30 percent of the combined total of their adult and dislocated worker WIOA formula fund allocation on training services. The minimum training expenditure requirement does not apply to the youth WIOA formula fund allocation. Local Boards may apply designated leveraged resources used for training and supportive services (up to 10 percent of the combined total of their adult and dislocated worker formula fund allocation) toward meeting the minimum training expenditure requirement.

FISCAL IMPACT:


There is no additional impact to the budget as training is already included in the Department budget.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board's priority of *Development of a Skilled Workforce* by collaborating with and building a skilled workforce responsive to the needs of the in-demand business community. with a focus on the in-demand business community and other workforce partners.

STAFFING IMPACT:

There is no staffing impact associated with this agenda item



Doris Foster, Director

**STANISLAUS COUNTY WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT COMMITTEE
AGENDA ITEM**

COMMITTEE AGENDA: 8.D.
AGENDA DATE: April 17, 2025

DISCUSSION AND ACTION:

SUBJECT:

Acceptance of the Information Provided as Well as Provide Input on the Definition of a Small Business within Stanislaus County

STAFF RECOMMENDATION:

Recommend to the Stanislaus County Workforce Development Board a definition of a "Small Business" as it pertains to Workforce Development programs within Stanislaus County.

DISCUSSION:

At the December 10, 2021 Business Development Committee meeting, during a discussion on the In-Demand Sectors, it was suggested by the Committee that the focus of the Department should be on small businesses. It was further defined as the number of employees of 50% of the businesses.

The SBA (Small Business Administration), and by extension, workforce development departments, often use a general definition of a small business as an independent business having fewer than 500 employees. However, the SBA also uses industry-specific size standards, meaning the maximum size a business can be to qualify as small can vary depending on the North American Industry Classification System (NAICS) code. The SBA's Table of Size Standards provides definitions for NAICS codes, which vary widely by industry, revenue, and employment.

Workforce development programs often target small businesses to help them with training, job creation, and other initiatives that benefit the local economy. Data shows that as of January 2025 there are 21,536 businesses within Stanislaus County. Based on this data 89.75% of businesses (19,329) have nine (9) or fewer employees.

BUSINESS REPORT: Stanislaus County

Source: EconoVue (Dun & Bradstreet Database January 2025 Snapshot)

Businesses by Number of Employees

Ex: There are 46 businesses with 0 employees; 0.21% of all businesses in Stanislaus County have 0 employees.

| Number of Businesses | Number of Employees | Percent of Businesses |
|-----------------------------|----------------------------|------------------------------|
| 46 | 0 | 0.21% |
| 19,329 | 1-9 | 89.75% |
| 1,764 | 10-50 | 8.19% |
| 233 | 51-100 | 1.08% |
| 104 | 101-250 | 0.48% |
| 33 | 251-500 | 0.15% |
| 27 | 500+ | 0.13% |
| 21,536 | | 100.00%* |

* Rounding may result in totals less than 100%.

Number of employees between 1-9 are further defined in the table below.

| Number of Businesses | Number of Employees | Percent of Businesses |
|-----------------------------|----------------------------|------------------------------|
| 6110 | 1 | 28.37% |
| 6463 | 2 | 30.01% |
| 2506 | 3 | 11.64% |
| 1395 | 4 | 6.48% |
| 886 | 5 | 4.11% |
| 812 | 6 | 3.77% |
| 492 | 7 | 2.28% |
| 363 | 8 | 1.69% |
| 302 | 9 | 1.40% |
| 19,329 | | 89.75%* |

Staff will take into consideration the input from the Business Development Committee in defining the size of a small business.

POLICY ISSUE:

A clear definition of "small business" is crucial for targeted support, fair competition, and accurate economic analysis, as it helps determine eligibility for programs, ensuring resources reach businesses that need them most. A consistent definition allows for meaningful data collection and analysis, helping policymakers understand the role of small businesses in the economy while also recognizing that different sectors have different characteristics and needs. Small businesses are vital to economic growth, and

a clear definition helps ensure that they are able to thrive and contribute to the economy.

Workforce Innovation and Opportunity Act (WIOA) Section 169(C) STUDY OF EFFECTIVENESS OF WORKFORCE DEVELOPMENT SYSTEM IN MEETING BUSINESS NEEDS states: Using funds available to carry out this subsection jointly with funds available to the Secretary of Commerce, the Administrator of the Small Business Administration, and the Secretary of Education, the Secretary of Labor, in coordination with the Secretary of Commerce, the Administrator of the Small Business Administration, and the Secretary of Education, may conduct a study of the effectiveness of the workforce development system in meeting the needs of business, such as through the use of industry or sector partnerships, with particular attention to the needs of small business, including in assisting workers to obtain the skills needed to utilize emerging technologies.

FISCAL IMPACT:

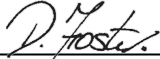
There is no fiscal impact associated with this agenda item.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board's priority of *Data Driven, Effective Relationships, and Outreach & Engagement* by focusing on, collaborating with, and building a strong workforce with in-demand small businesses within our community as well as increased awareness of, and engagement with Stanislaus County Workforce Development throughout the community and among business partners.

STAFFING IMPACT:

There is no staffing impact associated with this agenda item.



Doris Foster, Director

**STANISLAUS COUNTY WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT COMMITTEE
AGENDA ITEM**

COMMITTEE AGENDA: 8.E.
AGENDA DATE: April 17, 2025

DISCUSSION AND ACTION:

SUBJECT:

Acceptance of the Information and Provide Input on the Development of a Business One-Stop

STAFF RECOMMENDATION:

Accept the information of the launch of a Business One-Stop and provide input and direction to staff of services and resources to incorporate into the Business One-Stop.

DISCUSSION:

Stanislaus County Workforce Development has received ARPA funding as identified through the Stanislaus 2030 initiative to create a Business One-Stop. As this initiative is launched, staff are in the planning phase to develop a design and create a platform that will serve as a centralized resource for small businesses to access support and identify needed financing.

The Business One-Stop will be a centralized hub where entrepreneurship, innovation, and economic development converge. Designed to empower small business owners and entrepreneurs at every stage, this initiative will provide seamless access to resources, mentorship, and connections that promote business growth and economic development throughout the county. Through partnerships, tailored services, and data-driven strategies, the One-Stop will drive a business ecosystem that reflects the unique strengths and aspirations of our community.

To start the discussion, staff have taken services already offered and identified additional services that may be a part of a successful Business One-Stop. It is also the plan for staff to identify other successful Business One-Stops around the country to build upon best practices.

The objective of this Agenda Item is to seek Business Development Committee's input on the development of the centralized Business One-Stop that will be designed to streamline services offered and identify business resources in Stanislaus County. The

strategic goal to strengthen business engagement and support workforce needs, with the propose in the creation of a Business One-Stop. This initiative aims to consolidate access to workforce development services, including hiring support, training programs, labor market information, and funding opportunities.

Identified Core Elements of a Business One-Stop Shop

1. Workforce Recruitment & Hiring Services

- Job posting assistance
- Talent matching/resume database access
- Pre-screening and candidate referral
- Job fairs and hiring events coordination

2. Training & Upskilling Support

- Customized training programs
- Access to apprenticeship or internship programs
- Incumbent worker training
- Workforce training grants navigation (e.g., WIOA, state funding)

3. Labor Market Information & Data Tools

- Regional workforce and industry trends
- Wage and occupation data
- Forecasts for in-demand skills and industries
- Demographic and talent pipeline reports

4. Business Incentives & Funding Navigation

- Information on tax credits (e.g., Work Opportunity Tax Credit)
- Support applying for workforce-related grants or subsidies
- Incentives for hiring target populations (veterans, youth, etc.)

5. Regulatory Guidance & Compliance Support

- Help understanding employment laws and labor regulations
- Guidance on workplace safety, ADA compliance, etc.
- Connections to state/local economic development resources

6. Business Retention & Expansion Services

- Assistance with addressing growth or downsizing plans
- Exit interview services and layoff aversion strategies
- Succession planning support for small businesses

7. Partnership & Collaboration Facilitation

- Connections to education providers, training institutions
- Referrals to chambers of commerce, industry associations
- Public-private collaboration opportunities
- Connections to CDFI institutions

8. Digital Access & Self-Service Tools

- Online employer portal for 24/7 access
- Virtual job fairs and hiring platforms
- Chat/support options and resource libraries

9. Dedicated Business Services Representative(s)

- Personalized account management
- On-site or virtual visits for consultation
- Responsive point of contact to guide through services

10. Regulatory Navigation Assistance & Government Services Liaison

- Centralized resource for licensing, zoning and permitting
- Available Loans
- Up to date programs and initiatives available to local small businesses
- Overview of the community for businesses interested in locating to Stanislaus County
- Be the liaison to city/county economic development departments
- Provide streamlined documentation and application assistance for new businesses¹².

11. Entrepreneurship & Start-Up Support Services

- Provide business plan development workshops
- Provide information on legal and financial basics (LLC formation, tax registration)
- Refer to access points for seed funding, microloans, and grant navigation
- Refer to One-on-one mentoring and ideation sessions

12. Economic Development Ecosystem Building and Collaboration Patronships

- Maintain referral and resource MOUs with chambers, banks, SBDC, EDOs, and non-profits
- Conduct quarterly stakeholder roundtables and ecosystem mapping
- Establish and maintain a resource referral network and shared CRM systems between MOU partners and affiliate economic development departments
- Seek out joint grant applications and funding strategies

Overview of the community for businesses interested in locating to Stanislaus

In order to determine if staff are on the right track, the Underserved and Sector Strategy meetings will be used to gather information that will assist with the understanding of the needs of businesses in the community. Some additional information that will be needed to be identified are:

- Overview of current challenges businesses face navigating workforce services
- Proposed structure and services of the Business One-Stop
- Integration with existing business services and partners
- Technology and staffing needs
- Outreach and communication strategies
- Timeline and milestones for implementation

Staff will take into consideration the input from the Business Development Committee and also share the initiative with the Workforce Development Board.

POLICY ISSUE:

According to Workforce Innovation and Opportunities Act (WIOA) regulations 679.370, the Local Workforce Development Board, among other responsibilities, must: Develop effective linkages with employers in the region to support employer utilization of the local workforce development system, and identifying strategies for better meeting the needs of individuals with barriers to employment.

FISCAL IMPACT:

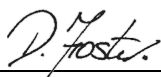
Funding of \$200,000 has currently been identified to plan and develop this initiative. Ongoing funds to continue operation will be identified at a later time.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board's priority of *Outreach & Engagement* and Effective Relationships by identifying small business needs to develop initiatives and specific challenges faced by small businesses in the community.

STAFFING IMPACT:

Existing staff will begin the initial planning and development of needed services. If needed, the Department will hire assistance for the implementation and technical assistance of the website.



Doris Foster, Director