Business and Planning Committee Meeting
Thursday, December 6, 2018
Imperial County Workforce Development Office
2799 S. 4TH Street
12:00 p.m.

Supporting documentation is available for public review at the Workforce Development Board Office.

1. Call to Order
   a. Conflict of Interest Forms

2. Discussion of Agenda
   a. Items to be pulled from Agenda
   b. Approval of Meeting Agenda

3. Approval of Minutes
   a. January 18, 2018…………………………………………………………………...…………p 2-3

4. Discussion/Action regarding approving quotes to develop print advertisements…………………p 4-7
5. Discussion/Action regarding approving quotes to develop radio spots…………………………. p 8-11
7. Discussion/Action regarding approving EMSI Contract Renewal……………………………..p 15-16
8. Discussion regarding Business Services Activities and Strategies
9. Discussion regarding Soft Skills training PY18-19

10. Public Comment: Only public comments related to an item on this agenda can be presented. When addressing the Board, state your name and address for the record prior to providing your comments. The time limit is 3 minutes per individual.

11. Business Services Report

12. Regional and Local Plan PY17-21 Modifications - Update

13. Meeting adjournment

Next Regular Business and Planning Committee Meeting: Thursday, January 17, 2018, at 12:00 p.m.

“This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.”
MEMBERS PRESENT:
Timothy Kelley, Chair, Meredith Garcia, Jason Jackson, Esperanza Colio Warren,

MEMBERS ABSENT:
Karina Alvarez

STAFF:
Priscilla Lopez, Gustavo Andrade, Jeffrey Burquist, Timothy Druihet

AGENDA

1. Call to order
Timothy Kelley, Chair, called the meeting to order at 12:11 p.m. with a quorum present. Mr. Kelley also introduced Meredith Garcia who was appointed as a committee member at the September 27, 2017 Imperial County Workforce Development Board meeting. Members welcomed Ms. Garcia to the committee.

2. Discussion of Agenda
a) Items to be pulled from Agenda: None
b) Approval of Meeting Agenda: A motion was made by Jason Jackson and seconded by Meredith Garcia to approve the meeting agenda as presented. Motion carried.

3. Approval of Minutes
A motion was made by Esperanza Colio Warren and seconded by Timothy Kelley to approve the minutes of July 25, 2017, as presented. Meredith Garcia and Jason Jackson abstained. Motion carried.

DISCUSSION/ACTION ITEMS

5. Discussion/Action regarding Hallmarks of Excellence Certification Process for the Comprehensive America’s Job Center of California (AJCC)
ICWDO Interim Director, Priscilla Lopez introduced the item and provided background on Workforce Services Directive 16-20. The Directive provides guidance and a process for Local Boards to maintain high-quality and effective AJCCs. A matrix was included in the agenda packet that outlines metrics to determine quality and effectiveness of local AJCCs. Matrixes are due to the Employment Development Department Regional Advisors by January 31, 2018 and will be formally assessed in person by a representative of the State Board before June 30, 2018.

A motion was made by Jason Jackson and seconded by Esperanza Colio Warren to approve establishing a team composed of a Department of Rehabilitation representative, ICWDB Chair, and ICWDB staff to verify initial self-assessment of the Imperial County AJCCs initiated and led by ICWDB staff. Motion carried.
6. Discussion/Action regarding the re-release of the Soft Skills Training Provider Request for Proposals

ICWDO Interim Director, Priscilla Lopez, informed the committee that the awarded agency to provide Soft Skills Training workshops for businesses in Imperial County had withdrew their proposal in November 2017. Committee members discussed the next steps in the selection process and the importance not to prevent services from being delivered.

A motion was made by Esperanza Colio Warren and seconded by Jason Jackson to obtain a formal letter from the previously awarded agency stating their proposal has been withdrawn, confirm with the second highest bidder to ensure costs and training remains the same if awarded, and thirdly consult with Count Counsel to enquire if a second award can be made due to the amount of time that has passed. Timothy Kelley and Meredith Garcia abstained from voting and recused themselves during discussion and action of the item. Motion carried.

INFORMATIONAL AGENDA

7. Public Comment

Jason Jackson, Southwest Security, announced El Centro City Council will be holding a special meeting on January 29th at 5:00 p.m. to discuss Measure P Funding regarding a half cent tax initiative to fund possible new infrastructure projects. Mr. Jackson invited all of those present to attend the meeting if interested.

Meredith Garcia, Imperial Valley Small Business Development Center, spoke on the IVSBDC and the goals that were met and achieved for 2017. Ms. Garcia reported that a total of 58 clients were served and provided services throughout the year, exceeding their goal of 40 clients. Additionally, Ms. Garcia spoke on the goals of the IVSBDC, along with upcoming projects and workshops planned for the new-year.

Timothy Kelley, Imperial Valley Economic Development Corporation, informed the committee a roundtable meeting is scheduled with the Southern Border Broadband Coalition on February 9th. The focus of the meeting will be to strategize ways to improve broadband capability in Imperial County and San Diego County for non-served and underserved communities.

8. Business Services Report

Gustavo Andrade, Employment Coordinator, reported on the current business services activities. A total of 61 On-the-Job Training contracts are in place or have been completed as of the meeting date and staff is near to hitting the 75 slots that were allocated at the beginning of the program year. Additionally, Business Services staff recently met with a company in Winterhaven called G2Bio that is expected to re-open the goldmine in Winterhaven. Staff is also working with GCam, a plasma center in Calexico, as they are expanding production and considering hiring 30 to 40 new employees. Staff is also assisting El Centro Regional Medical Center with recruiting new hires and identifying other organizational needs.

Meeting adjourned at 1:20 p.m.

Next meeting is scheduled on May 17, 2018 at 12:00 p.m.
MEETING DATE: December 5, 2018

ITEM: 4

SUBJECT: Discussion/Action regarding approving quotes to develop print advertisements

FROM: Priscilla Lopez, ICWDO Interim Director

RECOMMENDATION:
ICWDO Interim Director recommends to approve quotes with Conveyor Group and Spectrum Creative Services for a total amount of $2,180 in order to begin the development of print advertisements for WIOA funded vocational trainings and services.

BACKGROUND:
In the anticipation of the ICWDB marketing job seeker services, vocational trainings, and business services provided at the network of America’s Job Centers (AJCC) for the remainder of the program year, there is a need to develop print advertisements in English and Spanish. On Tuesday, November 20, 2018, ICWDB staff contacted local marketing agencies requesting quotes be provided for the development of print advertisements of AJCC services in English and Spanish and were given a deadline date of November 28, 2018 to submit quotes. Quotes were received from Spectrum Creative Services and Conveyor Group to provide this service.

Planning of print advertisements over the next several months is expected to appear regularly in publications circulated throughout Imperial County and staff views that an effective approach is to have two separate designs promoting the same services in comparison to only having a single design that may not attract viewers after being ran so frequently.

FISCAL IMPACT:
$2,180 – Line item WDB/WDO Marketing & Other Services
PROJECT AUTHORIZATION

Date:  November 28, 2018  
Client: ICWFDB  
To: Pricilla Lopez  
From: Fernando Zavala  
Project Title:  English and Spanish PRINT AD Production

Production

Art direction, project management, design and layout, photo research and use for Spectrum’s stock photos, photo manipulation, line art, proofs/ revisions, and file preparation.

English Print ad:
Cost:  $650

Spanish Print ad (translation for Eng version):
Cost:  $550

_____________________________
Client Authorization Signature/ Date

Upon approval of quote, agency requires ½ down, and a final ½ upon delivery of job. Price does not include tax.

Change Policy: A first draft will be submitted, changes made, second draft submitted, changes made and then final provided for approval. If additional changes are requested, you will be advised of the cost increase.
Wednesday, November 28, 2018

Jeffrey Burquist
Imperial County Workforce Development Board
2799 S. 4th Street
El Centro, CA 92243

Marketing Quote - Print Advertising

Conveyor Group is pleased to present a quote for marketing services - print advertising design - for Imperial County Workforce Development Board. Conveyor Group is an Imperial Valley, California-based interactive media, advertising, design, public relations and marketing firm with specialties in advertising, marketing, communications, advanced web design and branding. Founded in Imperial County, Calif. in July of 1997, the firm has served hundreds of local, regional and international clients, ranging from large corporations and public institutions, to small businesses and non-profits.

A local team of educated and trained professionals offer comprehensive solutions in graphic design, communications, community and public relations, media planning and buying, strategic marketing, multimedia development, web design, web programming, streaming video, web hosting, commercial photography, copywriting and translation. These turn-key solutions are provided almost entirely with in-house capabilities, making services more cost effective and timely. We take pride in our work and the success of our clients’ programs.

We are skilled in creative, targeted design and provide quality translation services ensuring the translation is culturally relevant and reaches the audience. We understand Imperial County Workforce Development is looking for a quote for print advertising design and translation. Below find our quote for advertising design, which will include the translation.
Print Ad Design (per uniquely designed ad with resizes)

Design/Layout - 6 hrs  
Stock Photos - $30 each  
Copy Content Development (plus Spanish transcreation) - 2 hrs  
Ad Prep and Resizing (for up to 3 publications) - 1 hr  
Project Management - 1 hr

Total of 10 hours at $95 = $950 plus single photo = $980.
MEETING DATE: December 5, 2018

ITEM: 5

SUBJECT: Discussion/Action regarding approving quotes to develop radio advertisements

FROM: Priscilla Lopez, ICWDO Interim Director

RECOMMENDATION:
ICWDO Interim Director recommends to approve written quotes from Conveyor Group and Spectrum Creative Services for a total amount of $4,720 in order to produce professional radio advertisements.

BACKGROUND:
In response to a need for increasing marketing activities to promote job seeker services, vocational trainings and business services provided through ICWDB’s network of America’s Job Centers (AJCCs), staff contacted locally known marketing agencies in November 2018, requesting quotes to produce radio advertisements in English that would attract different age groups. Additionally, staff requested that the quotes reflect the creation of a Spanish advertisement as well. Two quotes were received by the deadline of November 28, 2018, from Spectrum Creative Services and Conveyor Group.

Radio advertisements are expected to be played on a regular basis over local radio stations that reach listeners in Imperial County for the remainder of the program year. Therefore, it is being recommended that both quotes be approved so that there is a variety to attract local listeners.

FISCAL IMPACT:
$4,720 – Line item WDB/WDO Marketing & Other Services
PROJECT AUTHORIZATION

Date: November 28, 2018
Client: ICWFDB
To: Pricilla Lopez
From: Fernando Zavala
Project Title: English and Spanish RADIO AD Production

Production

Art direction, project management, design and layout, photo research and use for Spectrum’s stock photos, photo manipulation, line art, proofs/ revisions, Script and file preparation.

Radio Production will include the following:
1 Spanish :30 Radio Spot
   Cost $550
2 English :30 Radio Spot
   Cost $1,100

$1,650

Client Authorization Signature/ Date

Upon approval of quote, agency requires ½ down, and a final ½ upon delivery of job. Price does not include tax.

Change Policy: A first draft will be submitted, changes made, second draft submitted, changes made and then final provided for approval. If additional changes are requested, you will be advised of the cost increase.
Wednesday, November 28, 2018

Jeffrey Burquist
Imperial County Workforce Development Board
2799 S. 4th Street
El Centro, CA 92243

Marketing Quote - Radio Advertising

Conveyor Group is pleased to present a quote for marketing services - radio advertising - for Imperial County Workforce Development Board. Conveyor Group is an Imperial Valley, California-based interactive media, advertising, design, public relations and marketing firm with specialties in advanced web design, advertising, marketing, communications and branding. Founded in Imperial County, Calif. in July of 1997, the firm has served hundreds of local, regional and international clients, ranging from large corporations and public institutions, to small businesses and non-profits.

A local team of educated and trained professionals offer comprehensive solutions in graphic design, communications, community and public relations, media planning and buying, strategic marketing, multimedia development, web design, web programming, streaming video, web hosting, commercial photography, copywriting and translation. These turn-key solutions are provided almost entirely with in-house capabilities, making services more cost effective and timely. We take pride in our work and the success of our clients’ programs.

Our creative production team provides full production of radio spots from copy development to voiceover (VO) recording we ensure the advertising is appealing and reaches the audience. We also provide quality translation services ensuring the translation is culturally relevant and reaches the audience. We understand Imperial County Workforce Development is looking for a quote for three radio advertisements - 2 in English and 1 in Spanish. Below find our quote for radio advertising production, which will include the translation.
Radio Production

Three spots (one is a Spanish duplicate)
4 hrs production time for each (plus Spanish duplicate) = 10 hrs
2 hrs copy development each (plus Spanish transcreation for one) 6 hrs
Studio Recording time for client-provided “local” talent (Eng/Spn) 2hr
2 hrs total project management
20 hours total time estimated ($95 per hour)
Background music license (x2 @ $35) = $70

Total Cost $1,970.00

Optional Upgrades:
$700 for two English VO (pro talent)
$400 for one Spanish VO (pro talent)
MEETING DATE: December 5, 2018

ITEM: 6

SUBJECT: Discussion/Action regarding approving PY2018-2019 ICWDB Media Plan

FROM: Priscilla Lopez, ICWDO Interim Director

RECOMMENDATION:
ICWDO Interim Director recommends to approve PY2018-2019 ICWDB Media Plan.

BACKGROUND:
In past years, ICWDB has utilized several marketing strategies to promote the awareness of job seeker services, business services and vocational trainings available through the network of America's Job Centers in Imperial County.

Over the past month, ICWDB staff obtained quotes from newspaper publications that are distributed locally. Additionally, local radio stations were contacted and quotes were received to run radio spots regularly for the remainder of the program year. The attached ICWDB Marketing Plan reflects anticipated advertising costs to begin marketing AJCC services beginning January 2019 and concluding June 30, 2019.

FISCAL IMPACT:
$68,000 from funds available to be allocated towards line item WDB/WDO Marketing & Other Services. (Total $90,000 WDB/WDO Marketing & Other Services)
## ICWDB Media Plan PY 2018-2019

Last updated: 11/28/18

### Print Ads

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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Total $</th>
<th>Percent</th>
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**Print Ad Total**: $2,500 $7,400 $5,070 $6,400 $0 $5,070 $6,400 $32,840 39%

### Billboards/Posters

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**Billboards/Posters Total**: $1,000 $3,030 $2,650 $2,650 $2,650 $2,650 $2,650 $17,280 21%

### Radio

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**Radio Total**: $4,800 $4,000 $2,000 $4,000 $0 $2,000 $4,000 $20,800 25%
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MEETING DATE:  December 5, 2018

ITEM:  7

SUBJECT:  Discussion/Action to approve annual contract renewal with EMSI

FROM:  Priscilla Lopez, ICWDO Interim Director

RECOMMENDATION:
ICWDO Interim Director recommends to approve the request to fund the 2018-2019 EMSI Analyst software contract renewal.

BACKGROUND:
ICWDO has had a contractual relationship between EMSI for the provision of access to their software since 2013 and per the contract agreement for services, the term of the agreement automatically renews every year.

Through the use of EMSI, staff is able to identify key labor market data, specifically, in-demand industries in Imperial County, as well as the occupations and skills needed in order for those industries to function and grow. The information produced by the software has proven to be valuable when aligning training programs being offered with the jobs that are in-demand and with the development of Imperial County’s Local Strategic Plan with regard to implementing key WIOA provisions related to labor market data.

The proposed agreement is at the same cost compared to agreement from PY17-18.

FISCAL IMPACT:
$6,500
Analyst Renewal Agreement

Economic Modeling, LLC of Moscow, Idaho ("Emsi") and Imperial County Workforce Development Office of El Centro, California ("Licensee") previously entered an agreement for a subscription to Analyst which began on February 2, 2012. Emsi and Licensee hereby renew the subscription to Analyst for the period beginning February 2, 2019 and ending February 1, 2020.

The fee for the renewal period will be $6,500.00, due by subscription start date. Sales tax will be added when applicable.

Emsi will provide Licensee with access for up to 3 user(s) to Analyst (including all updates and upgrades released within the renewal period) at the following data detail level:

United States Data: (Licensed Dataset)

List of selected region(s) (if applicable): Merced, CA only

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