



Business and Planning Committee

Thursday, May 8, 2025

1550 W. Main Street

El Centro, CA 92243

12:00 p.m.

Business and Planning Committee members please be advised: If an item on the meeting agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last 12 months, or if approval or disapproval of an agenda item would have a foreseeable material affect on an economic interest of you, your immediate family, or the entity you represent, then please follow these procedures: When the agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Committee's consideration of the agenda item.

Supporting documentation is available for public review at the Imperial County 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. May 8, 2025.....p 2-4

ACTION AGENDA

4. Discussion/Action regarding Employer Training Forum.....p 5

INFORMATIONAL AGENDA

5. Public Comment: *This is an opportunity for members of the public to address the Committee on any subject matter within the Committee's jurisdiction, but not an item on the agenda. Each speaker should complete and submit a "Public Comment Request to Speak" form to the Business and Planning Committee Chair. When addressing the Committee, state your name for the record prior to providing your comments. Individuals will be given three (3) minutes to address the Committee.*
6. Business Services Unit Report
7. Desert Region Career & Resource Expo Report
8. Marketing Activities Report
9. Committee Member Reports
10. Meeting adjournment

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Next Business and Planning Committee Meeting, Thursday, January 8, 2026, at 12:00 p.m.

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1550 W. Main Street
El Centro, CA 92243

**Business and Planning Committee
Minutes of Thursday, May 08, 2025**

Present: Mark Gran, Alma Silva, Shelby Trimm

Absent: Timothy Kelley, Jason Jackson

Staff: Veronica Curiel, Jeff Burquist, Camilo Garcia, Allison Duran, Angelica Padilla, Francisca German, Carlos Lopez, Blanca Soto

Guests: David Baquerizo, Lorna Avila, Jamie Robles

Agenda Items

1. Call to Order Committee Chair, Mark Gran, called the meeting to order at 12:01 p.m. with a quorum present.

1a. Conflict of Interest Forms Members were directed to turn in their Conflict-of-Interest Forms to staff.

2. Discussion of Agenda

2a. Items to be pulled from Agenda

None

2b. Approval of Meeting Agenda

- ❖ **Motion:** A motion was made by **Shelby Trimm** and seconded by **Alma Silva** to approve the meeting agenda as is. There were no opposed and there were no abstentions. The motion carried unanimously.

3. Approval of Meeting Minutes

- ❖ **Motion:** A motion was made by **Shelby Trimm** and seconded by **Alma Silva** to approve the meeting minutes of March 13, 2025, as presented. There were no opposed and there were no abstentions. The motion carried unanimously.

PRESENTATIONS

4. California Jobs First Initiative

Committee member Alma Silva introduced the *California Jobs First* presentation, highlighting its financial benefits and explaining how IVEDC will serve as an Investment Coordinator for the initiative. The goal is to develop a plan that supports job creation and economic growth in Imperial County, with a local focus on the

agriculture and energy sectors. To ensure alignment, IVEDC will collaborate with local employers, educators, and the workforce to help build a stronger, more prepared labor force and activation plan.

Ms. Lorna Avila, Industry Investment Coordinator with the San Diego State University Research Foundation, provided a brief overview of the *California Jobs First* initiative phases and the effort to develop a shared strategy for growing the logistics and warehousing sector. She emphasized the importance of collaboration across public, private, and community sectors to support inclusive economic growth and ensure the success of the activation plan, which is due by June 30, 2025.

5. Employer Training Forum Introduction

Mr. David Baquerizo, One-Stop Operator, reported working with Carlos Lopez, Supervisor of Business Services, to discuss how to use the 30% of WIOA funding that has been set aside specifically for training individuals. Mr. Baquerizo proposed the idea of creating an Employer Training Forum through the Business Services Committee. The forum would help the Imperial County Workforce Development Board connect more closely with employers, discuss their training needs, and explore ways to share resources and reduce training costs by utilizing available WIOA funds.

Mr. Baquerizo also presented a draft version of a survey that may be distributed to employers. The survey is designed to gather information about local organizations, their products and services, and the staff development currently being offered. This information will help identify skills gaps and enable the Board to better support employers through available WIOA programs.

6. Discussion/Action to approve the Program Year 2025-2026 Marketing Plan

Mr. Jeff Burquist presented the ICWDB Marketing Plan for Program Year 2025–2026, which outlines 10 different marketing methods, each with an assigned budget. He noted that the plan is flexible and can be adjusted throughout the year, welcoming suggestions for additional marketing strategies. The plan also includes specific goals and outcomes to track and measure the effectiveness of marketing efforts. The overall objective is to maximize training funds directed toward employers and increase traffic to the job centers.

Motion: A motion was made by **Shelby Trimm** and seconded by **Alma Silva** to approve the Program Year 2025-2026 Marketing Plan. There were no opposed and there were no abstentions. The motion carried unanimously.

7. Public Comment

Board member Alma Silva shared that the annual Energy and Economic Summit will take place at Imperial Valley College on June 11–12, 2025. It's a two-day conference, and there will be a panel featuring the California Jobs First initiative.

Mr. Jeff Burquist announced in advance that on June 30, 2025, the Imperial County Workforce Development Board will host a Lithium Valley Workforce and Economic Needs Assessment event at Imperial Valley College to share findings from the study conducted in collaboration with RAND.

Mr. David Baquerizo provided information about the quarterly Community Partner Alliance meetings, where various departments come together to collaborate and share resources and services across Imperial County. He encouraged participation and advised staff to contact Mr. Jeff Burquist to be added to the contact list for future meetings.

8. Business Services Report

Business Services Supervisor Carlos Lopez reported that Spreckels will be shutting down, which is expected to have a significant impact on the Imperial Valley. Approximately 450 individuals will be directly affected, along with several companies that work in partnership with Spreckels. In addition, local Rite Aid stores will be closing due to bankruptcy, resulting in about 60 dislocated workers. Mr. Lopez is coordinating with staff to conduct a Rapid Response and ensure that the necessary support and resources are provided for those impacted.

11. Meeting Adjourned at 12:54 p.m.

Next Meeting: September 9, 2025, at 12:00 p.m.

**Imperial County Workforce Development Board
Business and Planning Committee
Action Agenda Item 4**

MEETING DATE: September 11, 2025

ITEM: 4

SUBJECT: Discussion/Action regarding Employer Training Forum

FROM: Priscilla A. Lopez, ICWEDO Director

BACKGROUND:

The Imperial County Workforce Development Board (ICWDB) is exploring strategies to strengthen business engagement through the development of Sector Partnerships. As part of this effort, AJCC Operator David Baquerizo will lead a discussion on the concept of an Employer Training Forum. This forum would provide an opportunity to connect directly with employers, gain insight into their industry needs, and introduce them to Workforce Innovation and Opportunity Act (WIOA) training programs, particularly On-the-Job Training (OJT) and Incumbent Worker Training (IWT).

FISCAL IMPACT:

None