

# WORKFORCE INVESTMENT SAN FRANCISCO

Local Workforce Investment Board for the City and County of San Francisco

MINUTES OF THE  
8.17.2011  
MEETING OF THE  
Workforce Investment Community Advisory Committee  
OF THE  
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD  
50 Van Ness Avenue

<b>Members Present</b>	Phil Clark, ECS Jamie Brewster, AND Tracy Brown, Arriba Juntos	Cameron McHenry, SHEC/CHP Sheryl Davis, Mo Magic
<b>Members Absent</b>	Krystal Koop, Superior Court of SF	Ciara Wade, New Door Ventures
<b>OEWD Staff</b>	Kriztina Palone, OEWD Steve Currie, OEWD Monique Forster, OEWD Janan Howell, OEWD Amy Wallace, OEWD Alfredo Fajardo, OEWD	Armina Brown, OEWD Marissa Bloom, OEWD Erik Ward, OEWD Marc Majors, OEWD Patrick Mitchell, OEWD
<b>Public</b> (As Evidenced by the Sign-In Sheet)	Julia Clare, JUMA Ventures Edwin Narvaez, Arriba Juntos Mary Voelbel, Upwardly Global Carmen Denis, Mujeres Unidas Lisa Kirvin, Renaissance Entrepreneurship Center Chi Hong Leung, CYC Ed Melendez, Larkin Street Youth Luis Granados, MEDA Phimy Truong, Youth Commission Nicholas Dersky, Youth Commission Rob Arbo, Toolworks Melody Daniels, HPF Sarah Wan, CYC Tempi P., RPOS Ayesha Cope, CHP Laura Luster, L. Luster & Assoc.	Sheldon Jefferson, L. Luster & Assoc. Julie Wu, Family Service Agency Jack Siu, APA Family Support Services David Bach, LGBT Center Robert Rosales Stephanie Wiggins, FSA/TAPP Heidi Pickman, CAMEO Liz deRenzy, Women's Initiative for Self-Employment Joe Ramirez Forcier, PRC Stella Becerra, MHH Sarah Armstrong, Youth Commission D. (illegible), HSA/FSN David Yu, CCSC Miquel Penn, MHH Kimberly Hill, Urban University
<b>Roll Call</b>	Cameron McHenry called the meeting to order at 10:04am.	
<b>Review meeting goals and Agenda (Action Item)</b>	On motion by Tracy Brown, seconded by Phil Clark, and carried by all, the WICAC Board adopted the agenda.  Cameron McHenry gave a presentation on the goals of the WICAC, how members were selected/appointed, work that has been accomplished to-date, and what issues the Board	

	<p>plans to address in upcoming meetings.</p> <p>Major themes from prior meetings include:</p> <ul style="list-style-type: none"> <li>• Greater need for pre-release and pre-employment job readiness services</li> <li>• Stronger connections between community based organizations, jobseekers, and employers</li> <li>• Improved outreach, resource guide of available trainings, available jobs, etc</li> <li>• Increased coordination amongst city agencies, especially around program funding</li> <li>• Increased communication amongst larger agencies (HSA, DPH, etc) and direct service providers</li> </ul> <p>Next steps include:</p> <ul style="list-style-type: none"> <li>• A population-focused meeting that will address the needs of San Francisco’s monolingual population</li> <li>• Identifying all stand-out themes</li> <li>• Highlighting potential for improvement</li> <li>• Working closely with the WISF Program Oversight committee to address priority barriers</li> </ul>
<p><b>Review highlights from June 22<sup>nd</sup> Homeless-Focused Meeting &amp; Update on other activities since last WICAC meeting (<i>Discussion Item</i>)</b></p>	<p>Phil Clark presented the major themes and highlights that emerged at the June 22<sup>nd</sup> WICAC meeting, which focused on San Francisco’s homeless population.</p> <p>Major themes included:</p> <ul style="list-style-type: none"> <li>• Increased communication within the system (HSA, OEWD, CBOs) and coordination of services</li> <li>• Continued support through the One Stops to reduce barriers to services for marginalized populations</li> <li>• Increased involvement of employers throughout the system</li> <li>• Continued advocacy for targeted funding to homeless and low-income populations</li> </ul> <p>After reviewing the next steps and feedback that emerged at the June 22<sup>nd</sup> meeting. Mr. Clark opened up the discussion to Board members.</p> <p>Tracy Brown commented that population-specific job creation and employment and shelter set-asides were priorities for attendees. Discussion followed regarding the need for coordination amongst City departments on shelter set-asides.</p> <p>Jamie Brewster stated that employer buy-in was a major theme that needed to be addressed. Ms. McHenry asked that Kriztina Palone share OEWD’s strategy for employer engagement. Ms. Palone stated that employer engagement was a major priority for OEWD and encouraged service providers to attend WISF meetings to engage with employers around needs and priorities.</p> <p>Mr. Clark opened up public comment.</p> <p>Heidi Pickman (CAMEO) commented on the need to prioritize self-employment and entrepreneurship. Ms. Pickman referred to a DOL guidance letter which encourages the incorporation of self-employment as an option.</p> <p>Lisa Kirvin (Renaissance Entrepreneurship Center/CAMEO) commented on the challenges she faces as an employer in securing longer-term work for formerly-homeless people due to a lack of service coordination. Ms. Kirvin encouraged the Board to focus on</p>

	<p>microenterprise as a solution for marginalized populations.</p> <p>Liz de Renzy (Women’s Initiative for Self-Employment/CAMEO) shared her microenterprise and entrepreneurship program highlights and asked for a meeting with the Board to further discuss their work.</p> <p>David Bach (LGBT Center) commented that when solutions and tools are identified, follow-through is needed to ensure that the problems get resolved.</p> <p>Joe Ramirez (Positive Resource Center) commented that the disability community lacked representation on the WICAC, and that the City of San Francisco does not have preferential hiring for the disability population. Mr. Ramirez suggested that a closer relationship be developed with the UCSF temp-to-hire and internship programs. Mr. Ramirez also suggested that microenterprise be blended with workforce funding and that a front-end barrier removal system needed to be established to best triage issues for the disability population.</p> <p>Phil Clark commented on the need to shorten the gap between the employer and the employee, and recommended that the Board convene a meeting about microenterprise and look at ways to build in supportive services and barrier removal.</p>
<p>Approve June 22, 2011 Meeting Minutes (<i>Action Item</i>)</p>	<p>On motion by Cameron McHenry, seconded by Tracy Brown, and carried by all, the WicAC Board adopted the June 22, 2011 meeting minutes at 10:50am.</p>
<p><b>Discussion of proposed dates for monolingual-focused community meeting (<i>Discussion Item</i>)</b></p>	<p>Tracy Brown announced that the date for the monolingual-focused community meeting is set for September 28<sup>th</sup>, 2011 from 10:00am-12:00pm. The location is still to be determined.</p> <p>Ms. Brown reviewed the goals of the monolingual-focused meeting, which include a discussion of what’s working for the population, what barriers exist, and proposed solutions to those barriers.</p> <p>Ms. Brown announced that Supervisor David Campos will be invited to participate in the meeting and that the Board will provide a report-back to the Board of Supervisors.</p> <p>Sheryl Davis asked whether the Board would be pulling together the list of identified crossover themes for discussion. Ms. McHenry stated that the crossover themes conversation will happen at the November 17<sup>th</sup> WICAC meeting.</p>
<p><b>Announcements</b></p>	<p>Phil Clark suggested that the microenterprise conversation also be put on the agenda at the November 17<sup>th</sup> WICAC meeting.</p> <p>Sheryl Davis asked Kriztina Palone to clarify whether OEWD currently works on microenterprise. Kriztina stated that the Economic Development side of OEWD does, and that she would be in touch with that Division.</p> <p>Cameron McHenry also asked for an update on OEWD’s work with CPMC, Twitter and Mid-Market.</p> <p>Joe Ramirez announced that Starbucks was planning to do mass-hiring in San Francisco and</p>

	<p>asked for suggestions on what service providers can do to leverage the City’s outreach efforts. Ms. McHenry asked for suggestions on meetings that the community should attend to support and tap-into this hiring effort.</p> <p>Liz de Renzy (WISE) submitted handouts to the Board.</p>
<p><i>Cameron McHenry proposed that in the interest of time, Agenda Item #5 be carried over to the next WICAC meeting on November 17, 2011.</i></p>	
<p><b>Adjournment (Action Item)</b></p>	<p>On motion by Cameron McHenry, seconded by Jamie Brewster, and carried by all, the meeting was adjourned at 10:58am.</p>