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

Members Present
Phil Clark, ECS
Jamie Brewster, AND
Tracy Brown, Arriba Juntos

Cameron McHenry, SHEC/CHP
Sheryl Davis, Mo Magic

Members Absent
Krystal Koop, Superior Court of SF
Ciara Wade, New Door Ventures

OEWD Staff
Kriztina Palone, OEWD
Steve Currie, OEWD
Monique Forster, OEWD
Janae Howell, OEWD
Amy Wallace, OEWD
Alfredo Fajardo, OEWD

Armina Brown, OEWD
Marissa Bloom, OEWD
Erik Ward, OEWD
Marc Majors, OEWD
Patrick Mitchell, OEWD

Public
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

Roll Call
Cameron McHenry called the meeting to order at 10:04am.

Review meeting goals and Agenda (Action Item)
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
Major themes from prior meetings include:
- Greater need for pre-release and pre-employment job readiness services
- Stronger connections between community based organizations, jobseekers, and employers
- Improved outreach, resource guide of available trainings, available jobs, etc
- Increased coordination amongst city agencies, especially around program funding
- Increased communication amongst larger agencies (HSA, DPH, etc) and direct service providers

Next steps include:
- A population-focused meeting that will address the needs of San Francisco’s monolingual population
- Identifying all stand-out themes
- Highlighting potential for improvement
- Working closely with the WISF Program Oversight committee to address priority barriers

Review highlights from June 22\textsuperscript{nd} Homeless-Focused Meeting & Update on other activities since last WICAC meeting (Discussion Item)

Phil Clark presented the major themes and highlights that emerged at the June 22\textsuperscript{nd} WICAC meeting, which focused on San Francisco’s homeless population.

Major themes included:
- Increased communication within the system (HSA, OEWD, CBOs) and coordination of services
- Continued support through the One Stops to reduce barriers to services for marginalized populations
- Increased involvement of employers throughout the system
- Continued advocacy for targeted funding to homeless and low-income populations

After reviewing the next steps and feedback that emerged at the June 22\textsuperscript{nd} meeting. Mr. Clark opened up the discussion to Board members.

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.

Jamie Brewster stated that employer buy-in was a major theme that needed to be addressed. Ms. McHenry asked that Kristina 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.

Mr. Clark opened up public comment.

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.

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
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.

David Bach (LGBT Center) commented that when solutions and tools are identified, follow-through is needed to ensure that the problems get resolved.

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.

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.

<table>
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<tr>
<th>Approve June 22, 2011 Meeting Minutes (Action Item)</th>
<th>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.</th>
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| Discussion of proposed dates for monolingual-focused community meeting (Discussion Item) | Tracy Brown announced that the date for the monolingual-focused community meeting is set for September 28th, 2011 from 10:00am-12:00pm. The location is still to be determined.  
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.  
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.  
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 17th WICAC meeting. |
| Announcements | Phil Clark suggested that the microenterprise conversation also be put on the agenda at the November 17th WICAC meeting.  
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.  
Cameron McHenry also asked for an update on OEWD’s work with CPMC, Twitter and Mid-Market.  
Joe Ramirez announced that Starbucks was planning to do mass-hiring in San Francisco and |
Ms. McHenry asked for suggestions on meetings that the community should attend to support and tap-into this hiring effort.

Liz de Renzy (WISE) submitted handouts to the Board.

*Cameron McHenry proposed* that in the interest of time, Agenda Item #5 be carried over to the next WICAC meeting on November 17, 2011.

**Adjournment (Action Item)**

On motion by Cameron McHenry, seconded by Jamie Brewster, and carried by all, the meeting was adjourned at 10:58am.