

**SA: Ready to Work Advisory Board
Community Outreach Subcommittee
Meeting Minutes
WebEx Meeting**

**Tuesday, August 24 2021
8:00am - 9:00am**

SUBCOMMITTEE MEMBERS PRESENT:

Jerry Graeber

Ben Peavy

Jason Smith

Ruby Trejo

Co-Chair, Sonia Garza

Co-Chair, Doug McMurry

Councilmember Rocha Garcia

SUBCOMMITTEE MEMBERS ABSENT:

STAFF PRESENT:

Christina Ramirez, City Attorney's Office

Amy Contreras, Economic Development Manager

Mary Mills, Advisory Board Staff Liaison

A. CALL TO ORDER

Mr. McMurry called the meeting to order at 9:00a.m. after quorum was established.

B. PUBLIC COMMENT

No citizens registered in advance to make public comments.

C. INDIVIDUAL ITEMS

1. Introduction to Advisory Board, Subcommittee Structure and Charge

Mr. McMurry presented background on the Advisory Board and Subcommittee formation.

2. Subcommittee Member Introduction

Mr. McMurry presented a roster to the group of all current Subcommittee members, and a new Subcommittee member to be approved at the next Advisory Board meeting, Frances Gonzalez. He asked Ms. Mills to ensure that Mr. Smith and Ms. Trejo are invited to the full Advisory Board meetings as guests.

3. Discussion on Preferred Subcommittee Meeting Schedule

Mr. McMurry presented the proposed meeting schedule and date for the Subcommittee, every two weeks on Tuesdays. He asked Ms. Garza to confirm and provide any additional comments.

Ms. Garza said that she thinks a more frequent meeting schedule will help establish momentum for the up-front planning that the Subcommittee will need to engage in, at least for the next two months. She suggested that the frequency may be able to drop down to monthly meetings after key strategies have been established.

Mr. Peavy agreed that a more frequent schedule would be suitable for the time being. He also suggested that one meeting each month could be a more brief 30-minute meeting, with the second one lasting an hour. Councilmember Rocha Garcia agreed with Ben's idea.

Mr. Graeber added that once the marketing campaign for the Ready to Work program actually begins, Subcommittee meetings may need to be longer than an hour to allow for deeper discussion.

Mr. McMurry asked the Subcommittee members to provide feedback on an ideal day and time for the group to meet. Ms. Garza suggested early on Tuesday mornings, late Tuesday afternoons, or the middle of the day on Thursdays.

Mr. McMurry asked Councilmember Rocha Garcia for her feedback on a time and date. She responded that Tuesday mornings would work for her, but not Wednesdays or Thursdays. Mr. Peavy responded that Tuesday mornings would work for him, but preferably after 7:00. Mr. Smith and Ms. Trejo also agreed to Tuesday mornings.

D. STAFF MEMBER COMMENTS

Ms. Contreras mentioned to the group that once the full Board approves the Subcommittee meeting schedule, all Subcommittee meetings will be subject to the same requirements as all public meetings in the City, including a publicly-posted agenda. She then thanked all the members for their participation in the meeting, and underlined the importance of their expertise in developing a grassroots media outreach strategy.

Mr. McMurry asked Ms. Trejo if she had any questions or concerns as the newest member of the Subcommittee. She responded that she didn't at that time, but was looking forward to working with the other Subcommittee members on developing strategies. Mr. McMurry then asked Mr. Smith if he had any comments, and he responded that he did not, but was also excited to be a part of the group.

E. FUTURE AGENDA ITEMS

Mr. McMurry asked the Subcommittee members to suggest items they would like to add to the next Subcommittee meeting agenda. Ms. Garza responded that she would like to discuss how best to transition from existing workforce programs to the Ready to Work program in terms of marketing and outreach.

Mr. Peavy suggested that the Subcommittee outline responsibilities for each member dependent on their network and expertise, and that the Subcommittee should establish consistent messaging before engaging in community outreach. Ms. Garza agreed that this is important to build interest in the program.

Ms. Garza then asked Mr. McMurry whether the Subcommittee will have input on how the marketing budget will be allocated. Ms. Contreras asked Ms. Ramirez whether she could address that question in this setting, and Ms. Ramirez responded that she could.

Ms. Contreras responded to Ms. Garza that the budget for marketing for the Ready to Work program will be \$1.5 million over the course of six years. She then mentioned that the current Train for Jobs SA program has been extended from the previous end date of September 30th to allow for residents to continue accessing workforce services until Ready to Work begins. She also stated iterated the timeline for the Ready to Work implementation RFP.

Ms. Ramirez shared that throughout future meetings, Subcommittee members can motion to add items to the next agenda.

F. MEETING ADJOURNMENT

Meeting adjourned at 9:24am.

APPROVED:
