

MENDOCINO WORKS

Employment Resource Centers

Ukiah Resource Center Council Meeting Minutes
Mendocino Works Resource Center – Ukiah
Tuesday, February 17, 2004

Present:

MPIC – Helen Nofi, Jean Franco, Christie Grivette; Mayacama – Suzanne Warner; J/A – Felipe Mendoza, Madelyn McCauley; Experience Works – Jeanne Caldwell; WIB – Julie Soinila.

Approval of Prior Minutes

There were two sets of minutes reviewed and approved. The minutes from the January 20, 2004 regular Center Council Meeting that were distributed electronically with the February 17th agenda were reviewed. There were no corrections. Julie Soinila distributed copies of the February 5th Center Council Open House committee meeting. The following corrections/updates were noted: With regard to the CalWorks distribution of flyer invitations, Madelyn McCauley advised General Services will mail flyers to *everyone* receiving an income statement, not just CalWorks recipients (a total distribution of 3,500). Under "Food, Drinks, and Supplies", Helen Nofi advised Lorraine Perry from EDD offered to assist her with picking up Safeway Donations on the days immediately preceding the Open House. There were no other changes. The minutes were approved as amended.

INVITATIONS:

- **Countywide Distribution to Job Seekers:**

As noted above, General Services will distribute invitations to everyone receiving an income statement from the County (approx. 3,500). These will be included with the outgoing checks at the end of February.

- **Employer Distribution (*copying, stuffing, sorting, postage, mailing*):**

Helen Nofi advised Diana from Experience Works had completed the photocopying, folding, stuffing, labeling, sorting by zip code and bundling of the employer flyers. The three agencies who provided envelopes – MPIC, EDD, and J/A, will also assume responsibility for postage (approx. 1/3 each). EDD will do theirs by hand, MPIC will use their postage machine and J/A will route theirs through the county. These will be mailed on February 27th.

- **General Distribution:**

Extra colored flyers have also been printed for those who have volunteered to distribute them. These should be distributed by March 1st.

- **Agency Invites/Distribution:**

- Julie Soinila will distribute the agency invitation electronically to the 14 partnering agencies with a note reminding them to dedicate staff from 11:00 to 3:00 to provide information on their services to guests. Each agency who receives an invitation will be responsible for extending invites to their affiliated agencies and staff.

MEDIA COVERAGE

- **Radio Public Announcements:** Madelyn McCauley will contact local radio stations during the week of February 23rd, asking them to start airing the announcements on March 1st. (KUKI, KWINE, KZYX and KNTI).
- **Newspapers:** Julie Soinila will issue an electronic press release to local newspapers sometime during the week of February 23rd, and will also extend a personal invitation to the newspapers to attend and possibly provide media coverage of the event.
- **Chambers:** Helen Nofi mentioned Lorraine Perry had contacted the Chambers for information on the best and most economical way to notify their membership about the Open House. Instead of asking Chambers to distribute flyers with their newsletters for a fee, notification will be included on the Chambers' Calendar of Events, free of cost.

FOOD

- **WIB Contribution** – Julie Soinila advised the Executive Committee had approved up to a maximum of \$1,000 for food and decorations for the event. However, they also requested a budget be submitted.
- **Catering by the Mendocino College Culinary Arts Program** – Christy Grivette reported a customer who is enrolled in the culinary program at the college advised her they have already decided on a menu for catering the event and also mentioned that serving and clean-up is included in their catering services. Lin Park was the one who approached the College about the possibility of catering the Open House, but she was not in attendance. Christy called Lin and left a message on her voice mail to return the call and provide an update on what is happening. The college culinary arts class will need to know how many guests are expected to attend and that they will also be required to provide a budget for their services and supplies. Christy will inquire as to whether any beverages are included in their catering.
- **Cake** – Madelyn McCauley advised Pat Delapo will bake a large sheet cake for \$50, which will be paid for through the WIB fund for food and supplies.

NEXT STEPS:

- Input is needed from Lin Park on what the College is doing with regard to catering the vent.

STAFF VOLUNTEERS/HELP

- **General:**
 - Helen Nofi reminded agencies they need to dedicate staff to assist job seekers and employers in the Mendocino Room and/or assisting with tours.
 - Felipe Mendoza and Mark Winkler have been designated for setting up large tables/charis in the Mendocino Room.
 - Kathy McMinn from MPIC will address youth questions and distribute youth-related material.
- **Tours:**
 - Corrine, Tracy, Judy, Jessica, Madelyn and Felipe from J/A/ will be available either all day or for designated periods.
 - Helen Nofi from MPIC volunteered to conduct tours as well as provide assistance in the Mendocino Room.
 - Kathy McMinn from MPIC will assist with tours.
 - Suzanne Warner offered to fill in the gap as both a tour guide and greeter, when needed.
 - Helen Nofi advised a script will be provided as a reference for tour guides.
- **Table Coverage in Mendocino Room:**
 - Job Alliance – Corrine, Tracy, Judy, Jessica, Madelyn and Felipe will be available all day or designated periods.
 - Experience Works – Jeanne Caldwell will provide coverage.
 - Goodwill – Helen Williams will provide coverage.
 - CHDC – Helen will talk to Cora and Maria about who will be available for the CHDC table.
 - Mental Health – Connie Solomon
 - MPIC – Helen, Lola, Rhonda, Lucy and Kathy
 - AODP – Felipe Mendoza will contact AODP about providing coverage.
 - Consumer Credit Counseling – Christy Grivette will contact CCC about providing coverage.
 - West Company – Julie Soinila will contact West Company about providing coverage.
 - Mendocino College HEP Program – Julie Soinila will contact Manuel Guerrero about providing coverage.
 - Case Managers will assist wherever they are needed, particularly at the tables in the Mendocino Room.
- **Lobby Area:**
 - Greeters – Christy will be the official “greeter” with Suzanne Warner offering to fill in and assist when it gets busy.
 - Brochures – Three brochures will be provided at point-of-entry (MWERCS Resource Center brochure, Partner Information brochure and an Employer brochure (Jean Franco suggested talking to Carol Jarvis about an appropriate brochure for employers). The brochures in the lobby display cases will also be kept stocked. (However, it was noted, tables in the Mendocino room will be the main location reserved for agency brochures and additional information).
 - Configuration – The lobby area will be arranged to accommodate guests for sign-in and dispensing of nametags and point-of-entry brochures.
- **Folders or Bags for Open House Guests:**
 - Jean Franco suggested providing a carryall for attendees to place brochures and other information.

- Helen Nofi will check the MPIC boxes for bags or folders. She also mentioned John Ulvila had recently placed an order for Mendocino Works folders and will find out when the shipment is expected.
- Helen will also check with Sue Hawley about EDD folders.

DECORATIONS

Julie Soinila will check with the local Dollar Store for Blue & Silver balloons and streamers.

MUSIC

Julie Soinila offered the use of her CD player and mentioned Sue Hawley has one in-house as well that could be used. Various types of music were discussed. It was agreed that pleasant, "easy listening" and soft jazz type music should be provided as a background in the lobby as well as the Mendocino Room. Madelyn McCauley offered to bring in some soft jazz CD's, Julie will do the same and Christy will bring in a classical music selection that was popular at the Thatcher Inn.

NEXT MEETING DATES/AGENDAS:

- **Center Council Open House Sub-Committee:** Thurs., March 4th from 2:00 – 4:00 in the Mendocino Room.
March 4th Agenda Items:
 - Bring your CD's to the meeting (Any CD's used during the Open House need to be labeled with your name)
 - Agencies need to ensure staff is lined up and ready to go.
 - Helen will bring a copy of the script to be used as a reference for those conducting tours.
 - Do a final review of the layout for the Mendocino Room.
 - Do a final review of the food/catering and decorations.
- **Regular Center Council Meeting** – Tues., March 16th from 10:30 – noon in Conference Room 1.
March 16th Agenda Items:
 - Agency Training Day
 - Review of Open House – How did everything go?
 - Who will facilitate next meeting
 - Who will be note taker?