

Business Enhancement Committee Meeting
Wednesday, April 3, 2024
MINUTES

I. Call to order

The meeting was called to order at 9:31 a.m. by David Royal, Committee Chair. Mr. Royal inquired if any Requests for Public Comment had been made and was advised that none had been received.

II. Introductions

Roll was called to identify and confirm committee members present in the room and those participating by phone. Staff and others present were identified. It was determined that quorum had not been established and that action would proceed via consensus. See end of minutes for all attendees.

III. Topic

Action Items:

A. Review and discussion of the Education and Industry Consortium Meeting

Referring to the Action Item in the committee packet, CSH held its first Education and Industry Consortium meeting on February 15, 2024. The report was included in the meeting packet for review and discussion. Ms. Doubleday presented the report in detail and discussion followed.

Comments of the Committee:

- Agricultural jobs may not be posted since more farmers and ranchers are using H2A foreign workers; also, historically, agricultural positions have been filled through walk-ins, word-of-mouth, and family connections. The lack of data related to the specific skills and education needed for these positions creates a challenge for education and workforce development. Data is needed for curriculum development, grant applications, and inclusion on the Master Credentials List.
- Agricultural jobs have become high-tech with tractors and machinery becoming computerized, thus requiring highly skilled talent to operate.
- The Trucking industry has also become high-tech.
- Agriculture and Trucking Industries have historically been branded as lower skill, lower income careers. A rebranding of these industries is needed.
- There is a need for high quality people who show initiative and responsibility. Soft skills are key. (This was initially identified as a need in Trucking, and later identified as needed across all industries).
- New retail and restaurant franchises appear to decline after the corporate parent leaves. This appears to verify the need for stronger soft skills and business/sales training opportunities.
- There is a need to focus on vocational classes in the education system.
- Along with keeping textbooks updated, educational facilities need to be kept updated with the latest technology and machinery to properly prepare the workforce. This is a funding challenge for educational entities.
- There is a need for respiratory therapists and teachers in this area. This area also needs technicians to install broadband and fiber cables.

- The lack of housing inventory adds to the challenge of recruiting skilled talent for local job openings.

Following discussion, the Committee took no formal action.

IV. Other

No other business was brought before the committee.

V. Adjourned

Committee Chair, David Royal, adjourned the meeting at 10:03 a.m.

Committee members present and participating: David Royal (Committee Chair), Meredith Durastanti, Sondra Guffey, Denise Grimsley, Don Garner, Fred Hawkins, Dawn Hoover

Committee members absent: Kaylee King, Brenda Longshore, Andrea Broomfield, Raymond Royce, Angel Wiggins

Public attendance: None

CSH staff present: Donna Doubleday, Ann Martin, Michele Arena, Melody Snider