

## MEETING MINUTES BUSINESS & WORKFORCE DEVELOPMENT COMMITTEE

DATE: Tuesday, December 18, 2018  
CALLED BY: Brian Andersen and Brian Dozer  
LOCATION: Greater Irvine Chamber of Commerce  
36 Executive Park, Ste. 100  
Irvine, CA 92614

### **I. OPENING**

- Meeting called to Order at 4:03 p.m., by Co-chair, Brian Andersen.

### **II. INTRODUCTIONS**

Chairs welcome everyone to the meeting, and the Mission Statement is read. Each attendee is acknowledged and introduced.

### **III. TASK FORCE REPORTS**

- **Business Outreach** – Update provided by Brian Montes.

The date for the Spring 2019 Business Outreach Rally is Wednesday, April 24, 2019. Our Fall Task Force Leaders, Thomas Lotts and Jeannine Arrington, have already accepted the lead positions and we will schedule our kick off meeting shortly. If you would like to be a part of the Task Force, please drop Jeannine, Thomas, or Pepper an email.

- **Career Edge** – Update provided by Dr. Brian Dozer.

Registration is underway for the second session of our 2018-2019 workshop series. We will host the event at the Chamber on Saturday, February 2, 2019. There are currently 23 students registered for the event.

Our own Committee Co-chair Dr. Brian Dozer, who also serves as Director, Irvine Metro Campus Webster University, will deliver the fundamentals of Practical Critical Thinking & Problem Solving. The workshop will begin at 8:30 a.m. with breakfast and check in, ending at approximately 1:00 p.m. We are recruiting mentors for the event, please let either Brian or Pepper know if you are available.

- **Ethics Forum** – Brian Dozer provided an update.

This Fall the Ethics Forum was adjusted to a weekly lunchtime format for 25-30 students at Irvine High School. Our thanks to Dr. Brian Dozer who has returned to the school weekly to guide the students through the course. Students are currently mid-project, and work will continue through the end of January, 2019.

The Chamber is proud to welcome the participating Ethics Forum teams of Irvine High School students to our February 19, 2019 Business & Workforce Development Committee meeting as they present their projects, final results and outcomes. We will send out an invitation to all of our Chamber members and Committees to join us. We will also increase our meeting time (**4 pm to 6 pm**) to better accommodate the visiting student teams.

- **Financial Forum** – Brian Dozer provided an update.

We are waiting for approval on the proposed Financial Literacy project format that was submitted to the IUSD through Dr. Keith Tuominen. Crucial financial knowledge components, i.e., how to keep a budget, open a bank account, balance a checkbook, and the keys to saving and spending responsibly will be introduced through this program. A date for implementation is expected for Spring semester, 2019.

- **Irvine Career Discovery Day** – Jessica Yip provided an update.

The event is scheduled for Tuesday, February 5, 2019. We are looking for sponsors for lunch for the students and would appreciate any referrals. We are actively recruiting students for participation.

- **Cybersecurity Task Force** – Bruce Greenberg provided a report.

Bruce has been working on building a foundation to keep track of the resources in the area. He reports the need to do a workflow study, and find partners to fund the project. Irvine has many small sized cybersecurity companies that are unknown, all are trying to grow. There is a challenge in keeping those trained in the cybersecurity industry here in Irvine.

Brian Dozer reported that currently there are 13,000 open jobs in the Los Angeles/Long Beach/Orange County area. By 2021/2022 there will be 2-3 million jobs open and available in this field.

Linda DiMario adds that the TARDEC project will also fit into this area. The plan is to incubate up to 5 companies here in the area to start. Linda will be going to Austin, Texas in January, 2019 to make a formal presentation and set next steps in the process.

- **Special Session Task Force** – Update provided by Christopher Bissonnette.

The Task Force met and was able to identify action items necessary for the following:

1. **Resource Inventory** – Develop a catalog of resources targeting such areas as public education, government agencies, service and professional organizations and associations, and private sector. Assess the assembled list to identify gaps and target for resources to fill or recommend support for those organizations/associations working towards identified objectives.
2. **Youth Advisory Group** – Investigate development of a group. Gain insight/perspective from students K through 12 regarding careers and job knowledge, influences and resources. Identify ways to launch and maintain effective communication lines.
3. **Counsellors Connection** – Explore making Career Discovery Day information and activities available to school counselors to further promote these pathways as alternatives to traditional paths. Identify and supply needed information, tools and connections to assist in the process.
4. **Marketing Job/Career Opportunities** – This effort will be further developed after data is gathered from the Youth Advisory Group. The information will be used to design a campaign that focuses on and influences their choices.

- **Continuing Projects**

- **West Coast Business Attraction** – Linda DiMario provided an update.

We have identified approximately 150 Life Science and Information Technology companies in the Bay Area and Silicon Valley to target for value propositioning and marketing efforts. We are targeting growing companies, currently in the “B” funding phase, specifically in medical technology or pharma. A small delegation will travel to the area to begin the project in January, 2019.

- **Start Up Intercept Research Project** – Linda DiMario provided an update.

We are working with Horizon Research to do intercept interviews of entrepreneurs of start-up companies to learn “What motivates people to start companies?” and “What was their purpose in starting the company?” Is the purpose to invent an item so the company can be acquired by a larger company? Are they looking to start an actual working/producing company for the long term? We also want to learn a) are you leaving the area and if so, why; and, b) are there sufficient incentives to stay.

The interviews have been scheduled for January 14 through 17. OCTANe, PeopleSpace, and UCI Applied Innovation are among the partners providing participating startups for the interviews.

**V. CHAIRS' COMMENTS AND DISCUSSION**

We are preparing for our bi-annual Economic Vitality Council meeting on January 15, 2019. We are happy to welcome the following City management team who will be our featured speakers: John Russo, City Manager – OC Great Park plans and progress; Maryanna Marysheva, Assistant City Manager – Two Year Budget; Pete Carmichael, Director of Community Development - City's General Plan; and, Mark Linsenmayer, Director of Transportation – Traffic and New Technology. We look forward to hearing about the City's plans, vision and progress.

Brian Dozer announces Cybersecurity event at Webster University this evening, hosted by IEEE (The Institute of Electrical and Electronics Engineers).

Please note that the Chamber offices will be closed for the holiday from December 22, 2018 through January 1, 2019.

**VI. ADJOURNMENT**

The meeting was adjourned at 5:06 p.m., by Co-chair Brian Andersen.

Minutes recorded by Pepper Russell.

Next Meeting:

NO JANUARY B&WD MEETING

**JOIN US AT THE ECONOMIC VITALITY COUNCIL MEETING**

**January 15, 2019**

4:00 pm – 6:00 pm

**Next B&WD Meeting**

February 19, 2019

**Greater Irvine Chamber of Commerce**

36 Executive Park, Ste. 100 Irvine, CA 92614

