MEETING MINUTES
BUSINESS & WORKFORCE DEVELOPMENT COMMITTEE

DATE: Tuesday, February 19, 2019
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. W.A.C.E. AWARDS
The Greater Irvine Chamber of Commerce President and CEO, Bryan Starr, was named 2019 Executive of the Year by the Western Association of Chamber Executives (W.A.C.E.) at the annual conference in Anaheim this month in front of more than 500 attendees. Starr was honored for leading the Greater Irvine Chamber to achievements in membership attainment goals, economic development, staff empowerment, thought leadership, and positioning the organization as a leader in advancing economic vitality in greater Irvine.

Jessica Welch, IOM, received the 2019 W.A.C.E. Gerald W. Hathaway Staff Person of the Year award, for contributions made to advance chamber goals and systems. Welch serves on the W.A.C.E Board of Directors and the W.A.C.E. Foundation, and chairs the organization’s Emerging Leaders Council.

IV. TASK FORCE REPORTS
• Business Outreach – Update provided by Brian Andersen.
The date for the Spring 2019 Business Outreach Rally is Wednesday, April 24, 2019. Our target area is the 92618 zip code, excluding the Spectrum shopping area. Registration is open, as of this meeting we have 4 participants. Flyers were distributed to meeting attendees. Task Force members have been assigned chamber meetings and events to attend for recruiting purposes.

Career Edge – Update provided by Dr. Brian Dozer.
Registration is underway for the last session of our 2018-2019 workshop series, Successful Business Etiquette & Workplace Behaviors, at the Chamber offices on Saturday, April 6, 2019. There are currently 26 students registered for the event.

This workshop will be hosted by Dr. Massiel Perez-Calhoon, Manager of Community and Corporate Relations with Brandman University where she teaches both undergraduate and graduates for the School of Education and the School of Arts and Sciences.

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.

The Chamber is proud to welcome the participating 8 teams of Irvine High School students to our March 19, 2019 Business & Workforce Development Committee meeting as they present their final Ethics Forum final results and outcomes. A few of the topics to be covered will be JUUL (e-cigarettes), universal income, autonomous vehicles, biopharma (gene editing), and social credit scores.

An invitation will be forwarded to all of our Chamber members, Board of Directors and Committees to join us. We will also invite City Hall department heads, City Council and our Mayor. To accommodate the students, we will also increase our meeting time *(4 pm to 6 pm)*.

We will have very brief updates from our Task Forces as well.

- **Financial Forum** – Brian Dozer provided an update. We have received word that two schools are interested in working with us on this project – Jeffrey Trail and South Lake. Tentative dates have been set and the Task Force will meet next week to finalize the details.

The retooled program will include 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.

- **Irvine Career Discovery Day** – Jessica Yip provided an update. The 2nd annual Career Discovery Day was a great success. Participating companies were Parker Aerospace, Google, Kelley Blue Book, Vincit, EON, Edwards Life Sciences, and Zillow. We hosted over 250 high school students for these 7 Irvine companies. Vincit, Google and Kelley Blue Book have confirmed their 2020 participation already.

A huge thank you to our community partners in this effort: United Way, Irvine Public Schools Foundation and Vital Link, who have also confirmed their 2020 participation.

- **Cybersecurity Task Force** – Brian Dozer provided a report. Task force work continues on an eco-system audit and developing a catalog of resources in the area. There is a need for a workflow study, an economics study and an impact study of the industry, in addition to finding 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 retaining those trained in the cybersecurity industry here in Irvine.

- **Special Session Task Force** – Update provided by Christopher Bissonnette. Work continues on the following items:
  1. **Resource Inventory** – Developing 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** – Investigating insight/perspective from students K through 12 regarding careers, job knowledge, influences and where resources come from or are found. The interviews have been conducted and the answers being validated currently.

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.

V. **CHAIRS’ COMMENTS AND DISCUSSION**
Kathy Johnson (Vital Link) reports that they are in new partnership with Alteryx, (software development company) developing a “boot camp” program to include high school students. One of the goals of the partnership is to learn what is currently being taught at the high school level and what is being taught at the Community College level. Identify and address the skills gap between the two. More information as it becomes available.

VI. **ADJOURNMENT**
The meeting was adjourned at 5:00 p.m., by Co-chair Brian Andersen.

Minutes recorded by Pepper Russell.

Next Meeting:
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