



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** Social Services  
**Department No.:** 044  
**For Agenda Of:** October 21, 2014  
**Placement:** Administrative  
**Estimated Tme:** 5 minutes  
**Continued Item:**  
**If Yes, date from:**  
**Vote Required:** Majority

**TO:** Board of Supervisors

**FROM:** Department Daniel Nielson, Department Director, Social Services  
Director(s) 681-4451  
Contact Info: Raymond L. McDonald, Executive Director of Workforce  
Investment Board 681-4446

**SUBJECT:** Appointment of One New Member to the Santa Barbara County Workforce Investment

**County Counsel Concurrence**

As to form: N/A

**Auditor-Controller Concurrence**

As to form: N/A

**Other Concurrence:** N/A

As to form:

**Recommended Actions:**

That the Board of Supervisors appoints Glenn Morris as a new private sector member to serve on the Santa Barbara County Workforce Investment Board (WIB) as indicated in the WIB application in Attachment A, as well as approval of Mr. Morris' term in Attachment B.

**Summary Text:**

The Santa Barbara County Workforce Investment Board (WIB) is mandated by the Federal Workforce Investment Act (WIA), Public Law 105-220. The WIB Members are volunteers who serve without pay, and are nominated based on categories as described below; and are appointed by the County Board of Supervisors, functioning as the "Chief Local Elected Official" as prescribed by WIA. Members serve for specific terms and may be reappointed consistent with the WIB Bylaws.

**Background:**

The WIB develops workforce policy for the county, and oversees the operation of the two One-Stop Career Centers, and the employment & training programs for youth, recently laid-off workers, and underemployed adults. In addition, the WIB fosters a working relationship with the business community to assist with current labor market information and other workforce intelligence such as industry sector initiatives and research. Finally, the WIB appoints a Youth Council that may include WIB members as well as others from the community; as prescribed by the Act, the Council advises the WIB on youth program issues, and recommends the selection of youth program training providers.

The WIA mandates: (a) specific groups/sectors that must be represented on the WIB; (b) the nominating methodology for membership; and, (c) the role of the CLEO in appointing members. WIB membership is reviewed annually by the State.

- *Specific Membership.* The WIA stipulates “Mandated Partners” who must serve on the WIB. These Mandated Partners are local economic development representatives, the private sector (business community), local labor organizations, the State Employment Service (job service, unemployment insurance, Veterans services, and NAFTA trade programs), the County Welfare Department, the Local Education/Adult Ed & Literacy/Postsecondary Education community, the local Area on Aging Agency, the Community Service Block Grant recipient, the Department of Rehabilitation, the local HUD programs recipient, the local Native American program, and the local migrant services program provider. In addition, the WIA requires that the majority of the WIB be private sector members, and that the Chair be selected from the private sector members by the entire WIB. Finally, California State law requires that 15% of the WIB membership be Labor Representatives.
- *Membership Nominations.* Members are nominated to serve on the WIB as prescribed by the Federal Act, either by virtue of the position they hold (e.g., CSBG recipient, EDD Manager, Welfare Director) or they are selected by the group they “represent” such as the Central Labor Council nominates Labor Representatives, the local Chambers of Commerce nominate business members, the Community College(s) select their representative. In addition, the WIB Nominating Committee, and Executive Director, is constantly recruiting new candidates to ensure that the local economy and community is well-represented. The WIB Executive Director meets with candidates prior to submitting their name to the Board of Supervisors, to ensure they understand the goal, mission, and responsibilities of the WIB. The WIB Nominating Committee endorses appointment of private sector members prior to submitting names to the Board of Supervisors.
- *Role of the CLEO.* Because the Chief Local Elected Official, as designated by the State of California and prescribed by the WIA, has fiduciary responsibility for funds received, the WIA stipulates that WIB Members must be appointed by the CLEO. In Santa Barbara County the CLEO is the Board of Supervisors, and the Chair of the Board of Supervisors must sign (often co-signs) such documents as the Five Year Strategic Plan, that lays out the goals, objectives and program design of the local workforce system. The stated intent of the WIA is to foster a “public/private” partnership between the CLEO (government) and the private sector led WIB. Consequently, all nominees and re-nominees to the WIB must be appointed by the Board of Supervisors.
- *New Appointee:*  
The Santa Barbara Chamber of Commerce is designated as a private sector business on the Workforce Investment Board (WIB). Mr. Morris’ brings over 20 years of experience in Chamber and association management in key areas such as financial and budgetary, community outreach and strategic planning. Mr. Morris, current President/CEO of the Santa Maria Valley Chamber of Commerce served in the same position with the Visalia Chamber of Commerce in addition to being a WIB Board member with Tulare County.

**Performance Measure:** N/A  
**Fiscal and Facilities Impacts:** N/A  
**Fiscal Analysis:** N/A

| <u>Funding Sources</u> | <u>Current FY Cost:</u> | <u>Annualized</u><br><u>On-going Cost:</u> | <u>Total One-Time</u><br><u>Project Cost</u> |
|------------------------|-------------------------|--|--|
| General Fund           |                         |  |  |
| State                  |                         |  |  |
| Federal                |                         |  |  |
| Fees                   |                         |  |  |
| Other:                 |                         |  |  |
| Total                  | \$ -                    | \$ -                                       | \$ -   |

**Staffing Impacts:** N/A

**Legal Positions:**

**FTEs:**

**Special Instructions:**

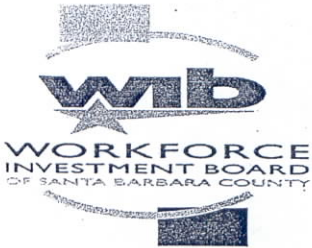
Upon approval, please return one (1) copy of the minute order to the attention of:  
Stephanie Fodor, Administrative Professional, DSS/WIB 234 Camino del Remedio,  
Santa Barbara, CA 93110

**Attachments:**

Attachment A: New WIB Member Application  
Attachment B: Term Roster

**Authored by:**

Raymond L. McDonald, WIB Executive Director



# WORKFORCE INVESTMENT BOARD

## Membership Application and Disclosure Statement

### Section 1

(To be completed by individual interested in membership on the Workforce Investment Board)

Glenn Morris  
(Name)

Santa Maria Valley Chamber of Commerce  
(Business Title)

President & CEO  
(Employer/Firm Name)

614 S Broadway  
(Business Address)

93454  
(Zip Code)

GLENN@SANTAMARIA.COM  
(Email Address)

805 925 2403  
(Business Phone Number)

**Statement of Interest:** Please state briefly your interest in employment and training programs.

WORKFORCE DEVELOPMENT ISSUES ARE CRITICAL TO OUR MISSION OF CREATING A STRONG LOCAL ECONOMY. I WANT TO UNDERSTAND WHAT WITS IS DOING & HOW WE CAN MAXIMIZE IMPACT IN THE SANTA MARIA VALLEY

**Community Services:** Please list boards, commissions, committees, and organizations on which you presently serve or have served and indicate office(s) held.

- BUSINESS ADVISORY BOARD - TULARE WITB
- VISALIA EDC - TBSD WITB
- VISALIA CVR - TBSD WITB
- WESTERN ASSOCIATION OF CHAMBERS EXECS - TBSD WITB
- NUMEROUS SCHOOL & COMMUNITY COLLEGE ADVISORY COUNCILS

To help preclude a potential conflict of interest, also please list any organization with which you are affiliated, which may contract with the Workforce Investment Board employment and training services.

NONE THAT I AM CURRENTLY AWARE OF. I BELIEVE SMVCC

HAS HAD SOME CONTRACTUAL RELATIONSHIPS IN THE PAST.

[Signature]  
(Signature)

24 Sept 2014  
(Date)

**ADDITIONAL INFORMATION:** You may attach a **RESUME** to supplement the questionnaire. Additional pages providing pertinent data may be enclosed to assist in the evaluation process. Should you need any assistance or have any questions concerning this application, please call Raymond McDonald at (805) 681-4446.

**Education and Training:** Please list post-secondary education/training, including relevant professional or vocational licenses or certificates.

| Institution                | Address       | Degree/License Or Certificate |
|----------------------------|---------------|-------------------------------|
| <i>See Attached Resume</i> | <i>Resume</i> |                               |
|                            |               |                               |

Please check and complete one category that qualifies You for membership on the Workforce Investment Board

**Private Sector Business Representative** (If yes, check all that apply)

- Owner
- Chief Executive or Chief Operating Officer
- Executive with Substantial Management or Policy Responsibility
- Minority Business
- Small Business\*
- Other Specify Chamber CEO

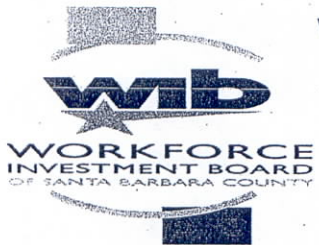
**Public Sector Representative** (If yes, check all that apply)

- Educational Agency:  Public  Private
- Public Employment Service
- Organized Labor
- Rehabilitation Agency
- Economic Development Agency
- Community Based Organization \*\* - Chamber
- Other Specify \_\_\_\_\_

\* Private for profit enterprise employing 500 or fewer employees  
 \*\* Private non profit organization which represents a significant segment in the community and which provides job training services.

**RETURN OF APPLICATION:** Please return your application, upon completion to:

**Raymond McDonald**  
**Executive Director**  
**Workforce Investment Board of Santa Barbara County**  
**260 N. San Antonio Rd. Ste. C**  
**Santa Barbara, CA 93110**



# Glenn D. Morris

---

## Professional Expertise

High impact leader with twenty-plus years' experience in Chamber and association management, including service as a volunteer, board member, and local, state, and national executive. Proven experience in generating results in key areas such as

- ▼ Strategic and Mission Planning
- ▼ Policy and Procedure Development
- ▼ Financial and Budgetary Management
- ▼ Public Speaking and Public Relations
- ▼ Political and Legislative Affairs
- ▼ Member Development
- ▼ Volunteer Recruitment and Development
- ▼ Community Outreach
- ▼ Events Management
- ▼ Committee Leadership
- ▼ Board of Director Support
- ▼ Retreat/Strategic Planning Facilitation

## Leadership Highlights

- ▼ Recipient of the **Accredited Chamber Executive** designation from the Western Association of Chamber Executives (WACE), February 2013
- ▼ Recipient of the **2011 Russel J. "Rusty" Hammer Memorial Award** for outstanding new Chamber executive; presented by WACE
- ▼ **2012 Graduate of the WACE ACADEMY**, a three-year comprehensive Chamber-focused professional development program
- ▼ Served as a planning committee member, session facilitator, and/or presenter, for the 2012, 2014 and 2015 WACE Annual Conferences
- ▼ Completed WACE **Economic Development Essentials** program (18 hour course)
- ▼ Member of the Board of Directors of the Western Association of Chamber Executives

## Work and Volunteer History

### **Santa Maria Valley Chamber of Commerce & Convention/Visitors Bureau, Santa Maria, California**

- ▼ President and CEO, June 2014 to present
- ▼ Serve as chief staff officer responsible for implementation of organization's program of work. Direct efforts of the Chamber's business advocacy and support, tourism promotion, and economic development programs. Provide strategic and operational leadership to develop and implement program that meets objectives and strategies determined by the Board of Directors.

### **Visalia Chamber of Commerce, Visalia, California**

- ▼ President and CEO, April 2009 to June 2014; Interim President and CEO, August 2008 to April 2009
- ▼ Major accomplishments:
  - Restored organization's financial stability, reversing 5+ years of operational losses and elimination of major external debt
  - Launched new youth entrepreneurship program; enrolled 15 students in first year
  - Created new annual sponsorship program, resulting in 5-year increase of 139% in sponsorship revenues
  - Developed comprehensive policy position document approved as guiding principles by the Board for government advocacy efforts
  - Launched new quarterly business publication, *Business Connection*, focused on best practices and local business successes
  - Converted membership program from standard sized-based pricing system to new value-based tiered membership program; increased dues revenue per member of \$200 (40%)

Work and  
Volunteer  
History, cont.

**TRI Leadership Resources, Owasso, Oklahoma**

- ▼ Vice President and Leadership Fellow, 2001 to 2009
- ▼ Lead consulting company's organization and event management programs. Provide leadership training and coaching to volunteer leaders of client organizations. Member of company's executive committee. Major accomplishments:
  - Start-up of three new non-profit organizations
  - Logistics lead for series of 6 regional conferences for the Office of the First Lady, plus 2 additional Federal Agency events

**Visalia Economic Development Corporation, Visalia, California**

- ▼ Executive Director, 2004 to 2006
- ▼ Responsible for operations and leadership of non-profit business/community partnership focused on increasing jobs and business within the city of Visalia. Major accomplishments:
  - Led local economic development team resulting in recruiting 5 new business locations in the City's Industrial Park representing approximately 1,200 new jobs
  - Created new model involving business leaders in physician recruiting and retention
  - Helped lead campaign to pass Measure R Sales Tax initiative dedicated to roads & transportation infrastructure
  - Led campaign to secure City Council approval for major annexation designed to expand the City's Industrial Park
  - Led the launch of an independent Convention & Visitors Bureau and oversaw its operation

**California FBLA, Inc., Visalia, California**

- ▼ Executive Director, 2001 to 2004
- ▼ Responsible for business development, chapter development, volunteer management, and overall public relations for the state chapter.

**Future Business Leaders of America – Phi Beta Lambda, Inc., Reston, Virginia**

- ▼ Director, Development & Education, 1996 to 2001
- ▼ Responsible for business development, competitive events program, national officer coaching, the FBLA-PBL MarketPlace (affinity sales program), the Institute for Leaders (intensive officer and member training program), and the State Leadership Summit (key state-level personnel summit).

**Utah State University – College of Business, Logan, Utah**

- ▼ Assistant Director – Shingo Prize for Excellence in Manufacturing, 1990 to 1996
- ▼ Responsibilities included administrative management, educational programming, and volunteer coordination.
- ▼ Instrumental in creation of the Prize, development of award criteria, selection methodology, and governance structure.

**Utah State University – College of Business, Logan, Utah**

- ▼ Program Coordinator – Partners in Business, 1984 to 1985; 1987 to 1990
- ▼ Developed, marketed, and implemented business training conferences for 20-2500 attendees. Responsible for seven to ten events annually. Supervised staff of 10-15 student workers while simultaneously attending school full-time.

**Church of Jesus Christ of Latter-Day Saints, Rome, Italy**

- ▼ Missionary (volunteer position), 1985 to 1987
- ▼ Developed leadership, administrative, training, and communication skills. Held several leadership and training positions. Learned value of volunteer and community service. Served throughout Central Italy.

## Education

### **Utah State University, Logan, Utah**

- ▼ Masters of Science – Business Information Systems & Education, 1992
- ▼ Emphasis: Information Systems

### **Utah State University, Logan, Utah**

- ▼ Bachelor of Arts – Management & Human Resources, 1991
- ▼ Major: Personnel & Human Resource Management
- ▼ Minors: Economics, Italian

## Community Involvement and Personal Interests

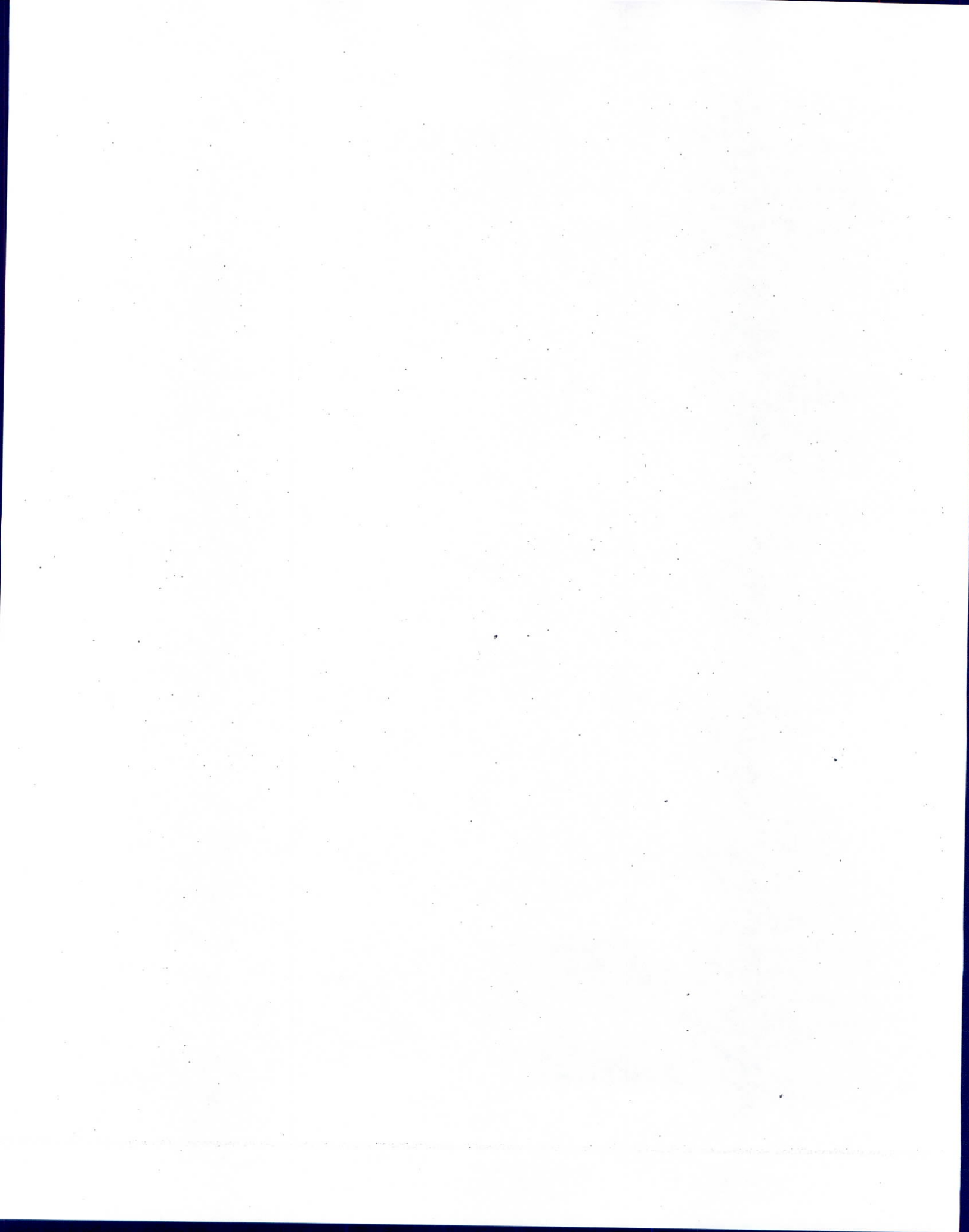
### Leader and member of various community and/or campaign committees:

- ▼ City of Visalia Elections Task Force
- ▼ City of Visalia Blue Ribbon Task Force on Sales Tax Ballot Issue
- ▼ Superintendent's Facility Review Committee, Visalia Unified School District
- ▼ Superintendent's Finance Review Committee, Visalia Unified School District
- ▼ Transportation Impact Fee Task Force (County, City)
- ▼ Community Health Care Task Force
- ▼ School Site Committees (Golden West HS, Visalia Technical & Early College HS)
- ▼ Measure E Campaign Committee (School Bond)
- ▼ Measure E Bond Oversight Committee
- ▼ Measure M Campaign Committee (School Bond)
- ▼ Measure R Campaign Committee (Sales Tax Initiative; Transportation)
- ▼ Trustee Area Elections Boundary Study Committee, Visalia Unified School District
- ▼ numerous campaign committees for city, county, and statewide candidates

Active member and leader of church

Enjoy travel, community service, reading, and family





**ATTACHMENT B**  
**Workforce Investment Board Terms**  
**October 21, 2014**

| Name         | Organization | Category | Appointment Date | Current Term End Date | Reappointment Term End Date |
|--------------|--------------|----------|------------------|-----------------------|-----------------------------|
| Glenn Morris |              | Private  | 10/21/14         | 10/31/16              | N/A                         |