

TO: James L. App, City Manager  
FROM: Marlaine Sanders, Human Resources Manager  
SUBJECT: Private Industry Council (PIC) – Job Fair Opportunity  
DATE: May 15, 2007

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NEEDS: For the City Council to consider a request from the Private Industry Council (PIC) to collaborate on a North County Job Fair opportunity.

- FACTS:
1. Last year the City collaborated with the Private Industry Council in a North County Job Fair event that was held on Wednesday, August 23, 2006. The event attracted 25 businesses and several hundred jobseekers. The Private Industry Council proposes to continue this event annually (see attached letter).
  2. The Private Industry Council is a private non-profit corporation that is a training resource for local workers and who acts as a “broker” between employers who are seeking workers, and local citizens who are seeking jobs.
  3. The purpose of the Job Fair is to connect job seekers with job providers within the community. Last years event attracted exhibitors from a variety of industries including manufacturing, health care, banking, hospitality, construction, and public/institutional.
  4. The Private Industry Council is also partnering with The Tribune Newspaper to provide advertising and coverage of the North County event.
  5. In partnering with PIC on this event, the City would be lending its name to the promotion of the event, as well as providing one day use of the City Hall/Library conference facility.
  6. City staff resources would be provided in the logistical planning and promotion of the event, working closely with PIC staff to jointly meet the needs of the community’s businesses and workforce.
  7. The City would have the opportunity to participate in the Job Fair as a potential job provider. Information about working for the City and specific job opportunities would be made available to attendees.

ANALYSIS &

CONCLUSION: The City's Economic Strategy supports the formation of public/private partnerships to foster support for Paso Robles business growth and success. A job fair endeavor, which is designed to meet the employment needs of the North County business community and work force, is an example of such a partnership.

POLICY

REFERENCE: Economic Strategy.

FISCAL

IMPACT: The "in-kind" contribution of facility rental and staffing is estimated to be under \$1,000. There are no direct "out of pocket" costs anticipated for participating in this event.

- OPTIONS:
- a. For the City Council to adopt Resolution No. 07-XX authorizing the City's partnership with the Private Industry Council in the August 23, 2007 North County Job Fair.
  - b. Amend, modify or reject above option.

Attachment:

1. Resolution approving partnership with the Private Industry Council in the North County Job Fair.
2. Letter from Private Industry Council

RESOLUTION NO. 07 –

A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EL PASO DE ROBLES  
APPROVING THE CITY'S PARTICIPATION IN AND SPONSORSHIP OF THE  
PRIVATE INDUSTRY COUNCIL'S 2007 NORTH COUNTY JOB FAIR EVENT

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WHEREAS, the City's Economic Strategy supports the formation of public and private partnerships for the purpose of fostering support of Paso Robles business growth and success; and

WHEREAS, the Private Industry Council is a public non-profit corporation that is a training resource for local workers and who acts as a broker between employers who are seeking workers and local citizens who are seeking jobs; and

WHEREAS, the Private Industry Council has approached the City requesting its support as a collaborative partner in holding a North County Job Fair; and

WHEREAS, the Job Fair would be a means for connecting job seekers with potential employers which is mutually beneficial for citizens and businesses within the community; and

WHEREAS, in partnering in this event the City of Paso Robles would be lending its name to the promotion of the event and providing the facility in which the one day event would occur; and

WHEREAS, this is an opportunity for the City of Paso Robles to broaden its economic development activities and encourage business growth and promotion.

NOW, THEREFORE, LET IT BE RESOLVED by the City Council of the City of El Paso de Robles that it lends support and sponsorship of the August 23, 2007 North County Job Fair event to be held at the City Hall/Library Conference Center.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 15<sup>th</sup> day of May, 2007 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Mayor Frank R. Mecham

ATTEST:

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Deborah D. Robinson, Deputy City Clerk



April 24, 2007

City of El Paso de Robles  
1000 Spring Street  
Paso Robles, CA 93446

The Private Industry Council of San Luis Obispo County Inc. (PIC), along with the Tribune Newspaper, would like to invite the City of El Paso de Robles once again partner in a collaborative effort to provide a Job Fair for the citizens of Paso Robles and neighboring north county residents.

Last year's Paso Robles Job Fair was a huge success. The 25 business participants met with several hundred North County jobseekers. The feedback from both jobseekers and business participants was very positive. As you know there are several job fairs that occur every year in San Luis Obispo County, however, there are few, if any that occur in the North County. The PIC proposes to continue this event as an annual City of Paso Robles/ PIC/ Tribune Job Fair to support the economies of Paso Robles and surrounding communities.

The PIC believes that with the current economic conditions, businesses are eager for events such as this. Businesses are struggling to find the staffing necessary to grow or maintain current levels of productivity. Job-seekers also benefit from an event such as this. In one location, they are able to make important face-to-face contacts with businesses that hiring.

For the partners involved, there are also many benefits. For PIC, this is an opportunity to help our customers have a more effective opportunity to become employed. For City of Paso Robles, this is an opportunity to broaden its economic development activities and encourage business growth in Paso Robles. For the Tribune, it is an opportunity to market its Career Builder and classified advertising. For all the partners, it is an opportunity to provide an often overlooked service, especially in North County.

The PIC looks forward to the City's continued participation.

Sincerely,

Grant Nielson  
Program Manager  
Private Industry Council of San Luis Obispo County, Inc.  
4111 Broad Street, San Luis Obispo 93401