

TO: James L. App, City Manager
FROM: Marlaine Sanders, Human Resources Manager
SUBJECT: Paso Robles / North County Job Fair Opportunity
DATE: May 18, 2010

NEEDS: For the City Council to consider hosting the North County Job Fair in collaboration with local industry partners.

FACTS:

1. The City has collaborated with local industry partners to hold a North County Job Fair event at the City Hall Chamber conference center for the past four years. With over 25 businesses and several hundred jobseekers attending each year, the event has been deemed a success by partnering participants.
2. As with last year, the main partner behind this event will be the Workforce Investment Board (WIB). The WIB is a State established Board whose purpose is to assist in setting and guiding policy in the area of workforce development. The WIB, in turn, targets funding resources to those industries whose missions support their priority policies (such as workforce training and life long learning).
3. In addition to the WIB, the following agencies and businesses are participating as partners in this Job Fair event:
 - Employer Advisory Council (EAC)
 - Employment Development Department (EDD)
 - Cuesta College
4. The purpose of the Job Fair is to connect job seekers with job providers. Past years events have attracted exhibitors from a variety of industries including manufacturing, health care, banking, hospitality, construction, and public/institutional.
5. In partnering with WIB 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 on Wednesday, September 15th. City sponsorship will also provide the opportunity for scheduling use of the Spring Street banner space.
6. City staff resources would be provided in the logistics and promotion of the event, working closely with WIB and other partners to jointly meet the needs of the community's businesses and workforce. Resources would also be utilized in room set up the day of the event.

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. 10-XX authorizing the City's partnership with the Workforce Investment Board in the September 15, 2010 North County Job Fair.
- b. Amend, modify or reject above option.

Attachment:

1. Resolution approving partnership with the Workforce Investment Board in the North County Job Fair.

RESOLUTION NO. 10-

A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF EL PASO DE ROBLES
APPROVING THE CITY'S PARTICIPATION IN AND
SPONSORSHIP OF THE 2010 NORTH COUNTY JOB FAIR EVENT

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 Workforce Investment Board (WIB) is a State appointed board whose mission supports training resources for local workers, life long learning, and career placement opportunities; and

WHEREAS, the WIB, along with other career support partners, has approached the City requesting its support as a collaborative partner in holding a fifth annual 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 September 15, 2010 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 18th day of May, 2010 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Mayor Duane Picanco

ATTEST:

Lonnie Dolan, Deputy City Clerk