



H.I.R.E. Committee Meeting Minutes
July 8, 2008 - South East Career Services Center



In attendance: Kathy Winans (KCMH), Kellee LaMar (KRC), Paula Johnson (BARC); Zaena Araneta (Pathpoint), Kellie Tyndall (Pathpoint), Gary Cotta (Goodwill Industries), Steve Rogers (BARC), Jeff Woods (BARC), Aaron Markovits (KRC), Curtis Jenkins (EDD/CSC) and Denise Crawford (BC).

I. Update on Talent Knows No limits Campaign (TKNL)

a. Proposal Submitted

Aaron reported that he is still waiting to receive official notice about the Talent Knows No Limits Funds that will be used for upcoming HIRE events. He said we should move forward in planning the events in good faith and as soon as he has the dollar amount in writing, he will share that information with the committee.

Publicity: Aaron reported that with the money from TKNL we will be able to add publicity support to the events we have in place. He has approached the ETR Marketing team and proposed that HIRE buy a portion of a marketing person time to make sure the publicity has a local tie to our community.

Website: Another need is to hire someone to maintain the HIRE website with experience making websites accessible and more interactive for employers and job seekers.

Outcomes:

Aaron stated the TKNL campaign did not want him to put goal numbers in the proposal. However, he said he would like to set local goals and proposed that we shoot for 50 people placed through our various HIRE events this for 2008- 2009. He also said that other measurements could include increased calls and hits to the TKNL office and website.

b. Still accepting success stories:

The committee should contact Aaron if they have someone who could participate in the TKNL media campaign. Keep in mind the following when submitting someone:

- **Diversity of disabilities**
- **Diversity of culture**
- **Diversity of jobs**
- **Good role model**
- **Employed at regionally well-known company**

II. Luncheon – October 1

Paula reported that she had talked to the Doubletree Hotel and they have availability on October 1. Aaron asked that the committee also look into the Four-Point Sheraton. The luncheon committee will meet on July 23 at 1:30 at BARC, 2240 South Union.



Corporate Sponsors: The Bakersfield West Rotary Club is helping to sponsor the Mayor's Luncheon on October 1 by giving \$500. Aaron said in the future we may want to look for corporate sponsors for these events.

III. Job Fair

Aaron said funds will be available for the Job Fair and we should look at locations such as the Holiday Inn Select or University Square. Kathy also said she will check the Commonwealth building for availability. The mayor is available October 8 or October 14 for the Job Fair. Denise said she will check on the date of the Bakersfield Californian job fair to avoid a date conflict.

IV. Job Club:

The job club hosted by Pathpoint will be a HIRE event in July, October and November. Kellie T. said the Job Club will be held July 30, 3:30 – 4:30 p.m. in the Pathpoint office. She said that she would like the Job Club to be more HIRE committee owned, but keep to the Pathpoint model. Kellie said the model is casual, bringing people together with food and employers and allowing job seekers to ask questions. She said she is actively seeking employers who will speak at the club and generally recruit two employers for each meeting. Kellie asked for volunteers to serve on the Job Club Committee. Aaron said Debbie Plant from Department of Rehab volunteered to be on the Job Club Committee; Gary said someone from Goodwill would serve; Paula volunteered and Denise said she or Rudy from BC would also be on the committee. **The committee will meet Tuesday, July 15 at 10 a.m. at the Pathpoint office.**

V. Best Buy The Geek Squad will mentor consumers looking for jobs in the Computer field. This has been extended indefinitely and for every 40 hours the Geek Squad volunteers, Best Buy will give the HIRE Committee \$1,000. Contact Aaron if you have a client who is interested.

VI. Community Presentations – Aaron asked for volunteers to speak at community organizations to promote the HIRE cause. Jeff, Paula, Gary and Denise said they would be interested.

Kathy said she sat next to the general manager of the Doubletree Hotel at the Beautiful Bakersfield Awards and he said he was very interested in getting involved with HIRE.

Next Meeting: August 6 at the KCMH Commonwealth, 3300 Truxtun Avenue, East Training Room, 10:30 a.m.