

COUNTY ADMINISTRATOR'S OFFICE

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COUNTY ADMINISTRATOR'S OFFICE
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To: Board of Supervisors
From: Birgitta Corsello, County Administrator
Date: April 30, 2012
Subject: Biweekly Update of Significant Issues

1. County Administrator's Update on Contracts

The County Administrator did not sign any contracts of significance since the last Significant Issues update.

2. Successful WIB Regional Career Fair

The 14th Biannual WIB Regional Career Fair was held on Thursday, April 5, 2012 at the University of Phoenix in Fairfield. There were 1,150 job seekers in attendance and 165 employer representatives representing 85 employers.

One of the important characteristics of this Career Fair is that employers must be actively recruiting for open positions in order to participate. There were a few employers conducting interviews on-site, including Walmart, RadioShack Corporation, Sears In-Home Services (for Appliance and Equipment Technicians), and Waddell & Reed.

The success of this event is dependent on sponsorships from local businesses and partner agencies. There were 22 sponsors who provided a total of \$34,348 in sponsorship support, of which \$31,978 was "in-kind" and \$2,550 was in "cash." A substantial amount of the "in-kind" sponsors provided advertising and marketing support, and included radio and newspaper sponsors.

The Career Fair team implemented a substantial marketing campaign for this event, which included:

- The distribution of approximately 16,000 flyers.
- Information on the WIB website, including the list of participating employers and sponsors.
- Advertisements and public service announcements on radio, newspaper and websites.
- Press releases and calendar listings printed in local newspapers and publications, including Chamber of Commerce newsletters.

The next WIB Regional Career Fair is scheduled for Thursday, October 4, 2012, from 10 a.m. to 2 p.m. at the University of Phoenix in Fairfield.

- Contact: Robert Bloom, Workforce Investment Board Executive Director, 863-3501

3. Promotion of Solano Commodities Moves to Next Stage

On March 23, 2012, the Solano County Agriculture Department received notice from the U.S. Department of Agriculture (USDA) that a final review of the market branding grant had been completed and all terms and conditions had been met. This officially brings to conclusion the grant that established the Solano Grown brand, logo, website and spurred the development of a non-profit grower organization for cooperative farm marketing in Solano County.

The Department is now working on a specialty block grant that was received in October 2011. This grant is being used will be used to increase consumer recognition of the brand and farm products produced within Solano County. Baseline measures of consumer awareness of the brand are being established through surveys. After the surveys are completed an advertising campaign will begin, which includes radio ads, billboards and print advertising.

Also of note is the soft launch of a new virtual farmers market that will be available to residents and County employees through the Solano Grown website. The market will use as a delivery hub the old Artisan Café in the County Administration Center, 675 Texas St. in Fairfield. The market is expected to increase the convenience of obtaining farm fresh produce and will provide another market outlet for area farmers. The official opening is anticipated in mid- to late May.

- Contact: Simone Hardy, Assistant Agriculture Commissioner, 784-1475

4. County Vacancy Rate Report as of April 28, 2012

There were 2,527.85 allocated positions in the County as of the April 28, 2012 pay period, of which 168.05 or 6.53% were vacant. Departments obtained authorization to fill 104 of those vacant positions, which represents a vacancy rate of 4.22% for requested positions. A spreadsheet detailing the vacancies by department attached.

- Contact: Georgia Cochran, Assistant Director of Human Resources – 784-3406

