

**CALIFORNIA APPRENTICESHIP COUNCIL**

1515 Clay Street, Suite 301  
Oakland, CA 94612  
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ADDRESS REPLY TO:  
California Apprenticeship Council  
P. O. Box 420603  
San Francisco, CA 94142-0603



**PUBLIC RELATIONS & PUBLICITY  
COMMITTEE MEETING**

Minutes

Wednesday, October 19, 2022

Chairperson Scott Gordon

**I. Call to Order/Roll Call**

Scott Gordon opened the meeting to order at 9:00 a.m.

- Members present: Scott Gordon, Richard Harris, Louis Ontiveros, Earl Restine, Sean McCobb with CCCO, Gary Adams and DAS Chief Eric Rood
- Members absent: Richard Harris, and Christopher Christophersen Sr.

**II. Review/Approve Previous Minutes**

Commissioner Gordon made a motion to approve the previous meeting minutes. All were in favor. The motion carried.

**III. Updates**

- Newsletter/Outreach
  - At the last meeting we discussed auditing our website and let us know how we are doing on our website.
  - Eric Rood stated that the CAC website has been changing since our last meeting. There has been a lot of updates and improvements on the CAC website.
  - Eric Rood stated The Equal Representation in Construction Apprenticeship (ERiCA) grant funds were just recently announced which will be the availability of \$25 million in funding to improve access to training and employment opportunities for women, non-binary and underserved populations within the

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building and construction trades. He stated that the CAC website will be updated with all this new and additional information regarding the grant funds.

- Discussed after reviewing the website the Orientation to Apprenticeship and the Resource guide was something that really was great and got my attention on the website.
- DAS Esther Gamberutti stated that she is sad to report that Darrell Lawrence who was a avid member of the apprenticeship community and he passed away on October 14<sup>th</sup>. This was very suddenly. He contributed a lot to the apprenticeship community.
- DAS Esther Gamberutti stated that they are working on hosting on zoom a California exclusive health care apprenticeship meeting.
- Esther stated that she is always looking for testimonials and photos from recent apprenticeship graduations. Any content to be submitted please send to Esther Gamberutti via email: [EGamberutti@dir.ca.gov](mailto:EGamberutti@dir.ca.gov) . Discussed moving the newsletter to a monthly publication.
- Questions and comments from apprenticeship community.
- Scott Gordon stated that he will touch base with the commissioners to talk discuss what suggestions they have.
- Asked for all members of the apprenticeship community to look at the apprenticeship newsletter and give feedback regarding what they found interesting and what improvements needed to be made to the website.
- Discussed a few national apprenticeship week events.
- Discussed adding a calendar feature to the website.

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**IV. Other Items of Interest**

Nothing to discuss.

**VI. Adjournment**

The meeting adjourned at 9:26 a.m.