



**Workforce Development Board
Business Services Committee
Wednesday, March 22, 2017 @ 3:00 pm
Seson House
Cabrillo College Campus
6500 Soquel Dr., Aptos, CA**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

Agenda

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from November 16, 2016 meeting 2-4**
- V. Administration**
 - A.1 Committee Strategic Plan (Discussion) 5
Guest Facilitator: John Baker
- VI. Adjournment**

MEMBERS:

Marshall Delk, Vice President, Chair
Santa Cruz County Bank
Andy Van Valer, Founder, Vice-Chair
SlingShotSV
Carol Siegel, Employment Manager
Santa Cruz Seaside Company
Rob Morse, Manager
Pacific Gas and Electric Company
Dave Hood, President
First Alarm
Ron Slack, Owner
Fine Print Graphic Design

DIRECTOR:
Andy Stone

**Next WDB Meeting: Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 AM
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA 95062**

**Next Committee Meeting:
TBD**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.



**Workforce Development Board
Business Services Committee
Watsonville Career Center
18 West Beach Street, Watsonville
Wednesday, November 16, 2016, 3:00 p.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

The Chair called the meeting to order at 3:12 p.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Hood, Dave
Morse, Rob
Siegel, Carol

Committee Members Absent

Slack, Ron
Tysseling, Bill
Van Valer, Andy

Staff in Attendance

Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Zeller, Brenda – WDB Administrative Coordinator

Guests

Capitola-Duran, Jodi – Goodwill Central Coast, Workforce Santa Cruz County
Ullestad, Sharolynn – Goodwill Central Coast, Workforce Santa Cruz County

BUSINESS SERVICES COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank
Andy Van Valer, Vice Chair
SlingShotSV
Dave Hood, President
First Alarm
Rob Morse, Manager
Pacific Gas and Electric Company
Carol Siegel, Employment Manager
Santa Cruz Seaside Company
Ron Slack, Owner
Fine Print Graphic Design
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
DIRECTOR:
Andy Stone

Subject: Call to Order/Welcome

Discussion: Business Services Committee Chair Marshall Delk called the meeting to order and welcomed members, staff, and guests. He asked for everyone to introduce themselves.

Subject: Approval of Agenda

Action: It was moved to approve the November 16, 2016 Agenda.

Status: Motion to Approve: Rob Morse
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment

There was no public comment.

Subject: Approval of January 28, March 11, and November 18, 2015 Meeting Minutes

Discussion: Chair Marshall Delk noted that no approval was necessary due to a lack of quorum for the previous meetings.

Subject: V. Consent Items:

C.1 – Business Engagement Plan

Discussion: Director Andy Stone summarized the Business Engagement Plan prepared by Business U.

Action: It was moved to accept the Business Engagement Plan as written and work as a committee to develop its strategic plan.

Status: Motion to Approve: Rob Morse
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Administration Items:

A.1 – Committee Dashboard

The Committee Dashboard was presented.

A.2 – Committee Strategic Plan (Discussion)

The Committee Strategic Plan was discussed during the item C.1 Business Engagement Plan discussion.

VI. Chairperson’s Report

Business Services Committee Chair Marshal Delk thanked everyone for attending.

Meeting adjourned at 4:27 p.m.

**Next Meeting: Workforce Investment Board Meeting
Wednesday, February 22, 2017 @ 3:00 p.m.**

**Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

**Business Services Committee Meeting
Wednesday, March 8, 2017 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St., Watsonville**

DRAFT



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.1 Committee Strategic Plan

COMMITTEE: Business Services Committee	MEETING DATE: March 22, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

When this committee was established in 2013, the overall goal was to develop and make recommendations for a business service plan in an effort to increase employer involvement in the activities of the local Workforce Development Board (WDB).

The Workforce Innovation and Opportunity Act (WIOA) tasks WDBs with contributing *to economic growth and business expansion by ensuring the workforce system is job-driven - matching employers with skilled individuals.*

1. Committee Discussion Suggestions:

Plan a Business Roundtable with the purpose of bringing together industry ambassadors/stakeholders to identify local business needs, with the overall goal of being market responsive and assisting businesses in meeting workforce needs.

- What are the industry sectors that will be targeted?
- Who will committee members invite?
- When and Where is the best time/location for the event?

2. Develop Strategic Plan: It is intended that the resulting discussion will lead to the development of an action plan for the Committee.

Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other: