



**Workforce Development Board
Business Services Committee
Wednesday, September 20, 2017
Community Foundation Santa Cruz County
3:00 p.m.**

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

Agenda

**BUSINESS SERVICES
COMMITTEE:**

Marshall Delk, Chair
Santa Cruz County Bank
Andy Van Valer, Vice Chair
SlingshotSV
Elyse Destout, Owner
Photography by Elyse Destout
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

DIRECTOR:
Andy Stone

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from May 24, 2017 meeting 2-3**
- V. Contractor Activity Report**
- VI. Administration**
 - A.1 Committee Dashboard..... **4**
 - A.2 Contract Updates..... **5**
 - A.3 Committee Member Roundtable..... **6**
 - A.4 Committee Member Recruitment..... **7**
- VII. Chairperson’s Report**
- VIII. Adjournment**

**Next WDB Meeting: Workforce Development Board Meeting
Wednesday, November 8, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA 95062**

**Next Committee Meeting:
Wednesday, January 17, 2018 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St., Watsonville**

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, May 24, 2017, 1:00 p.m.**

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

The Chair called the meeting to order at 1:06 p.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Hood, Dave
Siegel, Carol
Slack, Ron
Van Valer, Andy

Committee Members Absent

Morse, Rob

Staff in Attendance

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

Guests

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
Elyse Destout, Owner
Photography by Elyse Destout
Dave Hood, President
First Alarm
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Carol Siegel, Employment Manager
Santa Cruz Seaside Company
Ron Slack, Owner
Fine Print Graphic Design
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.

Subject: Approval of Agenda

Action: It was moved to approve the May 24, 2017 Agenda.

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

Subject: Public Comment

There was no public comment.

Subject: Approval of March 22, 2017 Meeting Minutes

Action: It was moved to approve the March 22, 2017 Meeting Minutes.

Status: Motion to Approve: Dave Hood
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Administration Items:

A.1 – Committee Strategic Plan

Committee members discussed the purpose of the committee and steps for revitalizing it. It was decided to postpone planning a Business Services Committee Roundtable. Committee members wanted first to have a concise elevator speech and marketing materials available to use when interacting with local businesses.

Director Andy Stone gave a brief update on the progress of developing marketing materials with Studio Holladay, stating that they have been working on some basic elevator speeches and a Mission Statement. Studio Holladay will give a presentation on its progress at the June 7 full board meeting.

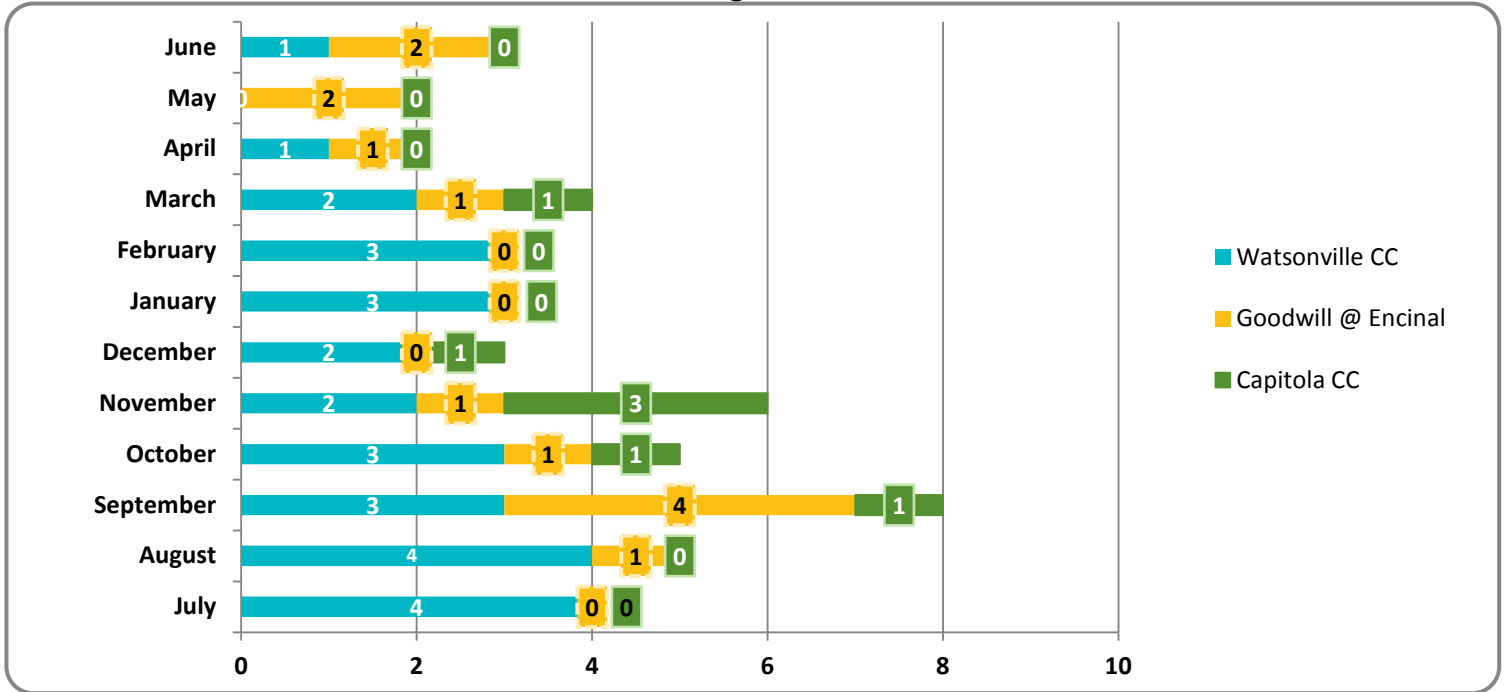
Sharolynn Ullestad, Business Services Representative for Workforce Santa Cruz County gave a brief overview of her procedures for contacting and assisting local employers. Committee members requested data on the number of businesses served.

Meeting adjourned at 2:24 p.m.

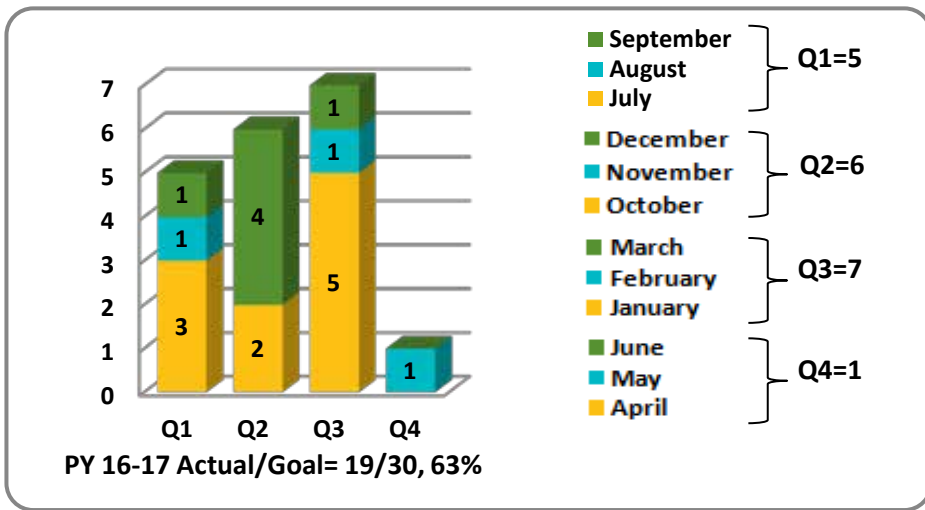
**Next Meeting: Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

**Business Services Committee Meeting
Wednesday, September 20, 2017 @ 3:00 p.m.
Community Foundation
7807 Soquel Dr.
Aptos, CA 95003**

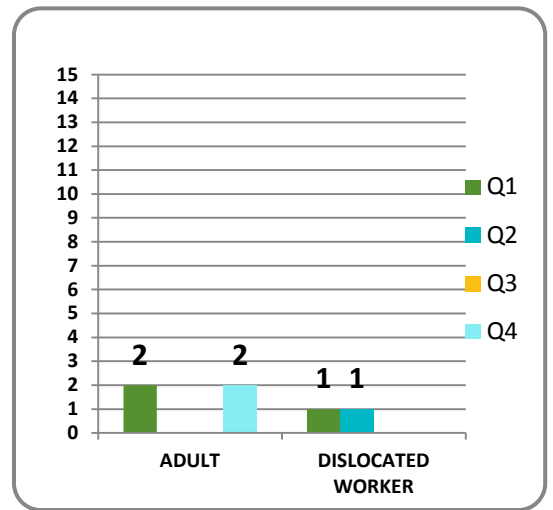
Hiring Events



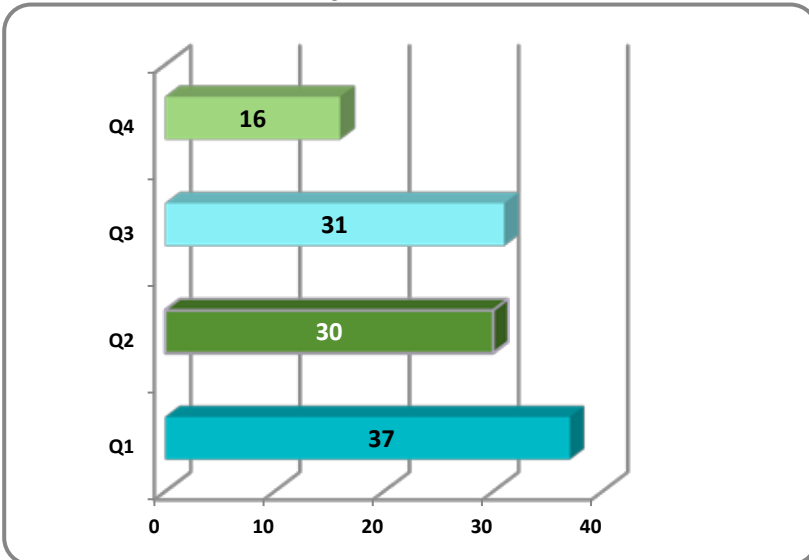
Job Orders



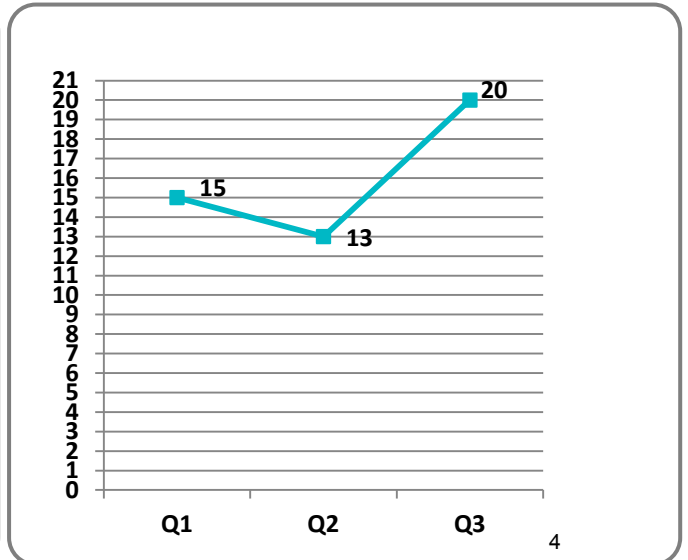
OJT Contracts



Lay offs Averted



At-Risk Businesses Served





Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.2 Contract Updates

COMMITTEE: Business Services Committee	MEETING DATE: September 20, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

As you may recall, the following two (2) contracts have business services related performance based outcomes (PBOs) and year end data for Program Year (PY) 2016-17 is now available:

1. Santa Cruz Small Business Development Center at Cabrillo College (SBDC) layoff aversion using Rapid Response funding only, contract expenditures were as follows:

Total Allocation: \$44,000

Total Expenditures: \$44,000 = 100% expended

Jobs Retained:

Goal= 60; Actual= 60 100% PBO attainment

Although not a PBO, it is note worthy to report during PY 16-17 SBDC provided services to over 40 new at-risk businesses.

2. Goodwill Central Coast (GCC) Business Services Representative costs are embedded within the entire GCC contract and difficult to isolate the exact amount expended solely on business services.

Overall GCC contract expenditures were as follows:

Total Allocation for three (3) funding sources (Adult, Dislocated Worker, RR): \$600,000

Total Expenditures for all funding sources: \$469,694 = 78.2% expended

Rapid Response (RR) funding is primarily used to provide business services:

GCC RR allocation: \$25,000

GCC RR Expenditure: \$16,785 = 67.1% expended

Job Orders

Goal=30; Actual= 30 100% PBO attainment

Although not a PBO, it is note worthy to report during PY 16-17 GCC enrolled 6 participants in an On-the-Job Training as follows:

ADULT: 4

DW: 2



Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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:



Action Consent Information Discussion

A.3 Committee Member Roundtable

COMMITTEE: Business Services Committee	MEETING DATE: September 20, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

In order to determine its local focus and actionable items, committee members will conduct a round robin report out on their respective industry sector. Topics such as the latest developments in their industry, emerging issues or trends can be presented.

Industry:

- *Financial Activities
- *Hospitality
- *Professional Services
- *Trade

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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:



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.4 Committee Member Recruitment

COMMITTEE: Business Services Committee	MEETING DATE: September 20, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) allows for standing committees to be established by the Local Workforce Development Board (WDB) to provide information and assist with operational and other issues of the provision of services. The Business Services Committee is such a committee and is further referenced in the County Ordinance 2.110 with the Board By-Laws adopted on June 28, 2016 by the Board of Supervisors with the Workforce Investment Board name change to the WDB. According to WIOA regulations:

*Committee must be chaired by a member of the Local WDB;

*May also include other members of the Local WDB; and

*Must include other individuals appointed by the Local WDB who are not members of the Local WDB and who have demonstrated contributions, experience and expertise in the field of workforce development and as determined by the local WDB.

At this meeting, the Committee will discuss potential strategies and actions to ensure that the WDB meets the standing committee membership requirements of WIOA.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the Committee Member Recruitment strategy and direct WDB staff to take actions as indicated.

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: