



**Workforce Development Board
Business Services/CEDS Committee
Wednesday, April 7, 2021
18 W. Beach Street, Watsonville
3:00 p.m.**

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

[Click Here to Join the Meeting Online](#)

If you don't have Microsoft Teams: Select the "Continue on this browser" option

Call in: (916) 318-9542

Meeting ID: 936 279 388#

BUSINESS SERVICES/CEDS COMMITTEE:

- Marshall Delk, Chair
Santa Cruz County Bank
- Carol Siegel, Employment Manager
Santa Cruz Seaside Company
- Elyse Destout, Vice-Chair
Photography by Elyse Destout
- Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce
- Gerlinde Brady
Cabrillo College
- Barbara Mason
Economic Development Manager
Santa Cruz County
- Tina Friend, City Manager
City of Scotts Valley
- Katie Herlihy
Community Development Manager
City of Capitola
- Matt Huffaker, City Manager
City of Watsonville
- Bonnie Lipscomb, Executive Director
City of Santa Cruz, Economic Development
- Rob Morse, Manager
Pacific Gas and Electric Company
- DIRECTOR:
Andy Stone

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Business Services Manager Report**
- IV. Service Provider Activity Report**
SBDC (Layoff Aversion)
- V. Informational Item**
 - I.1 Labor Market Information **2-3**
- VI. Consent Items**
 - C.1 Approval of Minutes from February 10, 2021 Meeting..... **4-7**
 - C.2 Contractor Financial and Performance Report **8-9**
- VII. Administration**
 - A.1 CEDS 5-Year Plan Review..... **10-12**
 - A.2 Business Resource Network update **13**
 - A.3 Committee Member/Jurisdictional Roundtable..... **14**
- VIII. Chairperson's Report**
- IX. Adjournment**

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

**Next Meeting: Workforce Development Board Meeting
May 26, 2021 @ 8:30 a.m.
Virtual**

**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.



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

I.1 Labor Market Information

| | |
|--|------------------------------------|
| COMMITTEE: Business Services/CEDS Committee | MEETING DATE: April 7, 2021 |
| STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide | |

SUMMARY:

The current unemployment rate in Santa Cruz County was 8.4percent in February 2021 down from a revised 8.7 percent in January 2021, and above the year ago estimate of 6.4 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 percent for the nation during the same period.

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: |

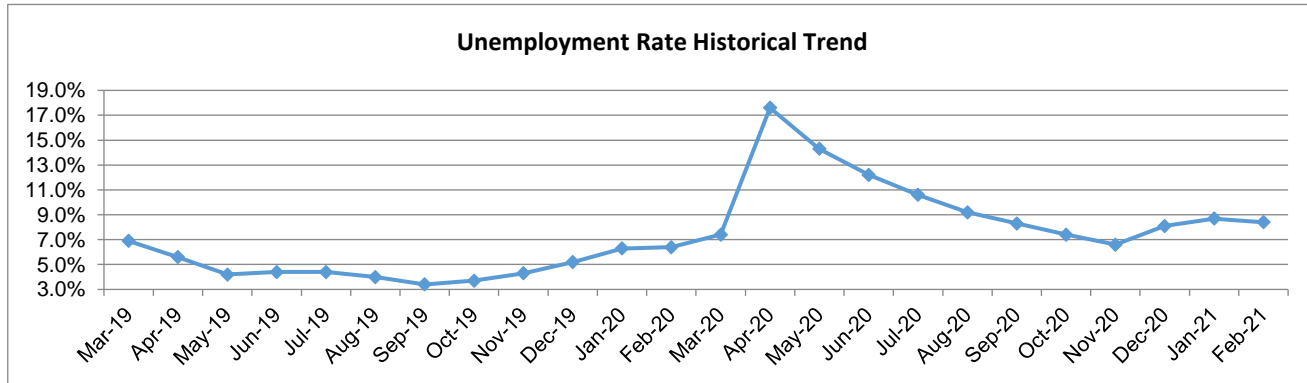
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

March 26, 2021

Andriy Moskalyk
 805-568-1314

IMMEDIATE RELEASE
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)
 (Santa Cruz County)

The unemployment rate in the Santa Cruz County was 8.4 percent in February 2021, down from a revised 8.7 percent in January 2021, and above the year-ago estimate of 6.4 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 percent for the nation during the same period.



| Industry | Jan-2021 | Feb-2021 | Change | | Feb-2020 | Feb-2021 | Change |
|-----------------------------------|----------|----------|--------|--|----------|----------|----------|
| | Revised | Prelim | | | | Prelim | |
| Total, All Industries | 93,900 | 95,200 | 1,300 | | 108,000 | 95,200 | (12,800) |
| Total Farm | 5,300 | 5,600 | 300 | | 4,500 | 5,600 | 1,100 |
| Total Nonfarm | 88,600 | 89,600 | 1,000 | | 103,500 | 89,600 | (13,900) |
| Mining, Logging, and Construction | 4,300 | 4,400 | 100 | | 4,600 | 4,400 | (200) |
| Manufacturing | 6,900 | 6,900 | 0 | | 6,900 | 6,900 | 0 |
| Trade, Transportation & Utilities | 16,200 | 16,200 | 0 | | 16,600 | 16,200 | (400) |
| Information | 500 | 500 | 0 | | 700 | 500 | (200) |
| Financial Activities | 3,200 | 3,200 | 0 | | 3,300 | 3,200 | (100) |
| Professional & Business Services | 10,300 | 10,500 | 200 | | 10,900 | 10,500 | (400) |
| Educational & Health Services | 16,600 | 16,800 | 200 | | 18,300 | 16,800 | (1,500) |
| Leisure & Hospitality | 7,500 | 7,800 | 300 | | 14,200 | 7,800 | (6,400) |
| Other Services | 4,300 | 4,400 | 100 | | 5,400 | 4,400 | (1,000) |
| Government | 18,800 | 18,900 | 100 | | 22,600 | 18,900 | (3,700) |

Notes: Data not adjusted for seasonality. Data may not add due to rounding
 Labor force data are revised month to month
 Additional data are available online at www.labormarketinfo.edd.ca.gov



Action Consent Information Discussion

C.1 Approval of Meeting Minutes

| | |
|--|------------------------------------|
| COMMITTEE: Business Services/CEDS | MEETING DATE: April 7, 2021 |
| STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide | |

SUMMARY:

Requesting approval of the February 10, 2021 Business Services/CEDS meeting minutes, as part of the consent agenda.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the February 10, 2021 Business Services/CEDS meeting minutes, as part of the consent agenda.

| | |
|-----------------------|---|
| 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: |



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, February 10, 2021, 3:00 p.m.**

C.1 Attachment

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Zoom.

MINUTES

Chair Marshall Delk called the meeting to order at 3:03 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

- Delk, Marshall - Chair
- Destout, Elyse – Vice Chair
- Elliott, Candice
- Herlihy, Katie
- Huffaker, Matt
- Lipscomb, Bonnie
- Mason, Barbara
- Morse, Rob

Committee Members Absent

- Beyer, Casey
- Brady, Gerlinde
- Friend, Tina
- Siegel, Carol

Staff in Attendance

- Detlefs, Peter – Incoming Business Services Manager
- Gazza, Laurel – WDB Administrative Aide
- Gray, Lacie – WDB Sr. Analyst
- Stone, Andy – WDB Director

Guests

- Belnome, Mike – California Employers Association
- Elliott, Candice – Fortress and Flourish
- Hawthorne, Jessica – California Employers Association
- Napoli, Brandon – Small Business Development Center
- Unitt, Rebecca – City of Santa Cruz
- Winter, Amanda – Career Center Operator

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinde Brady,
Cabrillo College

Andy Constable, Barbara Mason
Economic Development
County of Santa Cruz

Candice Elliott
Principal Consultant
Fortress and Flourish

Katie Herlihy, Director of Community Development
City of Capitola

Matt Huffaker, Assistant City Manager
City of Watsonville

Bonnie Lipscomb, Executive Director
City of Santa Cruz Economic Development

Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce

Tina Friend, City Manager
City of Scotts Valley

Rob Morse, Manager
Pacific Gas and Electric Company

Carol Siegel, Employment Manager
Santa Cruz Seaside Company

DIRECTOR:
Andy Stone

Subject: II. Public Comment

There was no public comment.

Subject: III. Business Services Manager Report

WDB Business Services Manager Peter Detlefs noted that his department was working on a marketing and communications bid and continues to work on the State of the Workforce Report. Also monitoring funding for the small business grant.

Subject: IV. Service Provider Activity Reports

SBDC Director Brandon Napoli noted that the center met with and helped 50 businesses during the last quarter and helped to retain 29 jobs. They are hiring on additional bilingual advisors and working with Capitola Mall to get new businesses in.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for August 2020. WDB Business Services Manager Peter Detlefs noted during his report that the Santa Cruz County unemployment rate for December 2020 was 8.5%, up from a revised 6.8% in November 2020 and above the year ago estimate of 4.8%. This compared with an unadjusted unemployment rate of 8.8% for California and 6.5% for the nation during the same period.

Subject: VI. Consent Items:

C.1 – Approval of Minutes from October 7, 2020 Meeting

C.2 – Contractor Financial and Performance Report

Action: It was moved to approve the Consent Agenda Items

Status:

| | |
|--------------------|-------------------------------|
| Motion to Approve: | Bonnie Lipscomb |
| Motion Seconded: | Rob Morse |
| Abstentions: | None |
| Committee Action: | All in favor, unanimous vote. |

VII. Presentation Item:

Jessica Hawthorne, J.D., Senior Vice-President of Human Resources and Operations from the California Employers Association gave a talk and slide presentation on the current state unemployment laws especially regarding COVID-19 notification laws, salary exemptions, reimbursements, minimum wage.

Subject: VIII. Administration Items:

A.1 Committee Member Jurisdictional Roundtable

Committee members present from City of Capitola, City of Santa Cruz, County of Santa Cruz Economic Development, and from the business sectors discussed current projects status in their respective jurisdictions, many of which mentioned that most current projects were on hold due to the ongoing COVID pandemic. They are all still waiting on the revolving loan funds to be available.

Action: No action taken, discussion only.

Subject: VIII. Chairperson's Report – Chair Marshall Delk mentioned that his business, Santa Cruz County Bank took in 1100 applications for Paycheck Protection Program loans in Round 2, and Round 1 had over 2600 loan applications. He reminded those present the importance of getting those applications in early. Committee member Rob Morse also mentioned being excited about new WDB regional happenings and new marketing potential.

Meeting adjourned at 3:57 p.m.

Next Meeting: **Workforce Development Board Meeting**
Thursday, April 1 @ 8:30 a.m.
Watsonville Career Center **Virtual**

Business Services Committee Meeting
Wednesday, April 7, 2021 @ 3:00 pm
Watsonville Career Center **Virtual**



Action Consent Information Discussion

C.2 Contractor Budget & Performance

| | |
|-------------------------------------|------------------------------------|
| COMMITTEE: BS/CEDS Committee | MEETING DATE: April 7, 2021 |
|-------------------------------------|------------------------------------|

| |
|---|
| STAFF NAME: Peter Detlefs, Business Services Manager |
|---|

SUMMARY:

Report attached tracking Small Business Development Center (SBDC) spend and performance for layoff aversion. SBDC exceeded annual targets for the number of at-risk businesses served. However, due to a delay in the execution of the Contract for Program Year 2020-21 because of COVID-19 and staffing impacts, SBDC did not initiate services until the beginning of Q2. The outcome of Q2 services will be reported in Q3 increasing the number of actual jobs retained or layoffs averted.

Attachment(s)

SUGGESTED MOTION: (if applicable)

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|-----------------------|---|
| 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: |

**Workforce Services for Business
WIOA Financial and Performance Report for Program Year 2020-21**

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures
(Through 12/31/2020)

| SBDC Layoff Aversion | Actual |
|------------------------|-----------------|
| Budget | \$44,000 |
| Invoiced Amount | \$7,350 |
| Percent Invoiced | 17% |
| Remaining Budget | \$36,650 |

SBDC - Contract Performance Objectives (Through 12/31/2020)

| SBDC Layoff Aversion Contract Outcomes | Actual | Annual Goal | % Achieved |
|--|--------|-------------|------------|
| Number of new at-risk businesses to be served | 51 | 40 | 127.5% |
| Number of actual jobs retained or layoffs averted* | 0 | 60 | 0.0% |

*Due to a delay in the execution of the Contract for Program Year 2020-21 because of COVID-19 and staffing impacts, SBDC did not initiate services until the beginning of Q2. The outcome Q2 services will be reported in Q3 increasing the number of actual jobs retained or layoff averted.



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.1 CEDS 5-Year Plan

| | |
|---|------------------------------------|
| COMMITTEE: BS/CEDS Committee | MEETING DATE: April 7, 2021 |
| STAFF NAME: Peter Detlefs, Business Services Manager | |

SUMMARY:

The Comprehensive Economic Development Strategy 5-Year Plan (CEDS Plan) for Santa Cruz County was submitted to the United States Economic Development Administration (EDA) in May 2020. The CEDS Plan includes a Summary Assessment of Current Economic Conditions, SWOT Analysis, Strategic Action Plan, and Evaluation Framework Indicators and Performance Measures. The link for the CEDS Plan can be found here: <https://bit.ly/3dRG4uz>

The Strategic Action Plan section outlines four goals and associated objectives for each. The Evaluation Framework Indicators and Performance Measures section further identifies the regional partners associated with the objectives and metrics for evaluating success. The Attachment provides a summary for reference.

This item focuses on Goal 2: Enhance Economic Diversity and Resilience. The discussion focus will be on partner activities currently underway, future activities planned, and identifying other opportunities.

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: |

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 1: STRENGTHEN REGIONAL TALENT PIPELINES AND TALENT RETENTION

| Objectives | Regional Partners | Metrics |
|---|---|-----------------------------|
| 1a: Develop and strengthen partnerships between educational institutions and regional employers. | UCSC, Community Colleges, Vocational Schools, Cities, County | Graduate retention rates |
| 1b: Retain UCSC and Cabrillo College graduates within the County workforce. | Cities, County, School Districts | |
| 1c: Initiate high school curriculum and experiential learning opportunities with regional programs to promote career navigation and introduce career pathways. | | |
| 1d: Support internships and course co-development with regional employers. | UCSC, Community Colleges, Vocational Schools, Cities, County, School Districts | Internship placement rates |
| 1e: Leverage existing workforce to attract relevant and high-wage employers. | UCSC, Community Colleges, Vocational Schools, Economic Development Boards, incubators | New employers to the County |

GOAL 2: ENHANCE ECONOMIC DIVERSITY AND RESILIENCE

| Objectives | Regional Partners | Metrics |
|---|--|--|
| 2a: Support regional and local analyses to determine vulnerabilities and opportunities to better develop and implement economic resilience plans, projects, and policies | Economic Development Boards, Cities, County | Number of new and existing businesses in key industry clusters |
| 2b: Collaborate with local governments and organizations to identify key employers in budding industry clusters (such information and communication technology; finance, insurance, banking, and real estate; and sporting goods manufacturing) for targeted expansion and retention efforts | | Number of graduates from upskilling training providers |
| 2c: Develop and support programs that upskill the existing workforce. | Workforce Development Boards, UCSC, community colleges | Unemployment rate, industry cluster specific if possible |
| 2d: Support programs that help companies find customers and markets outside the County. | Business associations, Economic Development Boards, incubators, Cities, County | Gross Regional Product, by industry cluster if possible |
| 2e: Prioritize industry clusters with higher-skill and higher-paying jobs and realistic career pathways for the existing workforce. | Workforce Development Boards, Cities, County | Number of patents related to agricultural technology |
| 2f: Support and encourage technology development programs with UCSC and other research institutions to support the expansion of agricultural technology industries. | UCSC, agriculture commissioner, Cities, County | Grants for agricultural technology development |

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 3: SUPPORT AND FOSTER ENTREPRENEURIALISM AND SMALL BUSINESSES

| Objectives | Regional Partners | Metrics |
|--|---|---|
| 3a: Support incubators and coworking space in the County. | Economic Development Boards, Cities, County | Number of Incubators and coworking spaces |
| 3b: Host innovation competitions in key industry clusters. | | Utilization of incubators and coworking spaces |
| 3c: Unify and strengthen coalitions to effectively support developing businesses and their workforces. | | Number of new businesses and previous locations |
| 3d: Market Santa Cruz County as an alternative to Silicon Valley. | | Number of inter-regional events and collaborations |
| 3e: Identify and assess opportunities to partner with other regions to increase awareness and connectivity to Santa Cruz County's innovation and entrepreneurs. | | |
| 3f: Explore potential program to match and partially fund entrepreneurs and small businesses with local students interested in internships or part-time work. | UCSC, Community Colleges, Workforce Development Board, Economic Development Board, Cities, County | Number of students interning or working part-time at local businesses relevant to their course of study |

GOAL 4: INVEST IN INFRASTRUCTURE & PROGRAMS THAT PROMOTE REGIONAL ECONOMIC VITALITY & ENHANCE QUALITY OF LIFE

| Objectives | Regional Partners | Metrics |
|---|--|--|
| 4a: Ensure adequate infrastructure is in place for new and existing businesses. This includes improving transit, as well as providing fast internet and reliable water and sewage. | Parks and Recreation Departments, Cities, County | Average Internet speeds Internet Accessibility Commute Times Water and Sewer Complaints |
| 4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wildness. | Parks and Recreation Departments, Cities, County | Number of visitors to public recreational attractions |
| 4c: Maintain public services and recreation centers, such as parks, libraries, and beaches. | | |
| 4d: In addition to Measure D, consider additional transportation and traffic congestion mitigation efforts and initiatives. | Residents, Department of Public Works, Cities and County | Public Opinion |



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.2 Business Resource Network Update

| | |
|---|------------------------------------|
| COMMITTEE: BS/CEDS Committee | MEETING DATE: April 7, 2021 |
| STAFF NAME: Peter Detlefs, Business Services Manager | |

SUMMARY:

On October 23, 2019, the Ohio Business Resource Network presented their offering to Santa Cruz County BS/CEDS Committee Members via webinar. A Business Resource Network (BRN) is an approach to proactively improve business operations through a business assistance referral network. The BRN takes resources and streamlines them into a single access point for employers bringing them from point A-to-Z of the process. The BRN navigates through the confusion of red tape and the disjointed web of services and programs to connect employers with resources to assist with current and future needs to grow, improve, or expand their businesses. On February 12, 2020, an update was provided that WDB staff was looking into implementing a BRN at a scale achievable with local funding levels.

A proposed BRN in Santa Cruz would include a collaborative group of the county's chambers of commerce, business associations, workforce training organizations, community-based organizations, schools, higher education, and government agencies that all offer some sort of business service. The network would include every critical business service provider and assist local businesses with finding services and solutions.

Below are three identified approaches to the development of a BRN:

- 1.) Develop matrix summarizing resources and services provided by partner agencies benefiting local businesses;
- 2.) Develop a printed local guide that describes business resources and provides contact information of provider; and
- 3.) Develop an interactive webpage automatically referring businesses to needed services based on a needs assessment.

It is recommended that the BS/CEDS Committee pursue the development of BRN, serve as the Advisory Board, agree to dedicate staff and resources to complete the agreed upon approach, and commit to the ongoing update and management of the program.



Attachment(s)

SUGGESTED MOTION: (if applicable)

Approve development of Business Resource Network, serve as the Advisory Board, agree to dedicate staff and resources to complete the agreed upon approach, and commit to the ongoing update and management of the program.

| | |
|-----------------------|---|
| 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.3 Committee Member/Jurisdictional Roundtable

| | |
|--|------------------------------------|
| COMMITTEE: Business Services/CEDS Committee | MEETING DATE: April 7, 2021 |
|--|------------------------------------|

| |
|---|
| STAFF NAME: Andy Stone, WDB Director |
|---|

SUMMARY:

In order to determine its local focus and actionable items, committee members will provide a report out on their respective jurisdiction or 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: |