



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.

**Workforce Development Board-Business Services/CEDS Committee
Wednesday, August 4, 2021 @ 3:00 p.m.**

[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: 820 661 25#**

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

- 1. Approval of minutes: April 7, 20212-5

Report Items (no vote required):

- 2. WDB Staff Updates 6
- 3. Contracted Service Provider Report: SBDC 7

Information Items (no vote required):

- 4. CEDS 5-Year Plan8-10
- 5. Committee Member/Jurisdictional Roundtable 11

Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Business Services/CEDS Committee
October 6, 2021 @3:00pm**

Action Item 1: Approval of April 7, 2021 Meeting Minutes

(Action required)

Recommendation

Request approval of the April 7, 2021 Business Services/CEDS Committee meeting minutes as attached.

Suggested motion

I move to approve the April 7, 2021 Business Services/CEDS Committee meeting minutes.



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, April 7, 2021, 3:00 p.m.**

Item 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

- Beyer, Casey
- Delk, Marshall - Chair
- Destout, Elyse – Vice Chair
- Elliott, Candice
- Herlihy, Katie
- Lipscomb, Bonnie
- Mason, Barbara
- Raunel (In for Matt Huffaker, representing)

Committee Members Absent

- Brady, Gerlinda
- Friend, Tina
- Huffaker, Matt (sent Raunel in his place, for voting)
- Morse, Rob
- Siegel, Carol

Staff in Attendance

- Detlefs, Peter – Incoming Business Services Manager
- Gazza, Laurel – WDB Administrative Aide
- Petersen, Kimberly – EBSD Director
- Stone, Andy – WDB Director
- Marcy Villalobos – WDB Office Assistant

Guests

- Brown, David – CAO Sr. Analyst
- Napoli, Brandon – Small Business Development Center

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinda 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, however meeting guests introduced themselves.

Subject: III. Business Services Manager Report

WDB Business Services Manager Peter Detlefs noted that he was looking forward to discussing the A.2 and A.3 agenda items and recapped status of current projects.

Subject: IV. Service Provider Activity Reports

SBDC Director Brandon Napoli stated that in Q3 they retained 200 jobs and were better serving the community with the hiring of more bilingual and women advisors.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for February 2021. The unemployment rate in 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.

Subject: VI. Consent Items:

C.1 – Approval of Minutes from February 10, 2021 Meeting

C.2 – Contractor Financial and Performance Report

Action: It was moved to approve the Consent Agenda Items

Status:

Motion to Approve:	Katie Herlihy
Motion Seconded:	Bonnie Lipscomb
Abstentions:	None
Committee Action:	All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 CEDS 5-Year Plan Review

WDB Business Services Manager Peter Detlefs and WDB Director Andy Stone discussed components of the CEDS 5-Year Plan with the committee, including outlining goals and objectives, and enhancing Economic Diversity and Resilience. Director Stone stated that they looked for input from the committee regarding efforts to upscale employees.

Action: No action taken, discussion only.

A.2 Business Resource Network Update

WDB Business Services Manager Peter Detlefs gave the committee an update as to the current status in creating a Business Resource Network. He and Andy Stone discussed ideas with the committee regarding funding sources, goals, and staffing/management of a potential program.

Action: It was moved to approved the development of a 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.

Status: Motion to Approve: Bonnie Lipscomb
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, unanimous vote.

A.3 Committee Member/Jurisdictional Roundtable

Jurisdictional representatives present discussed their ongoing current projects and status of projects that were previously on hold due to the COVID-19 pandemic. It was generally noted amongst committee members that economic activity was picking up at this time.

Action: No action taken, discussion only.

Subject:

VIII. Chairperson's Report:

No report given, but Chair Marshall Delk thanked everyone for attending.

Meeting adjourned at 4:04 p.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 26, 2021 @ 8:30 am
Watsonville Career Center **Virtual****

**Business Services Committee Meeting
Date and Time TBD
Watsonville Career Center **Virtual****

Report Item 2: Workforce Development Board Staff Updates

(No vote required)

1. Career Services Webpage
2. Marketing Update
3. Business Resource Network
4. American Rescue Plan Act Funding
5. WIOA Request for Proposals (RFP)

Report Item 3: Contracted Service Provider Activity Report

(No vote required)

Brandon Napoli, Executive Director of the Small Business Development Center, will provide a summary of the Layoff Aversion contracted service provider activities.

Information Item 4: Comprehensive Economic Development Strategy 5-Year Plan

(No vote required)

Background:

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.

Update: This item focuses on Goal 3: Support and Foster Entrepreneurialism and Small Business. The discussion focus will be on partner activities currently underway, future activities planned, and identifying other opportunities.

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

Report Item 5: Committee Member/Jurisdictional Roundtable

(No vote required)

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.