
Action Item 1: Findings Authorizing Teleconference Meetings

(Action required) – Andy Stone

Recommendation

Adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Background

New State law adopted by the Legislature and signed by Governor Newsom (AB 361) allows local agencies to continue to meet by teleconference and internet platform as long as a state of emergency exists and local or state authorities have recommended social distancing measures. In a related provision, the legislative body, by a majority vote, can take action to meet via teleconference in order to avoid meeting in person and therefore reduce imminent risks to the health and safety of members of the public. If a legislative body continues to meet via teleconference, it must take action to renew this declaration every 30 days.

Suggested motion

I move to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.



**SANTA CRUZ COUNTY WORKFORCE DEVELOPMENT BOARD-EXECUTIVE COMMITTEE'S
FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE MEETINGS AS A RESULT OF THE
CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR
SOCIAL DISTANCING**

WHEREAS, the Santa Cruz County Workforce Development Board-Executive Committee is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on March 2, 2022, the Santa Cruz County Workforce Development Board-Executive Committee intends to hold its initial teleconference meeting under AB 361; and

WHEREAS, the Santa Cruz County Workforce Development Board-Executive Committee has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds

that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Santa Cruz County Workforce Development Board-Executive Committee deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Santa Cruz County Workforce Development Board-Executive Committee makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Santa Cruz County Workforce Development Board-Executive Committee.

Section 2. Effective immediately, and for the next 30 days, the Santa Cruz County Workforce Development Board-Executive Committee will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the Santa Cruz County Workforce Development Board-Executive Committee will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Santa Cruz County Workforce Development Board-Executive Committee in Santa Cruz, State of California, this ____ day of _____, 20__, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chair, Santa Cruz County Workforce Development Board-
Executive Committee

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel

Action Item 2: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the November 3, 2021 Executive Committee meeting minutes

Suggested motion

I move to approve the November 3, 2021 Executive Committee meeting minutes.



**Workforce Development Board
Executive Committee
Watsonville Career Center, Room 2
Wednesday, November 3, 2021 8:30 a.m.**

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 Microsoft Teams.

The Chair called the meeting to order at 8:33 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Marshall Delk
Elyse Destout – Vice Chair
Rob Morse – Chair
Denise Moss
Carol Siegel

Committee Members Absent

Dustin Vereker

Staff in Attendance

Peter Detlefs – WDB Business Services Mgr.
Katy Chevalier – Program Manager
Lacie Gray – WDB Sr. Analyst
Elizabeth Gutierrez – WDB Admin Aide
Josie Montes - CWES Associate Analyst
Sara Paz-Nethercutt – WDB Sr. Analyst
Andy Stone – WDB Director
Adam Spickler – CCU Analyst
Marcy Villalobos – WDB Office Asst.

Guests

Vivian Estrada
Amanda Winter
Laura Holmquist-Gomez

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Lamont Adams
IBEW Local 234

Alia Ayyad
Center for Employment Training

KatieSetzler
Palo Alto Medical Foundation

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Cabrillo College Federation of Teachers

Yuko Duckworth
Employment Development Department

Candice Elliott
Fortress and Flourish

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro CDC

Laura Holmquist-Gomez
Five Star Catering

Todd Livingstone
Watsonville/Aptos/Santa Cruz Adult Education

Barbara Mason
Santa Cruz County Economic Development

Chris Miller
ScratchSpace, LLC

Janet Nagamine
Hikari Farms

Elisa Orona
Health Improvement Partnership of SC County

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker, Chief Beer Ambassador
Discretion Brewing

DIRECTOR:
Andy Stone

Subject: Public Comment

None

Subject: Chairperson’s Report
Chair Rob Morse thanked Andy Stone and the WDB staff for their hard work.

Subject: Action Items:**Item 1 – Findings Authorizing Teleconference Meetings**

The committee was provided with information regarding Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Action: It was moved to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 2 – Approval of the August 25, 2021 Meeting Minutes

Action: It was moved to approve the August 25, 2021 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Denise Moss
 Abstentions: None

Committee Action All in favor, motion passed

Item 3 – WIOA Procurement Results/PY 22/23 Award Recommendations

Chair Rob Morse reviewed with the committee the results and award recommendations of the RFP for WIOA Career Center Operator, Adult/Dislocated Worker Program, Youth Services, and Layoff Aversion Services.

Action: It was moved to accept the award recommendations from the PY 2022-23 Procurement and authorize the WDB Staff to enter into contract negotiations with the recommended vendors for PY 22-23.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 4 – Operational Plan Update

WDB Director Andy Stone gave an update on the Operational Plan, which was approved at the September 16, 2020 WDB Full Board meeting and reviewed the progress for each of the three goals.

Action: It was moved to adopt the WDB Director’s Operational Plan update for PY 21-22.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – AJCC Certification Continuous Improvement Plan

WDB Sr. Analyst Sara Paz-Nethercutt reviewed with the committee the AJCC Certification Indicator Continuous Improvement Plan, which is the final step in the State’s process, and stated that the plan will be presented to the WDB Full Board on a quarterly basis with the status of each item.

Action: It was moved to approve the AJCC Certification Indicator Continuous Improvement Plan as written and authorize the WDB staff to submit to the EDD Regional Advisor by the December 31, 2021 deadline.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Denise Moss
 Abstentions: None

Committee Action All in favor, motion passed

Item 6 – WDB Equity Training and Special Meeting – November 10, 2021

WDB Director Andy Stone shared that the WDB Equity Work Group would like the committee to consider a special meeting on November 10, 2021 for the purpose of equity training for all WDB members. The November 10, 2021 meeting, *Why Equity in Workforce Development?*, will be the first of a series of trainings.

Action: It was moved to direct the WDB staff to schedule a special meeting of the Workforce Development Board on November 10, 2021, for the purpose of equity training, and take additional actions needed to provide equity training to staff and partner organizations.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Denise Moss

Abstentions:	None
Committee Action	All in favor, motion passed

Item 7 – WDB December 8, 2021 Meeting Planning

WDB Director Andy Stone shared that for the December 8, 2021 WDB meeting Celina Shands with Full Capacity Marketing will present on *How to Better Utilize Board Members Both for their Gain and the Board*, and asked for any suggestions on other topics of interest.

Action: It was moved to direct that the WDB staff include the following items in the December 8, 2021 WDB Full Board meeting agenda.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Elyse Destout
 Abstentions: None

Committee Action	All in favor, motion passed
------------------	-----------------------------

Subject: Report Items:

Item 8 – WDB Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt gave updates on WIOA Career Services which included briefing the committee on the recruitment for more FIRE project participants, the local Lean Continuous Improvement Initiative which now has a quarterly group in addition to its monthly group, and spoke on the Out-of-School Expenditure Waiver that was approved by the Department of Labor. WDB Business Manager Peter Detlefs spoke on Business Services including updates on the marketing and career services webpage by Full Capacity Marketing, the Business Resource Network, and the outcome of the Downtown Santa Cruz Walkabout Job Fair that was held on September 24, 2021. WDB Sr. Analyst Lacie Gray gave updates on Regional Projects/Grants and gave the committee updates on the Prison to Employment project and the SB1 Pre-apprenticeship Training Grant which has served three cohorts with 55 enrollees and 45 completions. The fourth training cohort is expected to start in January 2022 with 100 people on the waiting list.

Action: No action taken, informational item only.

Subject: Information Items:

Item 9 – Contractor Activity Reports

Contractor activity reports were provided to the committee and WDB Sr. Analyst Sara Paz-Nethercutt noted that the data is through end of the last program year.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Committee member Carol Siegel announced that she joined the board for the Your Future is Our Business.

Meeting adjourned at 9:30 a.m.

**Next Meeting: Executive Committee Meeting
Wednesday, March 2, 2022 @ 8:30 am
Watsonville Career Center, Room 2
Virtual Attendance via Microsoft Teams**

Action Item 3: Operational Plan Update

(Action required) – Andy Stone

Recommendation

Accept the WDB Director's Operational Plan update for PY 21-22.

Background

On September 16, 2020 the WDB approved the WDB Director's Program Year (PY) 2020-21 Operational Plan which lays out the specific actions for the program year designed to ensure that the board's priorities are met. The attached scorecard represents the updated PY 2021-22 goals and action steps as approved by the Executive Committee at its meeting on August 25, 2021.

The WDB Director's Operational Plan incorporates the goals referenced below:

Operational Goals for Workforce Santa Cruz County

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.

Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.

Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.

Next Steps

The WDB Director will report on the Operational Plan's progress at each Workforce Development Board meeting.

Suggested motion

I move to accept the WDB Director's Operational Plan update for PY 21-22.

**Item 3 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2021-2022**

	<i>Status</i>	<i>2021-22 Operational Targets</i>	<i>YTD</i>
<p><u>Goal 1</u></p> <p>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</p>	✓	<ul style="list-style-type: none"> • Develop and deploy new virtual career services offerings 	<ul style="list-style-type: none"> • Working with web designer to complete career services website. Will provide a presentation to the WDB before June 30, 2022
<p><u>Goal 2</u></p> <p>Santa Cruz County businesses have the talent needed to thrive now and into the future.</p>	✓	<ul style="list-style-type: none"> • Develop additional pre-apprenticeship opportunities • Provide WDB with a presentation on remote work and training opportunities 	<ul style="list-style-type: none"> • Received \$300,000 in ARPA funding for pre-apprenticeship programs. Program to be launched by 6/30/22 • Presentation on remote work schedule for 3/30/22 WDB meeting
<p><u>Goal 3</u></p> <p>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</p>	✓	<ul style="list-style-type: none"> • Establish equity goals and provide WDB members with training • Provide WDB members with the tools and training to become better advocates for the workforce development system • Develop new Economic Development partnership opportunities with other organizations and entities • Draft and release the 2022 State of the Workforce Report 	<ul style="list-style-type: none"> • Equity workgroup is developing a plan to roll out training and strategy • Presentation at 12/8/21 WDB meeting • Launched new online resource that will link business to workforce and economic development resources in Santa Cruz County • State of the Workforce to be completed by June 30, 2022

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

Action Item 4: WDB March 30, 2022 Meeting Planning

(Action required) – Andy Stone

Background

At a special meeting of the Executive Committee on June 25, 2021, the Committee identified five topics to be presented at the Workforce Development Board (WDB) Full Board Meetings in Program Year 2021-2022. The identified topics are:

1. Economic Development partnership opportunities with other organizations and entities
2. Expanding virtual career services
3. How to better utilize Board members both for their gain and the Board
4. Expanding apprenticeship opportunities
5. Explore remote work and employment opportunities

At this meeting, the Executive Committee will consider if it would like to add any additional agenda items to the March 30, 2022 WDB Full Board meeting agenda.

Suggested motion

I move to direct the WDB staff include the agreed upon items in the March 30, 2022 WDB meeting agenda.

Report Item 5: Workforce Development Board Staff Updates

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Local WIOA Monitoring
2. Lean Initiative: paperless workgroup
3. Local Area Federal Performance PY20/21 delay

Business Services – Peter Detlefs:

1. Webpage Update
2. Health Improvement Partnership Update
3. 2022 State of the Workforce

Regional Projects/Grants Report – Lacie Gray:

1. Prison to Employment
2. SB1 Pre-apprenticeship Training Grant

Report Item 6: Business Resource Network Update

(No vote required) - Peter Detlefs

Background:

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. On April 7, 2021, the BS/CEDS Committee received another update and approved pursuing 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.

Update: Staff has been working with Full Capacity Marketing (FCM) since Spring 2021 developing a strategic communication plan for Workforce Santa Cruz County. As part of this process, FCM informed staff of a new platform that FCM was partnering to develop called Behind Every Employer. The focus of the national Behind Every Employer platform is to strategically connect employers with education and workforce organizations that provide solutions to their workforce challenges. The [Behind Every Employer](#) website houses a locator map that allows employers to search for local educators and workforce professionals. Through an Appointment Lab, Behind Every Employer manages inquiries generated through a marketing campaign and forwards the leads generated to local staff. The Behind Every Employer platform allows organizations to leverage the brand and work with FCM to create a local lead generation campaign. Staff engaged FCM to deploy a localized campaign for the BRN to grow market penetration for our local business-serving partners.

On February 1, 2022, Behind Every Employer Santa Cruz County campaign was launched serving as the platform for our local BRN. The launch includes a social media campaign on LinkedIn and Twitter through Workforce Santa Cruz County as well as a survey sent to over 600 targeted businesses countywide. The messaging directs interested employers to the [Behind Every Employer Santa Cruz County](#) landing page to submit an interest form to the Appointment Lab. The landing page offers services for talent recruitment, workforce training, business advising, doing business in Santa Cruz County and financing. Leads with employers generated through the Appointment Lab will be funneled through the WDB Business Services Manager and directed to the appropriate local partners for follow up.

Over the coming months, the marketing campaign will continue, and partners will be asked to update their webpages and marketing materials in support of the Behind Every Employer BRN platform and campaign. Staff will be working with FCM to add partners to the locator map. The [Workforce Santa Cruz County LinkedIn](#) page offers an example of how BRN partners will promote Behind Every Employer Santa Cruz County locally. Partners are asked to follow Workforce Santa Cruz County's social media platforms and share posts frequently.

Information Item 7: Workforce Santa Cruz County Social Media Update

(No vote required) - Peter Detlefs

Background: In Spring 2021, Full Capacity Marketing was engaged to develop and execute strategies in support of communications, public relations and marketing initiatives for Workforce Santa Cruz County. Initial activities included developing goals and strategies for the organization and brand and tagline development.

Update: A social media marketing campaign was launched in January 2022. This included the development of the first [Workforce Santa Cruz County Facebook](#) page targeted to jobseekers. The page is being used to share original content highlighting Workforce Santa Cruz County programs and services as well as sharing relevant content of contractors and community partners such as the Sueños Program, El Pajaro Community Development Corporation, the Santa Cruz County Small Business Development Center and more. Over 60 people are now following the Facebook page.

Full Capacity Marketing is also producing ads to run on Facebook and Instagram targeting jobseekers that may benefit from Workforce Santa Cruz County programs and services. People can click on the ads to leave contact information and to request further information. Leads generated from the ad buys are automatically downloaded into a spreadsheet for staff follow up. Since launching in mid-January over 90 people have responded requesting additional information on the Youth and Adult/Dislocated Worker programs.

The [Workforce Santa Cruz County LinkedIn](#) page launched on February 1, 2022. This page is targeted to employers in Santa Cruz County. The page shares information related to Workforce Santa Cruz County programs and services, upcoming local job fairs, shares information from contractors and community partners, and distributes news and information about or targeted for the local business community. The LinkedIn page has over 1,100 followers and highlights the branding of Behind Every Employer Santa Cruz County.

A Workforce Innovation and Opportunity Act (WIOA) partner will share the impact of these marketing strategies.