



Workforce Development Board
Business Services/CEDS Committee
 Wednesday, October 7, 2020
 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: 460 647 951#

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.....
- VI. Consent Items**
C.1 Approval of Minutes from August 5, 2020 Meeting.....
C.2 Contractor Financial and Performance Report
- VII. Administration**
A.1 Committee Member/Jurisdictional Roundtable
- 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**
September 16, 2020 @ 8:30 a.m.
Watsonville Career Center
18 W. Beach Street, Watsonville, CA.

Next Committee Meeting:
February 10, 2021

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: October 7, 2020
--	--------------------------------------

STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide
--

SUMMARY:

The current unemployment rate in Santa Cruz County was 8.6 percent in August 2020, down from a revised 11.3 percent in July 2020, and above the year ago estimate of 3.9 percent. This compares with an unadjusted unemployment rate of 11.6 percent for California and 8.5 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:

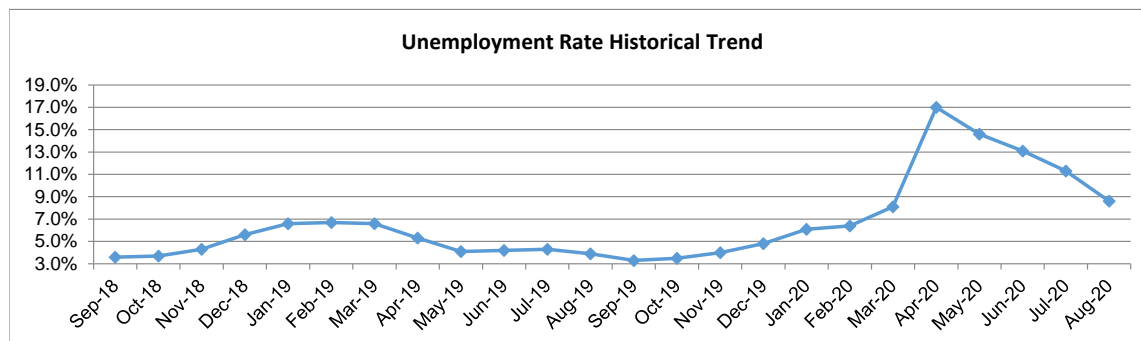
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

September 18, 2020

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 8.6 percent in August 2020, down from a revised 11.3 percent in July 2020, and above the year-ago estimate of 3.9 percent. This compares with an unadjusted unemployment rate of 11.6 percent for California and 8.5 percent for the nation during the same period.



Industry	Jul-2020	Aug-2020	Change		Aug-2019	Aug-2020	Change
	Revised	Prelim				Prelim	
Total, All Industries	94,800	97,600	2,800		116,300	97,600	(18,700)
Total Farm	5,000	4,800	(200)		11,800	4,800	(7,000)
Total Nonfarm	89,800	92,800	3,000		104,500	92,800	(11,700)
Mining, Logging, and Construction	4,700	4,700	0		4,600	4,700	100
Manufacturing	6,300	6,300	0		7,200	6,300	(900)
Trade, Transportation & Utilities	15,500	15,500	0		16,900	15,500	(1,400)
Information	500	500	0		600	500	(100)
Financial Activities	3,400	3,400	0		3,600	3,400	(200)
Professional & Business Services	10,200	10,200	0		11,300	10,200	(1,100)
Educational & Health Services	14,700	14,800	100		17,900	14,800	(3,100)
Leisure & Hospitality	12,100	11,700	(400)		15,500	11,700	(3,800)
Other Services	4,400	4,400	0		5,200	4,400	(800)
Government	18,000	21,300	3,300		21,700	21,300	(400)

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

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.1 Approval of Meeting Minutes

COMMITTEE: Business Services/CEDS	MEETING DATE: October 7, 2020
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

SUMMARY:

Requesting Consent approval of the August 5, 2020 Business Services/CEDS meeting minutes.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the August 5, 2020 Business Services/CEDS meeting minutes.

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
Room 2
Wednesday, August 5, 2020, 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 3:00 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

- Beyer, Casey – Santa Cruz Chamber of Commerce
- Delk, Marshall – Chair
- Destout, Elyse – Vice Chair
- Friend, Tina – City of Scotts Valley
- Mason, Barbara – for County Economic Development
- Morse, Rob – PG&E
- Siegel, Carol – SC Seaside Company
- Unitt, Rebecca – City of Santa Cruz (in for Bonnie Lipscomb)

Committee Members Absent

- Brady, Gerlinde – Cabrillo College
- Elliott, Candice – Fortress and Flourish
- Herlihy, Katie – City of Capitola
- Huffaker, Matt – City of Watsonville

Staff in Attendance

- Gazza, Laurel – WDB Administrative Aide
- Gray, Lacie – WDB Sr. Analyst
- Stone, Andy – WDB Director

Guests

- Napoli, Brandon – Cabrillo College SBDC

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

Subject: IV. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center (SBDC) at Cabrillo College, discussed their statistics for PY 19/20 contract, and the effects of the COVID-19 pandemic. Total At-Risk Businesses Served: 135; Total Jobs Retained: 115.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures for June 2020.

Subject: VI. Consent Items:

- C.1 – Approval of Minutes from April 7, 2020 Meeting**
- C.2 – Committee Dashboard**
- C.3 – Contractor Financial and Performance Report**
- C.4 – WIOA Program Monitoring PY 2019/20**

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Carol Siegel
Motion Seconded: Casey Beyer
Abstentions: None
Committee Action: All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 Committee Member Jurisdictional Roundtable

Committee members present from City and County jurisdictions (City of Scotts Valley, County of Santa Cruz, City of Santa Cruz, Santa Cruz Chamber of Commerce, and business sector members gave a report out on their current projects and how the COVID-19 pandemic is still affecting their respective areas.

Action: No action taken, discussion only.

Subject: VIII. Chairperson's Report – Chair Marsall Delk gave a report on the perspective in the banking industry during COVID-19, and the status of PPP in the local economy. He also mentioned upcoming Santa Cruz County Bank expansion plans for Monterey County.

Meeting adjourned at 4:05 p.m.

Next Meeting: **Workforce Development Board Meeting**
Wednesday, September 16, 2020 @ 8:30 a.m.
Watsonville Career Center **Virtual**

Business Services Committee Meeting
Wednesday, October 7, 2020 @ 3:00 pm
Watsonville Career Center **Virtual**



Action Consent Information Discussion

C.2 Contractor Budget & Performance

COMMITTEE: BS/CEDS Committee	MEETING DATE: October 7, 2020
-------------------------------------	--------------------------------------

STAFF NAME: Andy Stone, Workforce Development Board Director

SUMMARY:

Report attached tracking Small Business Development Center (SBDC) spend and performance for layoff aversion. SBDC exceeded annual targets.

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:

Workforce Services for Business
WIOA Financial and Performance Report for Program Year 2019-20

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures
(Through 6/30/2020)

SBDC Layoff Aversion	Actual
Budget	\$44,000
Invoiced Amount	\$44,000
Percent Invoiced	100%
Remaining Budget	\$0

SBDC - Contract Performance Objectives (Through 6/30/2020)

SBDC Layoff Aversion Contract Outcomes	Actual	Annual Goal	% Achieved
Number of new at-risk businesses to be served	135	40	337.5%
Number of actual jobs retained or layoffs averted	115	60	191.7%

SBDC exceeded Layoff Aversion annual targets.



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.1 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: October 7, 2020
--	--------------------------------------

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: