



**Workforce Development Board
Business Services/CEDS Committee**
Wednesday, August 5, 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: 920 977 245#**

Agenda

**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

Andy Constable
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

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.

- 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 **2-4**
- VI. Consent Items**
 - C.1 Approval of Minutes from April 7, 2020 Meeting **5-9**
 - C.2 Committee Dashboard **10-11**
 - C.3 Contractor Financial and Performance Report **12-13**
 - C.4 WIOA Program Monitoring PY2019/20 **14**
- VII. Administration**
 - A.1 Committee Member/Jurisdictional Roundtable **15**
- VIII. Chairperson's Report**
- IX. Adjournment**

**Next Meeting: Workforce Development Board Meeting
September 16, 2020 @ 8:30 a.m.
Watsonville Career Center, Room 2
18 W. Beach Street, Watsonville, CA.**

**Next Committee Meeting:
October 7, 2020**

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

I.1 Labor Market Information

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: August 5, 2020
STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide	

SUMMARY:

The current unemployment rate in Santa Cruz County was 13.0 percent in June 2020, down from a revised 14.6 percent in May 2020, and above the year ago estimate of 4.2percent. This compares with an unadjusted unemployment rate of 15.1 percent for California and 11.2 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:

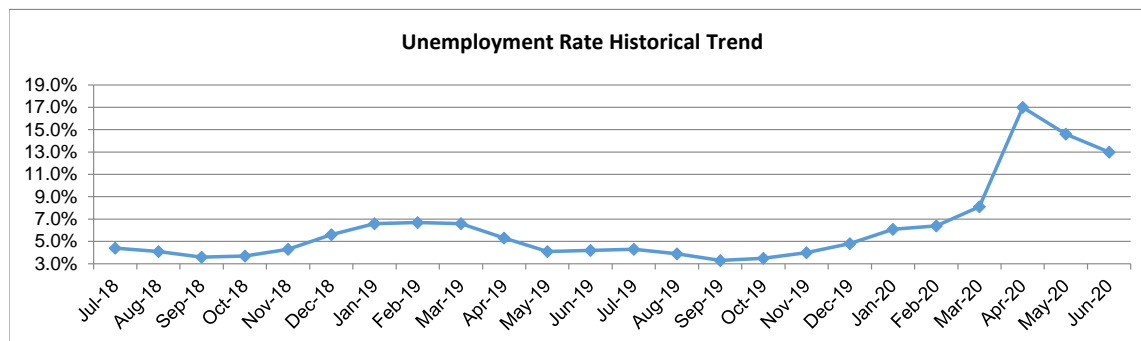
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

July 17, 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 13.0 percent in June 2020, down from a revised 14.6 percent in May 2020, and above the year-ago estimate of 4.2 percent. This compares with an unadjusted unemployment rate of 15.1 percent for California and 11.2 percent for the nation during the same period.



Industry	May-2020	Jun-2020	Change		Jun-2019	Jun-2020	Change
	Revised	Prelim				Prelim	
Total, All Industries	92,400	95,800	3,400		118,200	95,800	(22,400)
Total Farm	4,700	4,900	200		12,100	4,900	(7,200)
Total Nonfarm	87,700	90,900	3,200		106,100	90,900	(15,200)
Mining, Logging, and Construction	4,500	4,700	200		4,600	4,700	100
Manufacturing	6,100	6,300	200		7,000	6,300	(700)
Trade, Transportation & Utilities	14,800	15,600	800		16,900	15,600	(1,300)
Information	500	500	0		600	500	(100)
Financial Activities	3,400	3,400	0		3,600	3,400	(200)
Professional & Business Services	10,100	10,200	100		11,000	10,200	(800)
Educational & Health Services	14,900	16,100	1,200		17,900	16,100	(1,800)
Leisure & Hospitality	8,900	11,600	2,700		15,900	11,600	(4,300)
Other Services	3,300	3,700	400		5,200	3,700	(1,500)
Government	21,200	18,800	(2,400)		23,400	18,800	(4,600)

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

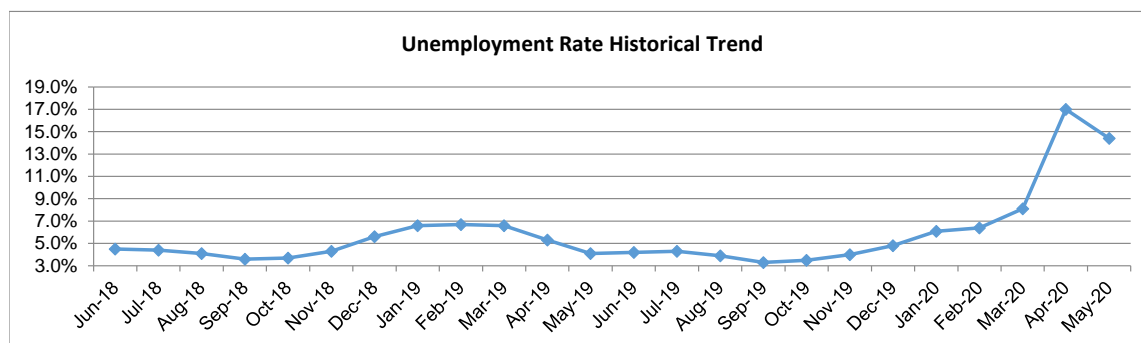
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

June 19, 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 14.4 percent in May 2020, down from a revised 17.0 percent in April 2020, and above the year-ago estimate of 4.1 percent. This compares with an unadjusted unemployment rate of 15.9 percent for California and 13.0 percent for the nation during the same period.



Industry	Apr-2020	May-2020	Change		May-2019	May-2020	Change
	Revised	Prelim				Prelim	
Total, All Industries	91,800	92,500	700		114,400	92,500	(21,900)
Total Farm	4,100	4,700	600		9,400	4,700	(4,700)
Total Nonfarm	87,700	87,800	100		105,000	87,800	(17,200)
Mining, Logging, and Construction	4,100	4,500	400		4,400	4,500	100
Manufacturing	6,200	6,100	(100)		7,200	6,100	(1,100)
Trade, Transportation & Utilities	15,500	14,800	(700)		16,800	14,800	(2,000)
Information	600	500	(100)		600	500	(100)
Financial Activities	3,400	3,400	0		3,600	3,400	(200)
Professional & Business Services	9,900	10,200	300		11,000	10,200	(800)
Educational & Health Services	15,200	14,900	(300)		18,200	14,900	(3,300)
Leisure & Hospitality	7,200	9,000	1,800		15,200	9,000	(6,200)
Other Services	3,100	3,300	200		5,100	3,300	(1,800)
Government	22,500	21,100	(1,400)		22,900	21,100	(1,800)

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: August 5, 2020
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

SUMMARY:

Requesting Consent approval of the April 7, 2020 Business Services/CEDS meeting minutes.

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the April 7, 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
Tuesday, April 7, 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
Elliott, Candice – Fortress and Flourish
Herlihy, Katie, City of Capitola
Lipscomb, Bonnie – City of Santa Cruz
Mason, Barbara – for County Economic Development
Morse, Rob – PG&E
Siegel, Carol – SC Seaside Company

Committee Members Absent

Brady, Gerlinde – Cabrillo College
Friend, Tina – City of Scotts Valley
Huffaker, Matt – City of Watsonville

Staff in Attendance

Barr, Belinda- WDB Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Hunt, Nate – BW Research
Mason, Shelby – Goodwill Central Coast
Napoli, Brandon – Cabrillo College SBDC
Unitt, Rebecca – City of Santa Cruz
Williams, Josh – BW Research
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. No members of the general public were present in person.

Subject: III. Business Services Manager Report

Business Services Manager Belinda Barr noted that report outs were a quarter behind and gave an update on the current state of the workforce, which would show the effects from COVID-19 starting in April. She also stated that the one week waiting period for Unemployment Insurance eligibility was waived by Governor Newsom. WDB Director Andy Stone also noted that information regarding the CARES Act is not readily available.

Subject: IV. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center (SBDC) at Cabrillo College, discussed the challenges they have faced in light of the COVID-19 pandemic, with increased clients needing help, and the difficulties they have in getting funding to help businesses.

Subject: V. Informational Item**I.1 – Labor Market Information**

Business Services Manager Belinda Barr gave an update on the latest unemployment figures for February 2020 which were not yet available when the agenda packet for this meeting was posted. (January 2020 figures provided in meeting materials). The unemployment rate for Santa Cruz County was 6.4% in February 2020, up from a revised 6.1% in January 2020, and below the year ago estimate of 6.7%. This compares with an unadjusted unemployment rate of 4.3% for California and 3.8% for the nation during the same period.

Subject: VI. Consent Items:**C.1 – Approval of Minutes from February 12, 2020 Meeting****C.2 – Committee Dashboard****C.3 – Contractor Financial and Performance Report**

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve:

Motion Seconded:

Abstentions:

Committee Action:

Rob Morse

Carol Siegel abstained on Minutes item

All in favor, minus noted abstention, motion passed.

Subject: VII. Administration Items:**A.1 CEDS 5-Year Plan/Public Comment Review/John Williams presentation**

Business Services Manager Belinda Barr stated that the 30-day public comment review period for the proposed CEDS 5-Year Plan had ended on April 7, 2020 and no public comments were received. She also noted that the wording in the review period read “Public Hearing” instead of “Public Meeting” and noted that correction. She then introduced Josh Williams of BW Research who presented a slide presentation on the proposed plan.

Action: It was moved to accept the 5-Year CEDS Plan with the additional direction of allowing WDB staff to make non-substantial edits to the plan.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Elyse Destout
Abstentions:	None
Committee Action:	All in favor, motion passed

A.2 – Committee Member Jurisdictional Roundtable

Committee members present from City and County jurisdictions (City of Capitola, 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 and subsequent shut down of the economy was affecting their respective areas. Chair Marshall Delk gave his feedback from a banking/finance perspective. All members present spoke on the challenges of getting funding for businesses and ideas for flexibility in relaxing city fee revenue sources.

Action: No action taken, discussion only.

Subject: VII. Chairperson’s Report – No report given

Meeting adjourned at 4:35 p.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 27, 2020 @ 8:30 a.m.
TENTATIVE: Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003 (or virtual)**

**Business Services Committee Meeting
Date/Time/Location: TBD**

DRAFT



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Business Services Dashboard

COMMITTEE:	BS/CEDS Committee	MEETING DATE:	August 5, 2020
STAFF NAME: Andy Stone, Workforce Development Board Director			

SUMMARY:

In addition to the Data Dashboard, Workforce Santa Cruz County identified and responded to 5,125 layoffs or furloughs in PY 19/20.

☒ Attachment(s)

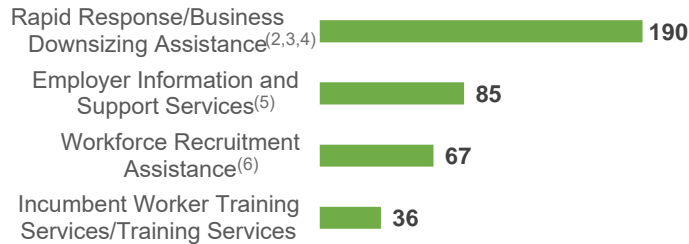
SUGGESTED MOTION: (if applicable)

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:

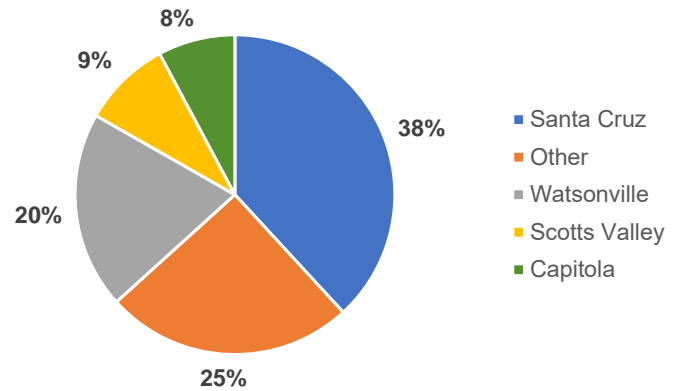


Business Services Dashboard Program Year 2019 - 2020 (through Q4)

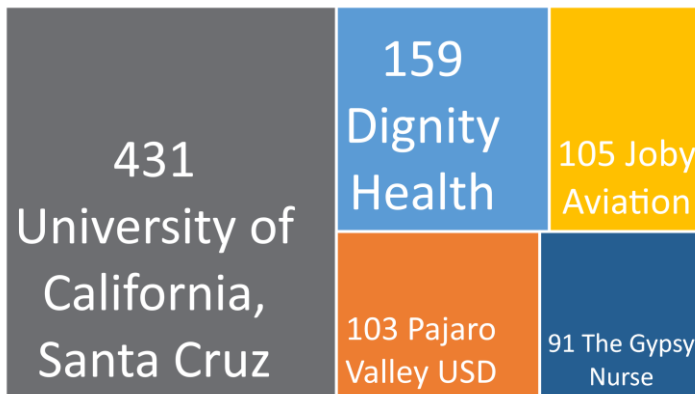
Business Services⁽¹⁾



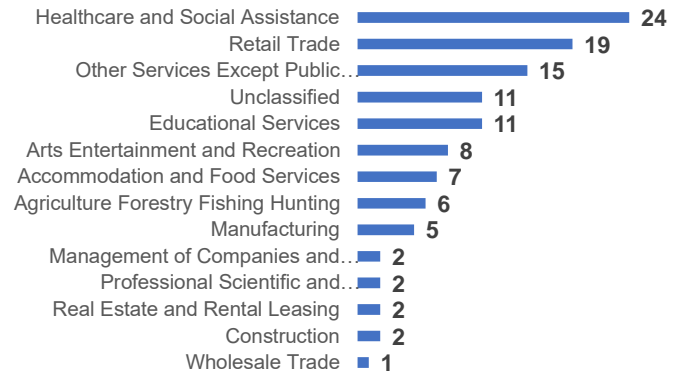
Business Services by Location



Top 5 Job Ads by Company (Q4 Only)⁽⁷⁾



Layoffs Averted by Sector & Location⁽⁴⁾



9 out of 10 surveyed employers would recommend Business Services to a colleague or are satisfied with service⁽⁸⁾

Footnotes:

(1) Served 241 businesses and activities are organized by new EDD Reporting Categories for employer services.

(2) Contacted 110 businesses and confirmed 5,125 layoffs/furloughs (Q1-10, Q2-269, Q3-2,007 & Q4-2,839) with 91 businesses and provided 56 Rapid Response Orientations. Layoffs/furloughs by EDD industry categories were Accommodation and Food Services (1,926), Arts Entertainment and Recreation (1,399), Retail Trade (617), Manufacturing (289) & All Other Industries (894).

(3) Connected with 94 businesses to avert layoffs related to Improvements in Business Operations or Cash Flow (84), Hiring Layoffs (8) & Business Succession Planning (2).

(4) SBDC served 135 new at-risk businesses & averted 115 layoffs, which exceeded annual goal of serving 40 new at-risk businesses & averting 60 layoffs.

(5) Employer information and support services includes Networking (69), Community Resource Referrals (10) & Labor Market Information (6).

(6) Recruitment services includes Job Listings & Candidate Referrals (51), Job Fairs at Watsonville Career Center (21) & Job Fairs at Capitola Career Center (5).

(7) Online job postings in PY 19/20 Q4 per JobsEQ.

(8) Surveyed 70 employers of services provided through Q2 and 29% of employers surveyed rated service. One respondent provided a low rating of Business Services due to the offering not being a priority for them at the moment but they will consider additional services in the future.



☐ Action ☒ Consent ☒ Information ☐ Discussion

C.3 Contractor Budget & Performance

COMMITTEE:	BS/CEDS Committee	MEETING DATE:	August 5, 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:

C.3 Attachment

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 3/31/2020)

SBDC Layoff Aversion	Actual
Budget	\$44,000
Invoiced Amount	\$29,358
Percent Invoiced	66.7%
Remaining Budget	\$14,643

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

C.4 WIOA Program Monitoring PY 2019-20

COMMITTEE:	Business Services/CEDS	MEETING DATE:	August 5, 2020
STAFF NAME: Andy Stone, WDB Director			

SUMMARY:

WDB Staff monitored the Small Business Development Center (SBDC) - Layoff Aversion contract.

The monitoring includes the following:

- **Contract Questionnaire:** covers work environment, program and site accessibility, administrative requirements, staffing requirements, grievance, and program operations.
- **Financial Questionnaire:** covers fiscal management, program income, cost allocation, facilities and property, and audit.
- **Program Operations:** covers contractor specific operations, assessment, service delivery, and specific services.
- **Participant Questionnaire:** asks about services and recommendations from the randomly chosen participants, services important to the customer, and overall satisfaction with services on a 1-10 scale.
- **Financial Sampling:** A fiscal sampling review was conducted by Edwin Ogu, HSD Accountant for all WIOA programs. This is an annual review of program fiscal records.

SBDC had two (2) findings. Next steps include the following:

- Submit the Corrective Action Plan as outlined
- Review during future contract negotiations
- Review at the next annual monitoring visit.

The complete monitoring reports are available for your review at the following links: <https://bit.ly/3f8VGsH>

☒Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the monitoring reports as drafted by WDB staff.

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.1 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: August 5, 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: