



**Workforce Development Board
Full Board Meeting
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, February 22, 2017, 8:30 a.m.**

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

The Chair called the meeting to order at 8:34 a.m., and a quorum was established.

Board Members in Attendance

Ayyad, Alia
Berry-Wahrer, Diane
Carroll, Jack
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse
Hartmann, Andy
Hebard, Sean
Hood, Dave
Mason, Barbara
Miller, Bill
Rodriguez, Francisco
Roth, Shaz
Schaller, Glen
Siegel, Carol – Chair
Slack, Ron

Board Members Absent

Aman, Alan
Hodges, Mark
Lambert, Julie
Morse, Rob
Tysseling, Bill
Van Valer, Andy

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Hinojosa, Teresita – WDB Sr. Human Services Analyst
Zeller, Brenda – WDB Administrative Coordinator

Guests

Aldin, Tyler – Santa Cruz County Economic Development
Capitola-Duran, Jodi – Workforce Santa Cruz County
Chamberlin, John – WDB Consultant
Duckworth, Yuko – Employment Development Department
Paynter, Michael – Santa Cruz County Office of Education
Putnam, Heather – Santa Cruz Works
Rohlfing, Eileen – Employment Development Department

MEMBERS:

Carol Siegel, Chair
Santa Cruz Seaside Company
Rob Morse, Vice Chair
Pacific Gas and Electric Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation
**Jack Carroll, Chair,
Career and Technical Education**
Watsonville/Aptos Adult Education
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
**MariaElena De La Garza,
Executive Director**
Community Action Board
Marshall Delk, Vice President
Santa Cruz County Bank
Elyse Destout, Owner
Photography by Elyse Destout
**James Dion,
Employment Program Manager**
Employment Development Department
**Andy Hartmann, Business Manager/
Financial Secretary**
IBEW Union, Local 234
Sean Hebard
Carpenters Local 505
**Mark Hodges, Director,
Regional Occupational Program**
Santa Cruz County Office of Education
Dave Hood, President
First Alarm
**Julie Lambert, Director,
Finance & Human Resources**
S. Martinelli and Company
**Barbara Mason,
Economic Development Coordinator**
Santa Cruz County Economic Development
Francisco Rodriguez, President
PVFT Union, Local 1936
Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO
Ron Slack, Owner
Fine Print Graphic Design
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Andy Van Valer, Founder
SlingShotSV

DIRECTOR:
Andy Stone

Sabbah, Faris – Santa Cruz County Office of Education
Ullestad, Sharolynn – Workforce Santa Cruz County
Weis, Matt – Cabrillo College, Cooperative Work Experience Education Program

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests. She asked members and guests to briefly introduce themselves.

Subject: Approval of Agenda

Discussion: Director Andy Stone announced that item A.7, the presentation by John Chamberlin, would be moved after Committee Reports.

Action: It was moved to approve the agenda with the change noted above.

Status: Motion to Approve: Andy Hartmann
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment

There was no public comment.

Subject: Approval of October 26, 2016 Meeting Minutes

Discussion: Chair Carol Siegel called for the October 26, 2016 minutes to be approved.

Action: It was moved to approve the October 26, 2016 Meeting Minutes.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Consent Items:

C.1 – Common Measure Performance Update PY 2016-17 Q1
C.2 – PY16-17 Budget Modification: High Performing WDB Award

Action: It was moved to approve Consent Items C.1 and C.2

Status: Motion to Approve: Ron Slack
Motion Seconded: Diane Berry-Wahrer
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Presentation Items:

P.1 – Matt Weis, Cabrillo College – Cooperative Work Experience Education Program

Matt Weis, Program Coordinator for Cabrillo College Cooperative Work Experience Education Program gave an overview of the program and outlined its services to students and businesses, and explained how he engages with businesses to increase employer engagement in the program and increase externships and internships for students.

Subject: VII. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting minor shifts in which Career Centers participants have been visiting and a decrease in Santa Cruz County's unemployment rate from the prior year. He also noted that the unemployment rate in the city of Watsonville was 9.6% for the month of December 2016 compared to 6.7% for the City of Santa Cruz and 7.5% for the County.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal. He stated that the Health Improvement Partnership (HIP) is scheduled to meet in March 2017; the WDB has contracted with John Chamberlin to develop a New Board Member Orientation; the next step in the Hot Jobs list is to distribute a survey to board members to define what criteria and standards determine a "hot job" so that the next issue can be translated into the WDB Scholarship List.

Action: It was moved to adopt the WDB Director's Operational Plan update for PY 2016-17.

Status: Motion to Approve: Sean Hebard
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – Procurement Status PY 2017-18

Director Andy Stone explained that the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker, and Career Center Operator program services was withdrawn by the County's General Services Department (GSD) due to a consequential technical error. The current contract with Goodwill Central Coast will be extended for an additional year and the RFP will be resubmitted for PY 17-18.

A.4 – Technology Sector Initiative (Action)

Director Andy Stone reviewed the Technology Sector Initiative discussed at the October 26, 2016 meeting and gave an update on the project progress. A contract with Collaborative Economics to facilitate a Partnership launch meeting, assist the Partnership in identifying short term and long term strategies to address the local technology talent shortage, coordinate and facilitate up to three follow up meetings, and train and coach leadership to continue the Partnership was approved by the Executive Committee at its February 1, 2017 meeting and if approved by the WDB will be forwarded to the Santa Cruz County Board of Supervisors.

Action: It was moved to approve the award of the Technology Sector Initiative contract to Collaborative Economics and to forward this recommendation to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Glen Schaller
Abstentions: None
Committee Action: All in favor, motion passed.

A.5 – 2017-20 WIOA Local Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Local Plan and noted that the public comment period would close at the Board's meeting.

Action: It was moved to close the public comment period on the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County Board of Supervisors for final approval and to meet the due date of March 15, 2017.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: Alia Ayyad
Committee Action: All in favor, minus noted abstentions, motion passed.

A.6 – 2017-20 WIOA Regional Plan Approval (Action)

Director Andy Stone presented the 2017-20 WIOA Regional Plan.

Action: It was moved to recommend that the Regional WIOA Plan be forwarded to the Santa Cruz County Board of Supervisors for approval and that this information be provided to the Monterey County Workforce Development Board which will be submitting the Plan to the state.

Status: Motion to Approve: Ron Slack
Motion Seconded: Sean Hebard
Abstentions: None
Committee Action: All in favor, motion passed.

A.7 – National Workforce Development Overview – John Chamberlin

WDB Consultant John Chamberlin of Chamberlin and Associates, Portland, OR provided an overview of the national situation of workforce development. He noted that with unemployment rates being low and falling, WDBs need to change services to help people upgrade skills rather than find employment. He also recommended prioritizing expenditures in order to ensure investment in programs to help local people, and developing partnerships and community.

VIII. Committee Reports

Elyse Destout, Youth Council Chair, gave an overview of what she learned attending the 2017 California Workforce Association's (CWA) Youth Conference. The conference was focused on Work Based Learning, and Elyse stated that the WDB could be more effective by bringing law enforcement and educators on board to bring their perspective of working on the front lines with youth. She stated that there is opportunity to make these connections in Santa Cruz County and she would start working towards that goal.

Marshall Delk, Business Services Committee (BSC) Chair, announced the Business Roundtable to be held on March 22, 2017 to gain an understanding of local demands and needs of employers and to educate that group on WDB services.

IX. Chairperson's Report

WDB Chair Carol Siegel thanked board members, staff, and guests for attending.

Meeting adjourned at 10:13 a.m.

**Next Meeting: Executive Committee Meeting
 Wednesday, April 5, 2017 @ 8:30 a.m.
 1000 Emeline Street
 Santa Cruz, CA 95060**

**Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**