



**Workforce Development Board  
Business Services/CEDS Committee  
Watsonville Career Center  
Wednesday, February 9, 2022, 3:00 p.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://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.**

**MINUTES**

**Chair Marshall Delk called the meeting to order at 3:04 pm, and a quorum was established through virtual attendance.**

**Committee Members in Attendance**

Beyer, Casey  
Delk, Marshall - Chair  
Elliott, Candice  
Herlihy, Katie  
Lipscomb, Bonnie (sent Rebecca Unitt)  
Mason, Barbara (sent Elissa Benson)  
Morse, Rob  
Vereker, Dustin – Vice Chair

**Committee Members Absent**

Brady, Gerlinde  
Destout, Elyse  
Ham, Emily

**Staff in Attendance**

Detlefs, Peter – WDB Business Services Manager  
Gray, Lacie – WDB Sr. Analyst  
Gutierrez, Elizabeth – WDB Administrative Aide  
Stone, Andy – WDB Director  
Villalobos, Marcy – WDB Office Assistant

**Guests**

Holmquist-Gomez, Laura – WDB Board Member  
Napoli, Brandon  
Winter, Amanda

**BUSINESS SERVICES/CEDS COMMITTEE:**

**Marshall Delk, Chair**  
Santa Cruz County Bank

**Dustin Vereker, Vice Chair**  
Discretion Brewing

**Casey Beyer**  
Santa Cruz Area Chamber of Commerce

**Gerlinde Brady**  
Cabrillo College

**Elyse Destout**  
Photography by Elyse Destout

**Candice Elliott**  
Fortress and Flourish

**Emily Ham**  
Santa Cruz Business Council

**Katie Herlihy**  
City of Capitola

**Bonnie Lipscomb**  
City of Santa Cruz Economic Development

**Barbara Mason**  
Economic Development  
County of Santa Cruz

**Rob Morse**  
Pacific Gas and Electric Company

**DIRECTOR:**  
Andy Stone

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**Subject: Public Comment**

There was no public comment.

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**Subject: Chairperson's Report**

None.

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**Subject: Action Items:**

**Item 1 – Findings Authorizing Teleconference Meetings**

**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.

<b>Status:</b>	Motion to Approve Action Item:	Rob Morse
	Motion Seconded:	Rebecca Unitt
	Abstention:	None
	Committee Action:	All in favor, motion passed

**Item 2 - Approval of the August 4, 2021 Meeting Minutes**

**Action:** It was moved to approve the August 4, 2021 Business Services/CEDS Committee meeting minutes.

<b>Status:</b>	Motion to Approve Action Item:	Rebecca Unitt
	Motion Seconded:	Katie Herlihy
	Abstention:	None
	Committee Action:	All in favor, motion passed

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**Subject: Report Items:**

**Item 3 – WDB Staff Updates**

WDB Business Services Manager, Peter Detlefs, informed the committee on the launch of the Workforce Development Board Facebook page and a series of paid advertisements on Facebook and Instagram directing potential clients to workforce services. He also spoke of the progress of the new Workforce web page which currently has a page dedicated for board and committee meeting minutes and agendas with more additions underway. Lastly, a brief update was given on the 2022 State of the Workforce and the Health Improvement Partnership, which is in the process of interviewing individuals from the healthcare sector to serve on a council to make recommendations on how to better support the workforce sector.

**Action:** No action taken, informational item only.

#### **Item 4 – Business Resource Network Update**

WDB Business Services Manager, Peter Detlefs, provided an update to the committee on the Business Resource Network which included an introduction to a new platform called Behind Every Employer.

**Action:** No action taken, informational item only.

#### **Item 5 – Comprehensive Economic Development Strategy 5-Year Plan**

WDB Director, Andy Stone, asked that the committee members report out on of any updates that align with Goal 4: *Invest in Infrastructure & Programs that Promote Regional Economic Vitality & Enhance Quality of Life* of the strategic plan. Members of the committee took turns and reported on latest developments including the City of Capitola's assistance to local businesses that employ low-income individuals and a regional bike share project; the County of Santa Cruz Economic Development Department working on supporting small businesses in the early childhood education sector and investing in more pre-apprenticeship programs; the City of Santa Cruz reported on the downtown library mixed-use project which includes a parking garage, new downtown library, and affordable housing units.

**Action:** No action taken, informational item only.

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#### **Subject: Committee Member Announcements:**

Committee members were given the opportunity to share announcements with the group. Some of the members that spoke out were Chair Marshall Delk who mentioned that Santa Cruz County Bank opened a branch in Monterey and will soon open a branch in Salinas; Vice Chair Dustin Vereker spoke on the issues of retail cost increases across the board and the expensive cost of living in Santa Cruz County.

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**Meeting adjourned at 4:01 p.m.**

**Next Meeting: Business Services/CEDS Committee Meeting  
Wednesday, April 6, 2022 @ 3:00pm  
Watsonville Career Center \*\*Virtual\*\***