



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, August 4, 2021, 3:00 p.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 Zoom.

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

Delk, Marshall - Chair
Brady, Gerlinde
Huffaker, Matt
Mason, Barbara
Unitt, Rebecca (for Bonnie Lipscomb)
Vereker, Dustin – Vice Chair

Committee Members Absent

Beyer, Casey
Destout, Elyse
Elliott, Candice
Friend, Tina
Herlihy, Katie
Morse, Rob

Staff in Attendance

Detlefs, Peter – WDB Business Services Manager
Stone, Andy – WDB Director
Marcy Villalobos – WDB Office Assistant

Guests

Akinjide, Dr. Kofi
Ham, Emily – Santa Cruz County Business Council
Staley-Raatior, Desha

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

Tina Friend
City of Scotts Valley

Katie Herlihy
City of Capitola

Matt Huffaker
City of Watsonville

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

Subject: Public Comment

There was no public comment, however meeting guests introduced themselves.

Subject: Chairperson’s Report

None.

Subject: Action Items:

Item 1 - Approval of the April 7, 2021 Meeting Minutes

Action: It was moved to approve the Action Item.

| | | |
|----------------|--------------------------------|-----------------------------|
| Status: | Motion to Approve Action Item: | Dustin Vereker |
| | Motion Seconded: | Rebecca Unitt |
| | Abstention: | None |
| | Committee Action: | All in favor, motion passed |

Subject: Report Items:

Item 2 – WDB Staff Updates

WDB Business Services Manager, Peter Detlefs, gave the committee updates on the American Rescue Plan Act Funding, WIOA Request for Proposals (RFP), Career Services webpage, and updates on the tasks that Full Capacity Marketing is currently working on including reviewing current marketing materials and developing a tag line.

Action: No action taken, informational item only.

Item 3 – Contracted Service Provider Report

Scheduled presenter, SBDC Director Brandon Napoli, was not able to attend. WDB Business Services Manager, Peter Detlefs, gave a summary on the layoff aversion for SBDC and shared that the contractor had exceeded their goals.

Action: No action taken, informational item only.

Item 4 – Comprehensive Economic Development Strategy 5-Year Plan

WDB Business Services Manager, Peter Detlefs, reviewed Goal 3: Support and Foster Entrepreneurialism and Small Business of the strategic plan with the committee. Members of the committee shared current activities including the City of Santa Cruz's new Downtown Pops! Program designed to lower the barriers to entry for businesses looking to open a brick-and-mortar space; the City of Watsonville putting focus on downtown revitalization and shared workspace; and the Santa Cruz County Economic Development discussed the use of walk-up windows to help with illegal food vending.

Action: No action taken, informational item only.

Item 5 – Committee Member/Jurisdictional Roundtable

Committee members provided a report out on the latest developments in their industry. Topics discussed were outdoor dining, difficulties in filling job vacancies, and the new Delta variant of COVID-19 and how it is affecting businesses.

Action: No action taken, informational item only.

Subject:

Committee Member Announcements:

No report given. Chair Marshall Delk thanked everyone for attending.

Meeting adjourned at 4:02 p.m.

Next Meeting: **Business Services/CEDS Committee Meeting**
Wednesday, October 6, 2021 @ 3:00pm
Watsonville Career Center **Virtual**