



**Workforce Development Board  
Business Services/CEDS Committee  
Watsonville Career Center  
Wednesday, February 10, 2021, 3:00 p.m.**

C.1 Attachment

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. 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 3:03 pm, and a quorum was established through virtual attendance.**

**Committee Members in Attendance**

Delk, Marshall - Chair  
Destout, Elyse – Vice Chair  
Elliott, Candice  
Herlihy, Katie  
Huffaker, Matt  
Lipscomb, Bonnie  
Mason, Barbara  
Morse, Rob

**Committee Members Absent**

Beyer, Casey  
Brady, Gerlinde  
Friend, Tina  
Siegel, Carol

**Staff in Attendance**

Detlefs, Peter – Incoming Business Services Manager  
Gazza, Laurel – WDB Administrative Aide  
Gray, Lacie – WDB Sr. Analyst  
Stone, Andy – WDB Director

**Guests**

Belnome, Mike – California Employers Association  
Elliott, Candice – Fortress and Flourish  
Hawthorne, Jessica – California Employers Association  
Napoli, Brandon – Small Business Development Center  
Unitt, Rebecca – City of Santa Cruz  
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

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**Subject: II. Public Comment**

There was no public comment.

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**Subject: III. Business Services Manager Report**

WDB Business Services Manager Peter Detlefs noted that his department was working on a marketing and communications bid and continues to work on the State of the Workforce Report. Also monitoring funding for the small business grant.

**Subject: IV. Service Provider Activity Reports**

SBDC Director Brandon Napoli noted that the center met with and helped 50 businesses during the last quarter and helped to retain 29 jobs. They are hiring on additional bilingual advisors and working with Capitola Mall to get new businesses in.

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**Subject: V. Informational Item**

**I.1 – Labor Market Information**

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for August 2020. WDB Business Services Manager Peter Detlefs noted during his report that the Santa Cruz County unemployment rate for December 2020 was 8.5%, up from a revised 6.8% in November 2020 and above the year ago estimate of 4.8%. This compared with an unadjusted unemployment rate of 8.8% for California and 6.5% for the nation during the same period.

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**Subject: VI. Consent Items:**

**C.1 – Approval of Minutes from October 7, 2020 Meeting  
C.2 – Contractor Financial and Performance Report**

**Action:** It was moved to approve the Consent Agenda Items

**Status:** Motion to Approve: Bonnie Lipscomb  
Motion Seconded: Rob Morse  
Abstentions: None  
Committee Action: All in favor, unanimous vote.

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**VII. Presentation Item:**

Jessica Hawthorne, J.D., Senior Vice-President of Human Resources and Operations from the California Employers Association gave a talk and slide presentation on the current state unemployment laws especially regarding COVID-19 notification laws, salary exemptions, reimbursements, minimum wage.

**Subject: VIII. Administration Items:**

## **A.1 Committee Member Jurisdictional Roundtable**

Committee members present from City of Capitola, City of Santa Cruz, County of Santa Cruz Economic Development, and from the business sectors discussed current projects status in their respective jurisdictions, many of which mentioned that most current projects were on hold due to the ongoing COVID pandemic. They are all still waiting on the revolving loan funds to be available.

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**Action:** No action taken, discussion only.

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**Subject: VIII. Chairperson's Report** – Chair Marshall Delk mentioned that his business, Santa Cruz County Bank took in 1100 applications for Paycheck Protection Program loans in Round 2, and Round 1 had over 2600 loan applications. He reminded those present the importance of getting those applications in early. Committee member Rob Morse also mentioned being excited about new WDB regional happenings and new marketing potential.

**Meeting adjourned at 3:57 p.m.**

**Next Meeting:**      **Workforce Development Board Meeting**  
**Thursday, April 1 @ 8:30 a.m.**  
**Watsonville Career Center    \*\*Virtual\*\***

**Business Services Committee Meeting**  
**Wednesday, April 7, 2021 @ 3:00 pm**  
**Watsonville Career Center    \*\*Virtual\*\***