



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, April 7, 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 3:03 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Beyer, Casey
Delk, Marshall - Chair
Destout, Elyse – Vice Chair
Elliott, Candice
Herlihy, Katie
Lipscomb, Bonnie
Mason, Barbara
Raunel (In for Matt Huffaker, representing)

Committee Members Absent

Brady, Gerlinde
Friend, Tina
Huffaker, Matt (sent Raunel in his place, for voting)
Morse, Rob
Siegel, Carol

Staff in Attendance

Detlefs, Peter – Incoming Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Petersen, Kimberly – EBSD Director
Stone, Andy – WDB Director
Marcy Villalobos – WDB Office Assistant

Guests

Brown, David – CAO Sr. Analyst
Napoli, Brandon – Small Business Development Center

**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, however meeting guests introduced themselves.

Subject: III. Business Services Manager Report

WDB Business Services Manager Peter Detlefs noted that he was looking forward to discussing the A.2 and A.3 agenda items and recapped status of current projects.

Subject: IV. Service Provider Activity Reports

SBDC Director Brandon Napoli stated that in Q3 they retained 200 jobs and were better serving the community with the hiring of more bilingual and women advisors.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for February 2021. The unemployment rate in Santa Cruz County was 8.4 percent in February 2021, down from a revised 8.7 percent in January 2021, and above the year-ago estimate of 6.4 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 percent for the nation during the same period.

Subject: VI. Consent Items:

**C.1 – Approval of Minutes from February 10, 2021 Meeting
C.2 – Contractor Financial and Performance Report**

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Katie Herlihy
Motion Seconded: Bonnie Lipscomb
Abstentions: None
Committee Action: All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 CEDS 5-Year Plan Review

WDB Business Services Manager Peter Detlefs and WDB Director Andy Stone discussed components of the CEDS 5-Year Plan with the committee, including outlining goals and objectives, and enhancing Economic Diversity and Resilience. Director Stone stated that they looked for input from the committee regarding efforts to upscale employees.

Action: No action taken, discussion only.

A.2 Business Resource Network Update

WDB Business Services Manager Peter Detlefs gave the committee an update as to the current status in creating a Business Resource Network. He and Andy Stone discussed ideas with the committee regarding funding sources, goals, and staffing/management of a potential program.

Action: It was moved to approved the development of a Business Resource Network, serve as the Advisory Board, agree to dedicate staff and resources to complete the agreed upon approach, and commit to the ongoing update and management of the program.

Status: Motion to Approve: Bonnie Lipscomb
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, unanimous vote.

A.3 Committee Member/Jurisdictional Roundtable

Jurisdictional representatives present discussed their ongoing current projects and status of projects that were previously on hold due to the COVID-19 pandemic. It was generally noted amongst committee members that economic activity was picking up at this time.

Action: No action taken, discussion only.

Subject:

VIII. Chairperson's Report:

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

Meeting adjourned at 4:04 p.m.

Next Meeting: Workforce Development Board Meeting
Wednesday, May 26, 2021 @ 8:30 am
Watsonville Career Center **Virtual**

Business Services Committee Meeting
Date and Time TBD
Watsonville Career Center **Virtual**