



**Workforce Development Board  
Business Services/CEDS Committee  
Cabrillo College – Sesnon House  
6500 Soquel Dr., Aptos  
Wednesday, February 12, 2020, 3:00 p.m.**

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

**MINUTES**

**Chair Marshall Delk called the meeting to order at 3:07 pm, and a quorum was established.**

**Committee Members in Attendance**

Beyer, Casey  
Delk, Marshall – Chair  
Friend, Tina  
Mason, Barbara – for County Economic Development  
Morse, Rob  
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

**Committee Members Absent**

Brady, Gerlinde  
Destout, Elyse – Vice Chair  
Elliott, Candice  
Herlihy, Katie  
Huffaker, Matt  
Lipscomb, Bonnie  
Siegel, Carol

**Staff in Attendance**

Barr, Belinda- WDB Business Services Manager  
Gazza, Laurel – WDB Administrative Aide  
Stone, Andy – WDB Director

**Guests**

Hunt, Nate – BW Research  
Napoli, Brandon – Cabrillo College SBDC  
Williams, Josh – BW Research

**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. Service Provider Activity Reports**

Brandon Napoli, Director of the Small Business Development Center at Cabrillo College gave an update on 1<sup>st</sup> Quarter performance and stated that they had helped 18 businesses and brought on new bilingual business advisors. WDB Director Andy Stone also mentioned that WDB was focusing on a new layoff aversion strategy, specializing in retiring business owners transferring ownership to existing employees, rather than closing down the business.

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**Subject: IV. Informational Item**

**I.1 – Labor Market Information**

Chair Marshall Delk and WDB Director Andy Stone summarized the latest labor market information for Santa Cruz County, and noted that the local employment rate for December 2019 was 4.9%, up from a revised 3.9% in November 2019, and below the year ago estimate of 5.3%.

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**Subject: V. Consent Items:**

**C.1 – Approval of Minutes from October 9, 2019 Meeting**

**C.2 – Committee Dashboard**

**C.3 – Contractor Financial and Performance Report**

**C.4 – Re-Contracting PY 20/21 Business Services**

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

**Status:** Motion to Approve: Rebecca Unitt  
Motion Seconded: Rob Morse  
Abstentions: None  
Committee Action: All in favor, motion passed

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**Subject: VI. Administration Items:**

**A.1 Business Resource Network Update**

Business Services Manager Belinda Barr gave an update on the plan for the new Business Resource Network, and noted that it would be implemented in pieces, with the Workforce Employer Services the main component that would be built first.

**Action:** It was moved to accept the Business Resource Network update.

**Status:** Motion to Approve: Rob Morse  
Motion Seconded: Rebecca Unitt  
Abstentions: None  
Committee Action: All in favor, motion passed

**A.2 CEDS 5 Year Plan Update/Josh Williams – BW Research**

Guest speaker Josh Williams, of BW Research reviewed current draft of the proposed 5 Year CEDS Plan and noted that it needed to be finalized by the April 7, 2020 Business Services/CEDS meeting, in order to be ready to present to the full board in May. Committee members gave input as to what they would like to see added in for the final plan.

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

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**A.3 – Committee Member Jurisdictional Roundtable**

Committee members from various jurisdictions within the county gave updates on current and future building projects and challenges in their respective areas.

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

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**Subject: VII. Chairperson’s Report – No report given**

**Meeting adjourned at 4:41 p.m.**

**Next Meeting:      Workforce Development Board Meeting  
Thursday, December 5, 2019 @ 8:30 a.m.  
Seacliff Inn  
7500 Old Dominion Ct.  
Aptos, CA 95003**

**Business Services Committee Meeting  
Tuesday, April 7, 2020 @ 3:00 pm  
Sesnon House – Cabrillo College, Aptos**