



**Workforce Development Board
Business Services/CEDS Committee
Cabrillo College – Sesnon House
6500 Soquel Dr., Aptos
Wednesday, February 13, 2019, 3:00 p.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

MINUTES

Chair Marshall Delk called the meeting to order at 3:05 pm, and a quorum was established.

Committee Members in Attendance

Beyer, Casey
Brady, Gerlinde
Delk, Marshall - Chair
Destout, Elyse – Vice Chair
Mason, Barbara – in for Andy Constable, Santa Cruz County
Morse, Rob
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

Committee Members Absent

Constable, Andy
Haruyama, Jenny
Herlihy, Katie
Huffaker, Matt
Lipscomb, Bonnie
Siegel, Carol

Staff in Attendance

Barr, Belinda- WDB Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Brown, David – CAO Office
Cadenas, Maria – Santa Cruz Community Ventures
Elliott, Candice – Fortress and Flourish
Lingane, Alison – Project Equity
Teresa Thomae – Cabrillo College SBDC
Sharolynn Ullestad – WFSCC, Eckerd Connects

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Andy Van Valer, Vice Chair
SlingShotSV

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinde Brady,
Cabrillo College

Andy Constable
Economic Development Manager
County of Santa Cruz

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

Jenny Haruyama, 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: Call to Order/Welcome

Discussion: Chair Marshall Delk called the meeting to order and mentioned that he needed to leave at 4:00 pm. He had members, staff and guests introduce themselves.

Subject: Public Comment

There was no public comment.

Subject: Approval of October 10, 2018 Business Services/CEDS Committee meeting minutes.

Action: It was moved to approve the October 10, 2018 Meeting Minutes.

Status: Motion to Approve: Rob Morse
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed

Subject: VI. Consent Items:

- C.1 – Committee Dashboard**
- C.2 – Labor Market Information**

Action: It was moved to approve the Consent Items

Status: Motion to Approve: Elyse Destout
Motion Seconded: Rob Morse
Abstentions: None
Committee Action: All in favor, motion passed

Subject: VII. Presentation Item (taken out of usual agenda order)

Maria Cadenas, of Santa Cruz Community Ventures, and Alison Lingane, of Project Equity spoke with Committee members and guests about their collaboration of creating more opportunities for employee-owned businesses in Santa Cruz County, and the different types of business models.

Subject: V. Service Provider Activity Report (taken out of usual agenda order)

Sharolynn Ullestad, from Eckerd Connects gave the Committee and update on the current statistics related to businesses closing in the county, and Rapid Response efforts made to avoid layoffs. There were 12 businesses that they reached out to in Rapid Response efforts. There were 3 employers that are currently using OJT contracts. 76 total businesses were utilizing Workforce Business Services in some form. Barbara Pratt is the new Eckerd employee working with WEX worksites.

Teresa Thomae, Director of Small Business Development Council at Cabrillo College, mentioned her upcoming retirement in March 2019. She mentioned that efforts were currently being made to hire her replacement. She also stated that they had 7 outreach events, 8 seminars for small businesses, 18 jobs retained, 2 success stories; and that they had met or exceeded all their contract parameters for this last quarter.

Subject: VIII. Administration Items:

A.1 – Committee Member Recruitment Update

Chair Marshall Delk stated that he wanted members, as an assignment, to come up with names of prospective new committee members, and be able to recruit them. WDB Director Andy Stone added that targeted industries are Tech, Agriculture, and Manufacturing.

Action: It was moved to accept the Committee Member Recruitment update.

Status: Motion to Approve: Rob Morse
Motion Seconded: Barbara Mason
Abstentions: None
Committee Action: All in favor, motion passed

A.2 – Committee Member/Jurisdictional Roundtable

Barbara Mason, Economic Development Coordinator from the County of Santa Cruz gave an update on the status of her current slate of projects; including: Chanticleer Townhomes project (22 units); Nissan Dealership court case resolution; Kaiser Permanente projects; Rancho Del Mar Center shell construction (near completion), Aptos Village project, Brookdale Lodge Phase II, 17th and Brommer project, and Toys R Us building backfill.

Rebecca Unitt, from the City of Santa Cruz spoke of the City Council focus on housing and homelessness, and evictions; collaboration with the County on homelessness and shutdown of the camp at the Gateway Center; downtown retail strategy, re-working the façade and signage program for corridor beautification; and the Mariannes' Ice Cream large facility project on the westside.

Gerlinde Brady of Cabrillo College GOAL gave a brief update on their efforts to build a strong Workforce Infrastructure focus on the campus.

Casey Beyer of Santa Cruz Chamber of Commerce noted that it was the 130th Anniversary of the SC Chamber, and that the Four Point Sheraton-Scotts Valley ribbon cutting, Tannery Arts Center Mega Mixer, and the Business Expo at the Cocconut Grove were all upcoming in the next few weeks.

WDB Director Andy Stone discussed with the committee the Childcare Funding Partnerships being formed, and the re-commissioned State of the

Workforce Report, which would now be compiled and presented by Beacon Economics.

Action: None, discussion item only.

Subject: VIII. Chairperson's Report – No report given, as Chair had to leave early.

Meeting adjourned at 4:40 p.m.

Next Meeting: **Workforce Development Board Meeting**
Wednesday, March 27, 2019 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003

Business Services Committee Meeting
Wednesday, April 10, 2019 @ 3:00 p.m.
TBD location