



**Workforce Development Board
Business Services/CEDS Committee
Sheriff's Dept – Community Room
5200 Soquel Ave., Santa Cruz
Wednesday, August 8, 2018, 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 3:06 p.m., and a quorum was established. This was the first meeting of the newly merged Business Services Committee and Comprehensive Economic Development Strategy (CEDS) Committee.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Goldstein, Jamie
Mason, Barbara
Morse, Rob
Denise Moss (Cabrillo College designate, in for Gerlinde Brady)

Committee Members Absent

Beyer, Casey
Constable, Andy
Dlott, JoAnn
Haruyama, Jenny
Lipscomb, Bonnie
Siegel, Carol
Slack, Ron
Van Valer, Andy

Staff in Attendance

Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Gardner, Adele – Member of Public, Representative of Affordable Housing Bond Measure
Sharolynn Ullestad – WFSCC, Eckerd Connects
Teresa Thomae – Small Business Development Center, Cabrillo College

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

Jo Anne Dlott, Vice President
Human Resources
SureHarvest

Jamie Goldstein, City Manager
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

Ron Slack, Owner
Fine Print Graphic Design

DIRECTOR:
Andy Stone

Subject: Call to Order/Welcome

Discussion: Business Services Committee Chair Marshall Delk called the meeting to order and had members and guests introduce themselves.

Subject: Public Comment

Elyse Destout made an announcement that they were still looking for mentors for the Work Based Learning Mentorship Program.

Subject: Approval of January 17, 2018, Business Services Committee Meeting Minutes (the meeting minutes from the May 16, 2018 CEDS committee meeting were not approved, as there were not enough CEDS committee members present who had attended that meeting, the approval of the May 16th, 2018 CEDS minutes were tabled to the October 10, 2018 meeting).

Action: It was moved to approve the January 17, 2018 Meeting Minutes.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Rob Morse
Abstentions: Unanimous
Committee Action: All in favor, motion passed

Subject: V. Service Provider Activity Report:

Sharolynn Ullestad, newly hired Business Services Manager at Eckerd explained the role of Eckerd Connects in Workforce Services for Business and also mentioned upcoming Access to Employment events. Teresa Thomae from Cabrillo College (small Business Development Center (SBDC)) gave an overview of their program and how they met goals for PY 17/18 and how they worked with California Manufacturing Technology Consulting (CMTC).

Subject: VI. Consent Items:

- C.1 – Committee Dashboard**
- C.2 – Labor Market Information**
- C.3 – AJCC Hallmarks of Excellence**

Action: It was moved to approve the Consent Items

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

Subject: VII. Administration Items:

A.1 – Business Services and CEDS Committee Merger Goals

Marshall Delk recapped CEDS goals from the May 16, 2018 meeting and WDB Director Andy Stone stated that combined metrics would be needed for the merger. Agenda item was bookmarked for discussion at next meeting.

Action: None, discussion only item.

A.2 – CEDS Budget Update

WDB Director Andy Stone stated that no budget contribution was made to CEDS for FY 18/19, but noted that CEDS will be seeking a contribution of \$40,000 for FY 19/20. \$35,000 will be used to have an outside contractor draft a CEDS plan, instead of County staff. He and committee member Barbara Mason also noted that a CEDS plan would need to be on file if you want to apply for Economic Development Administration (EDA) grant funds.

Action: It was moved to accept the recommended 2019-20 budget and to take any necessary steps to allocate the funds apportioned to a specific jurisdiction.

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

A.3 – Committee Member Recruitment

Chair Marshall Delk discussed efforts to get more business representation on the committee. Teresa Thomae from Cabrillo College SBDC expressed need for representation from the Agricultural industry. WDB Director Andy Stone suggested employers that could contribute to the discussion, suggested that WDB member Katie Borges of Sutter/PAMF be approached about joining the Business Services/CEDS Committee.

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

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

A.4 – Committee Member/Jurisdictional Roundtable

Jamie Goldstein, City Manager for the City of Capitola, discussed latest details regarding the Rail Trail issues in the city and the latest update on Capitola Mall remodeling status. Barbara Mason, Economic Development Coordinator for the County of Santa Cruz, discussed the upcoming new Kaiser Medical facility and plans to backfill the old Toys R Us facility. She also stated there was an 86 unit assisted living facility being planned and the Brookdale Lodge Phase II plans are underway.

Action: None, discussion item only.

Subject: VIII. Chairperson's Report

Chair Marshall Delk gave perspective from Santa Cruz County Bank on the current state of housing and the economy.

Meeting adjourned at 4:49 p.m.

Next Meeting: **Workforce Investment Board Meeting**
Tuesday, September 11, 2018 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003

Business Services Committee Meeting
Wednesday, October 10, 2018 @ 3:00 p.m.
Seson House – McPherson Room
Cabrillo College
6500 Soquel Drive, Aptos, CA 95003