



1000 Emeline Ave.
Santa Cruz, CA 95060
(831) 454-4873

www.santacruzwb.com

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(CEDS) COMMITTEE MEMBERS:

Ron Slack, Chair
Good Times
Carol Siegel, Vice-Chair
Santa Cruz Seaside Company
Steve Ando, City Manager
City of Scotts Valley
Jo Anne Dlott, Vice President, Human Resources
SureHarvest
Jamie Goldstein, City Manager
City of Capitola
Jon Gundersgaard, Senior Technical Recruiter
Seagate Technology
Bonnie Lipscomb, Executive Director
City of Santa Cruz Economic Development
Kurt Overmeyer, Economic Development Manager
City of Watsonville
Kathy Previsich, Planning Director
County of Santa Cruz
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Alternates:

Joe Hall, Management Professional
City of Santa Cruz
Corrie Kates, Deputy City Manager
City of Scotts Valley
Peter Koht, Economic Development Coordinator
City of Santa Cruz
Barbara Mason, Economic Development Coordinator
County of Santa Cruz

DIRECTOR:
David Mirrione

WIB Staff to the CEDS Committee:
Lacie Gray, Senior Analyst

**Workforce Investment Board
Comprehensive Economic Development Strategy
(CEDS) Committee
January 23, 2013 @ 9:00 AM
Human Services Department
1000 Emeline Ave., Santa Cruz, CA**

The Chairperson called the meeting to order at 9:16 a.m.

Committee Members in Attendance

Kates, Corrie - <i>Alt</i>	Deputy City Manager, City of Scotts Valley
Koht, Peter - <i>Alt</i>	Econ Development Coord, City of Santa Cruz
Mason, Barbara - <i>Alt</i>	SC County Economic Development Director
Overmeyer, Kurt	Econ Development Mgr, City of Watsonville
Siegel, Carol	Employment Mgr, Santa Cruz Seaside Co
Slack, Ron	Dir of Community Relations, Good Times
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

Committee Members Absent

Ando, Steve	City Manager, City of Scotts Valley
Dlott, Jo Anne	VP Human Resources, Sure Harvest
Goldstein, Jamie	City Manager, City of Capitola
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Hall, Joe - <i>Alt</i>	Management Professional, City of Santa Cruz
Lipscomb, Bonnie	Director, City of SC Economic Development
Previsich, Kathy	Director, Santa Cruz County Planning Dept

Staff in Attendance

Mirrione, David	WIB Director
Gray, Lacie	WIB Sr Analyst

Guests

Murtha, Ellen	WIB Business Services Representative
Svensson, Doug	Applied Development Economics

Subject: Welcome

Discussion: The Chair welcomed Committee Members, staff and a guest and asked that each person introduce him/herself.

Subject: Public Comment

There was no public comment.

Subject: Approval of the September 19, 2012 Meeting Minutes

Discussion: There was no discussion.

Action: Recommend approval of September 19, 2012 Meeting Minutes

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Corrie Kates
Abstentions: None
Committee Action: All voted in favor, recommendation passes.

Subject: Discussion and Action Items

D.1 WIB Strategic Plan and CEDS Action

Discussion: WIB Staff briefly discussed the WIB's Strategic Plan and the action items for which the CEDS Committee's work contributes to the accomplishment of the Strategic Plan goals.

Action: The Committee reviewed and accepted the report on the Committee's activities in support of the WIB strategic plan, without taking formal action.

Subject: Discussion and Action Items

D.2 Planning for 2012 CEDS Update

Discussion: The contractor, Applied Development Economics (ADE) and the jurisdictions have additional data to include in the Update. ADE had to find a new data source for a section of the report. The jurisdictions asked to have additional data included in the industries clusters section of the report and will be providing that information to ADE. Additionally, the jurisdictions and WIB staff will be doing a final review. At the January 23, 2013, CEDS Committee meeting the CEDS Committee conditionally approved, subject to adding outstanding data and final edits, the Update so that it can be forwarded to the Executive Committee, WIB, and Board of Supervisors for final approval prior to be submitted to the Economic Development Administration (EDA) for the May 2013 deadline.

The CEDS Committee recommended that the WIB staff review ADE's contract to see if the funds originally slated to be used to assess the feasibility of moving to a regional CEDS planning process could be reprogrammed. The CEDS Committee previously recommended continuing with a local County-wide process. The Committee wants to revisit, test, and compare its ranking criteria (for projects slated to be submitted to EDA simultaneously) it developed several years ago. If the contract allows, ADE would test the tool and compare to what other areas have developed. This contract change would be contingent upon the ranking process still having relevancy in the EDA grant application process, which has recently been updated.

Action:

- **Review and Conditionally Approve Draft 2012 CEDS Annual Performance Update;**
- **Forward the 2012 Annual CEDS Update for approval to the Executive Committee, Workforce Investment Board, Board of Supervisors and Economic Development Administration (EDA) to meet EDA-required deadlines for approval; and**
- **Reprogram special project portion of Applied Economic Development Economics' (ADE) Contract: reprogram regional feasibility/special project portion, which is no longer needed, but upon which ADE started work, to special project to review local ranking system for Economic Development Administration applications if contract allows.**

Status: Motion to Approve: Kurt Overmeyer
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All voted in favor, recommendation passes.

Subject: Discussion and Action Items
D.3 2013 CEDS Planning

Discussion: The group briefly discussed the advantages of requesting another extension to the current 5-Year CEDS Plan, which would allow for another CEDS Performance Update to be completed in 2013.

Action: Review information, questions, and options for the 2013 CEDS Plan process.

- **Approve WIB Director formally requesting a plan extension allowing for a CEDS Performance Update to be submitted for 2013.**

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All voted in favor, recommendation passes.

Subject: Discussion and Action Items
D.4 Jurisdictional Roundtable on the status of Local and Regional Economic Development Strategies, Economic Development, and any Early Alerts

Discussion: Each jurisdiction present gave a brief update on its economic development efforts.

Action: The Committee accepted jurisdictional reports on economic development activities without taking formal action.

Subject: Short Presentation Items
WIB Workforce Services for Business

Discussion: David Mirrione, WIB Director, introduced Ellen Murtha, who is staffing the WIB Workforce Services for Business effort. She discussed her work on follow-up efforts to the 2012 WIB funded Santa Cruz Chamber of Commerce business survey.

Subject: Information Items
I.1 Labor Market Information
I.2 Rapid Response and Early Alert Information

Discussion: The Committee was referred to the Information Items for reference.

Meeting adjourned at 10:47 a.m.

Next Meeting: May 15, 2013 @ 9:00 a.m.
1000 Emeline Ave.
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