



SANTA CRUZ COUNTY

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873
www.santacruzwb.com

MEMBERS:

Ron Slack, Chair
Good Times
Carol Siegel, Vice Chair
Santa Cruz Seaside Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Paul Arsenault, Business Representative
Sheet Metal Workers' Union, Local 104
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation
Greg Caput, Supervisor
Santa Cruz County Board of Supervisors
Jack Carroll, Chair, Career and Technical Education
Watsonville/Aptos Adult Education
John T. Collins II, Senior Vice President
Goodwill Industries
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
VACANT
National Council on the Aging
Marshall Delk, Vice President
Lighthouse Bank
James Dion, Employment Program Manager
Employment Development Department
Russ Elliot, Director, Human Resources
Easton-Bell Sports
Cecilia Espinola, Director
Santa Cruz County Human Services Department
Jon Gundersgaard, Senior, Technical Recruiter
Seagate Technology
Janet M. Heien, Human Resources Director
Driscoll's
Mark Hodges, Director, Regional Occupational Program
Santa Cruz County Office of Education
Dave Hood, President
First Alarm
Christine Johnson-Lyons, Executive Director
Community Action Board of Santa Cruz County
Corrie Kates, Deputy City Manager
City of Scotts Valley
Julie Lambert, Director, Finance & Human Resources
S. Martinelli and Company
Cesar Lara, Executive Director
Monterey Bay Central Labor Council
Stephen Mangelsen, Partner
B2B CFO
Vicki Miranda, VP Human Resources
Dominican Hospital
Rob Morse, Manager
Pacific Gas and Electric Company
Denise O'Laughlin, Director of Human Resources
Chaminade Resort & Spa
Carlos Palacios, Manager
City of Watsonville
Rock Pfothenhauer, Dean CEED
Cabrillo College
Howard Sherer, Co-Owner
Hutton Sherer Marketing
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Robert Williamson, Business Representative
IATSE, Local 611

DIRECTOR:
David Mirrione

**Workforce Investment Board
Executive Committee
Wednesday, January 30, 2013 @ 8:30 AM
1000 Emeline Avenue, Santa Cruz, CA**

The Chair called the meeting to order at 8:40 AM.

Committee Members in Attendance

Collins, John T., II	Senior VP, Goodwill Industries
Sherer, Howard	Co-Owner, Hutton-Sherer Marketing
Slack, Ron, Chair	Dir. of Community Relations, Good Times
Williamson, Robert	Business Rep, IATSE Local 611

Committee Members Absent

Siegel, Carol, Vice Chair	Employment Mgr., SC Seaside Company
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Staff in Attendance

Mirrione, David	WIB Director
Gray, Lacie	WIB Sr. Analyst

Guests

Dion, James	Employment Program Mgr, Capitola EDD
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Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director discussed the new Workforce Services for Business Representative, contracted with Shoreline.

Subject: Chair's Report

Discussion: The Chair discussed his upcoming presentation on Work4Youth at the National Association of Workforce Boards (NAWB) conference.

Subject: Approval of October 17, 2012 Minutes

Discussion: Chair Ron Slack called for the October 17, 2012, minutes to be approved.

Action: Approval of October 17, 2012 Minutes

Status: Motion to Approve: John T. Collins, II
Motion Seconded: Howard Sherer
Abstentions: Bob Williamson
Committee Action: All others voted in favor; motion passed

Subject: Committee Reports

The Chair referred the group to the packet for updates on Youth Council and Comprehensive Economic Development Strategy (CEDS) Committee activities.

Subject: Consent Items

- C.1 Committee Reports: Career Center, CEDS, Youth Council**
- C.2 WIA Youth Services Request for Proposal for FY 2014-15**
- C.3 1ST Quarter Financial Status and Participant Information for Program Year (PY) 2012-13**
- C.4 Final 2010-11 and 2011-12 Santa Cruz County WIA Performance**
- C.5 Accept and File Report on ETPL Vendor Performance for PY 2011-12**
- C.6 Youth Council Attendance Policy Revision**
- C.7 Youth Council Nomination**
- C.8 Approval of 2012 CEDS Annual Performance Update**
- C.9 Recommendation to Request Extension to Comprehensive Economic Development Strategy 5 Year Plan for 2013**

Recommendation: *Accept and File Consent Agenda Item Recommendations.*

Action: Approve Consent Agenda Item C.1 through C.9

Status: Motion to Approve: John T. Collins, II
Motion Seconded: Howard Sherer
Abstentions: None
Committee Action: All voted in favor, motion passed

Subject: Report Items R.1 and R.2

- R.1 Update on Efforts to Recruit WIB Business Members**
- R.2 WIB Action Updates on Grants, Proposals, Legislation and Regional Activities**

Action: The items were discussed.

Status: N/A

Subject: Discussion and Action Items

- D.1 Discuss Actions and Progress on WIB's Strategic Plan**

Recommendation and Action:

- *Discuss 2012-13 to date Strategic Plan Accomplishments;*
- *Discuss Strategic Plan Oversight workgroup meeting outcomes to date;*

- **Direct staff to update policies and procedures as needed and send them to appropriate committees, Executive Committee, and WIB for approval or re-approval as needed;**
- **Discuss Strategic Plan Oversight workgroup considerations about WIB committee structure;**
- **Approve change in methodology of Strategic Plan Status Report measurement of Career Center activity 1.1 Increase Number of People Served.**

Discussion: The Committee discussed potentially updating some of the benchmarks. It also discussed continuing the Career Center Committee with a key focus in its next set of meetings of determining how it could be most functional, including timing meeting dates for Career Center oversight.

Status: The Committee discussed the item without formal action.

D.2 Review and Approve Process for Comprehensive Five-year Local Plan Program Year (PY) 2012-17; Local Area Plan Approval and Public Comment Period

Recommendation and Action: *Approve the process, schedule for public comment, and submission to the State of the PY 2012-17 Local Plan*

Discussion: The Committee briefly discussed the schedule.

Status:	Motion to Approve:	John T. Collins, II
	Motion Seconded:	Howard Sherer
	Abstentions:	Ron Slack
	Committee Action:	All voted in favor, motion passed

D.3 WIB Bylaws and Ordinance Update

Recommendation and Action: *Recommendations to the WIB, with the WIB then forwarding the recommendations to the Santa Cruz County Board of Supervisors (BOS), as follows:*

- **Amend the WIB Bylaws to include the Business Council and increase the size of the WIB to 41 members which will allow the WIB to add private sector members; and**
- **Amend the County Ordinance that established the WIB to incorporate amended language as with Bylaws.**

Discussion: The Committee briefly discussed the state requirements to add a Business Council and the efficacy of adding additional seats for business members.

Status:	Motion to Approve:	John T. Collins, II
	Motion Seconded:	Howard Sherer
	Abstentions:	None
	Committee Action:	All voted in favor, motion passed

D.4 Approve Business Council and Development

Recommendation and Action:

- ***Allow WIB staff to begin formation of the Business Council;***
- ***Include Business Council in the WIB's Bylaws.***

Discussion: The Committee briefly discussed this item.

Status: Motion to Approve: Howard Sherer
Motion Seconded: John T. Collins, II
Abstentions: None
Committee Action: All voted in favor, motion passed

D.5 Discuss WIB Retreat/Strategic Planning for October 2013 or February 2014

Recommendation and Action: ***Begin WIB Retreat Planning.***

- ***Direct staff to begin necessary inquiries to secure a venue, facilitator, etc. and return to your Committee with updates;***
- ***Assign these questions to the WIB Strategic Plan Oversight Workgroup.***

Discussion: The Committee discussed the need to begin planning for the next Strategic Plan, which should begin 2014 when the current Strategic Plan (2011-14) concludes.

Status: Motion to Approve: Howard Sherer
Motion Seconded: John T. Collins, II
Abstentions: None
Committee Action: All voted in favor, motion passed

D.6 Begin Process for Election of 2013-14 WIB Officers

Recommendation and Action:

- ***Develop a WIB Officer Nominating Committee; and***
- ***Develop a Slate of Candidates for Election at the WIB's June 2013 meeting.***

Discussion: Howard Sherer volunteered to lead the Nominating Committee. John Collins and Bob Williamson agreed to fulfill the two slots for a member from the Executive Committee and for a member from the prior year's Committee. Howard Sherer will recruit to complete the Nominating Committee's five members with two "at large" members from the WIB membership.

Status: Motion to Approve: John Collins II
Motion Seconded: Bob Williamson
Abstentions: None
Committee Action: All voted in favor, motion passed

D.7 Discuss February 20, 2013 WIB Meeting Agenda Building

Recommendation and Action: ***Develop WIB meeting agenda outline including any presentation(s).***

Discussion: The Committee discussed the WIB meeting agenda and would like to include a Success Story (On the Job Training), highlight the business of a new WIB member (Wonderfully Raw Gourmet); invite the new County Economic Development Coordinator to speak; conduct pre and post meeting surveys regarding a Strategic Planning Retreat and meeting effectiveness, respectively; and do a short exercise about Work4Youth.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Bob Williamson
Abstentions: None
Committee Action: All voted in favor, motion passed

Subject: Information / Announcement Items

- I.1 Labor Market Information
- I.2 Rapid Response and Early Alert Activities

Recommendation and Action: *No action taken*

Discussion: These items were not discussed.

Status: N/A

Meeting adjourned at 10:35 a.m.

Next Meetings: Workforce Investment Board
Wednesday, February 20, 2013 @ 8:30 a.m.
Simpkins Swim Center
979 17th Avenue
Santa Cruz, CA

Executive Committee
Wednesday, March 20, 2013 @ 8:30 a.m.
Executive Conference Room
1000 Emeline Avenue
Santa Cruz, CA