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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
Jack Cheney, CFO
Wonderfully Raw Gourmet
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
Andy Hartmann, Business Manager/Financial Secretary
IBEW Union, Local 234
Janet M. Heien, Human Resources Director
Driscoll's
Mark Hodges, Director, Regional Occupational Program
Santa Cruz County Office of Education
Dave Hood, President
First Alam
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 Pfothenauer, Dean CEED
Cabrillo College
Francisco Rodriguez, President
PVFT Union, Local 1936
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
Meeting Minutes
February 20, 2013 @ 8:30 am
Simpkins Family Swim Center
979 17th Avenue, Santa Cruz, CA 95062**

The Chair called the meeting to order at 8:44 a.m.

WIB Members in Attendance

Arsenault, Paul
Ayyad, Alia
Caput, Greg
Carroll, Jack
Collins, John T., II
Cuevas, Christina
Dion, Jim
Espinola, Cecilia
Gundersgaard, Jon
Hartmann, Andy
Heien, Janet
Hodges, Mark

Hood, Dave
Lara, Cesar
Morse, Rob
Palacios, Carlos
Pfothenauer, Rock
Rodriguez, Francisco
Sherer, Howard
Siegel, Carol
Slack, Ron
Tysseling, Bill
Williamson, Bob

Members Absent

Aman, Alan
Berry-Wahrer, Diane
Cheney, Jack
Delk, Marshall
Elliot, Russ
Johnson-Lyons, Chris

Kates, Corrie
Lambert, Julie
Mangelsen, Stephen
Miranda, Vicki
O' Laughlin, Denise

Staff in Attendance

Mirrione, David
Gray, Lacie

WIB Director
WIB Senior Analyst

Guests

Allen, Jo Ann
Barnes, Allen
Ferguson, Sarah
Fowler, David
Gutierrez, Celeste
Mason, Barbara
Murtha, Ellen
Previsich, Kathy
Rousculp, Susan
Theocharides, Sharon
Timberlake, Ellen

County Office of Education
Shoreline Workforce Development Services
Work4Youth
Work4Youth
WIA Youth Services
County of Santa Cruz Planning Department
Shoreline Workforce Development Services
County of Santa Cruz Planning Department
Community Action Board
Shoreline Workforce Development Services
Human Services Department

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed new members. Ron Slack then asked each guest and WIB member to introduce him or herself.

Subject: Public Comment

Discussion: None

Subject: Chair/Director's Comments

Discussion: The WIB Chair discussed the March 2013 National Association of Workforce Boards (NAWB) conference. He will be presenting at it about Work4Youth. He also discussed the recent Work4Youth grant application effort that David Mirrione spearheaded. David Mirrione spoke briefly about the WIB's business services strategy and introduced Ellen Murtha. He discussed branding services under the Workforce Santa Cruz County name.

Subject: Approval of the October 31, 2012 Meeting Minutes

Discussion: None

Action: Approve October 31, 2012 Meeting Minutes

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

Subject: Committee Reports

Discussion: They were included in the meeting packet.

Action: No action required for this item.

Subject: Consent Items C.1 through C.12

- C.1 Committee Reports: Career Center, CEDS, Youth Council
- C.2 WIA Youth Services Request for Proposal for FY 2014-15
- C.3 PY 2012-13, 1st Qtr Financial Status/Participant Information
- C.4 Final 2010-11/2011-12 Santa Cruz County WIA Performance
- C.5 ETPL Vendor Performance Report 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 Extension Request for CEDS 5 Year Plan for 2013
- C.10 WIB Bylaws and Ordinance Update
- C.11 Process for the LWIA Plan Modification for 2013-14
- C.12 Actions and Progress on WIB's Strategic Plan

Discussion: There was no discussion.

Action: Review and Approve Consent Agenda Items C.1 – C.12

Status: Motion to Approve: Cesar Lara
Motion Seconded: Bob Williamson
Abstentions: John T. Collins II (C.3, C.5)
Committee Action: All voted in favor; motion passed.

Subject: Presentations

- **WIB Members Highlighted:** Carol Siegel, Santa Cruz Seaside Co.
- **Partner Members Highlighted:** Kathy Previsich and Barbara Mason, Santa Cruz County Economic Development

Discussion: WIB Chair Ron Slack introduced Carol Siegel. Ms. Siegel discussed the Santa Cruz Seaside Company's company size, how long it's been in business, its industry awards and recognition and the various ways it contributes to the community, including an annual donation of a car to the schools to raffle. David Mirrione introduced Kathy Previsich and Barbara Mason who discussed County economic development efforts.

Action: No action required for this item.

Subject: Activity

- **Work4Youth Group Discussion**

Discussion: The group broke into four subgroups and discussed various topics about Work4Youth. Each group provided a summary and members were asked to provide additional feedback via a form provided to the group.

Action: No action required for this item.

Discussion and Action Items D.1-D.3

Subject: D.1 Approve Business Council and Development

Discussion: The WIB Director discussed the state's new Business Plan and Business Council requirement. The size of the Business Council has not yet been determined but will probably be in keeping with other WIB Committees (about 7 members) for quorum considerations. Volunteers for the Business Council are Dave Hood, Rob Morse, and Howard Sherer. Carol Siegel said she might be able to join if her other WIB Committee commitments were taken into consideration. If the meeting times work, Janet Heien would consider joining the group. The group recommended asking Bill Tysseling.

Action:

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

Status: Motion to Approve: John T. Collins II
Motion Seconded: Cesar Lara
Abstentions: None
Committee Action: All voted in favor; motion passed.

Subject: D.2 Process for Nomination and Election of WIB Officers for 2013-14

Discussion: Howard Sherer, who volunteered at the January 30, 2013, Executive Committee to lead the Nominating Committee, spoke briefly asking for two at-large volunteers from the WIB. The Committee, per the policy, is five members. Three were filled at the Executive Committee meeting to meet the requirements of past President (Howard Sherer) and Executive Committee and past-year Nominating Committee (John Collins and Bob Williamson). The two at-large volunteers are Jim Dion and Rob Morse.

Action:

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

Status: Motion to Approve: Carol Siegel
Motion Seconded: Christina Cuevas
Abstentions: None
Committee Action: All voted in favor; motion passed.

Subject: D.3 Discuss WIB Retreat/Strategic Planning

Discussion: The Chair and WIB Director briefly discussed the results of the pre-WIB meeting survey, including that members, on average, would prefer a half day meeting to a full day meeting; would rather have the retreat in October 2012 (than February 2013); and want to learn more about the role of the WIB and workforce development.

Action:

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

Status: Motion to Approve: Carol Siegel
Motion Seconded: Jack Carroll
Abstentions: None
Committee Action: All voted in favor; motion passed.

Report Items R.1 – R.2

Subject: R.1 Update on Recruitment of WIB Business Members

Discussion: WIB Director David Mirrione discussed his recruitment plan and efforts to date.

Action: No action required for this item

Subject: R.2 WIB Action Updates on Grants, Proposals, Legislation and Regional Activities

Discussion: WIB Director David Mirrione briefly discussed the Work4Youth application to Wells Fargo for funding as well as other WIB activities.

Action: No action required for this item.

Subject: Presentation

Success Story: Shoreline Workforce Development Services On-the-Job Training

Discussion: Shoreline staff showed a short video which included on a WIA funded On-the-Job Training success story.

Information / Announcement Items I.1 – I.2

Subject: I.1 Labor Market Information

Action: No action required for this item.

Subject: I.2 Rapid Response and Early Alert Activities

Action: No action required for this item.

Meeting adjourned at 10:21 am

**Next Meeting: June 5, 2013 @ 8:30 am
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**