



SANTA CRUZ COUNTY

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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

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, March 20, 2013 @ 8:30 a.m.
1000 Emeline Avenue, Santa Cruz, CA**

The Chair called the meeting to order at 8:37a.m.

Committee Members in Attendance

Sherer, Howard Co-Owner, Hutton-Sherer Marketing
Siegel, Carol, Vice Chair Employment Mgr., SC Seaside Company
Williamson, Robert Business Rep, IATSE Local 611

Committee Members Absent

Collins, John T., II Senior VP, Goodwill Industries
Slack, Ron, Chair Dir. of Community Relations, Good Times

Staff in Attendance

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

Guests

Barnes, Allen Shoreline Workforce Development Services
Dion, James Employment Program Mgr, Capitola EDD

Subject: Welcome

Discussion: Vice Chair Carol Siegel 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 branding of America's Job Centers of California, replacing the name "One-Stop Centers" and including "American" in the branding throughout the rest of the country. California chose "America's Job Center". The campaign rolls out July 1, 2013. In addition, CWA will announce a new director soon. John Baker is the Interim Director.

Subject: Chair's Report

Discussion: No comments

Subject: Approval of January 30, 2013 Minutes

Discussion: Vice Chair Carol Siegel called for the January 30, 2013, minutes to be approved with one change: Denise O'Laughlin is the alternate for Career Center, and as such was not absent. She wasn't called to attend.

Action: Approval of January 30, 2013 Minutes with amendment

Status: Motion to Approve: Bob Williamson
Motion Seconded: Howard Sherer
Abstentions: Carol Siegel
Committee Action: All others voted in favor; motion passed

Subject: Report Items R.1, R.2, and R3

- R.1 Update on Efforts to Recruit WIB Business Members**
- R.2 WIB Action Updates on Grants, Proposals, Legislation and Regional Activities**
- R.3 National Association of Workforce Boards (NAWB) Report**

Discussion:

- R.1 The Director spoke briefly about new WIB Business members. He also noted appointments that are pending Board of Supervisors' nomination. The Director will be meeting with Valerie Custodio from Target to ask her to consider joining the WIB.**
- R.2 The Director briefly discussed recent activities including the Business Fair, the Wells Fargo grant application, and the new CalJOBS system which went live on March 11, 2013. Jim Dion discussed that EDD and Geosolutions are working out implementation issues.**
- R.3 NAWB attendees, including Carol Siegel and David Mirrione, discussed the conference. Topics included how Sequestration (scheduled for 2013-14) could affect states and localities. He discussed the concept of a regional meeting with local elected officials. Carol Siegel noted that an outcome for her from attending NAWB was being reminded how valuable helping someone get a job is.**

Status: The Committee discussed the items without formal action.

Subject: Discussion and Action Items

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

Recommendation and Action:

- ***Update on Strategic Plan Status Report Measure 1.1;***
- ***Adopt a Measure for 1.1 if appropriate; and***
- ***Update on other Strategic Plan related work.***

Discussion: David Mirrione discussed possible scenarios for measuring "1.1 Increase number of people served" from the WIB Strategic Plan and its complimentary status report, and handed out three possible scenarios. Howard Sherer asked about the overall number of people working. Jim Dion will see if EDD can further refine the data it is able to develop on the measurement of "number of unemployed residents (counted once per year)" to be sure anyone who may have been employed and laid off more than once during the count are eliminated from the count. The group recommended looking at Scenario #1 (number served in Career Centers counted once per year divided by the number of unemployed residents counted once per year) with Jim Dion checking in with EDD about any people who may be counted more than once because of multiple jobs during the year.

Action: Motion to suspend vote to next meeting.

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

D.2 2nd Quarter Financial Status and Participant Information for Program Year (PY) 2012-13

Recommendation and Action: *Discuss and Approve Workforce Investment Act Financial Reports and Performance Data for 2nd Quarter PY 2012-13*

Discussion: Committee discussed placement rates and how soft exits affect performance. David Mirrione is considering manual exits so that the WIB and WIA staff will have more control over performance.

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

D.3 Business Council Formation

Recommendation and Action: *Update on Business Council Formation*

Discussion: David Mirrione gave a status update including that the WIB approved Bylaws and Ordinance changes, which go before the Board of Supervisors soon. The size of the Business Council is still being considered and the group will be formed around July 1, 2013. Howard Sherer recommends a range of 5-9 members for the group size.

Status: The Committee discussed the item without formal action.

D.4 Discuss WIB Retreat/Strategic Planning Retreat

Recommendation and Action: *Begin WIB Retreat Planning.*

- *Updates on Retreat Planning and*
- *Suggestions from the Executive Committee for venues, facilitators, etc.*

Discussion: The Committee discussed potential locations and suggested adding Scotts Valley Hilton and Cabrillo Horticulture Building to the venue list. The suggestion was made that Friday may work better for the Cabrillo venues, due to reduced student population. The Committee discussed possible topics and facilitators, including John Baker.

Status: The Committee discussed the item without formal action.

D.5 Process for Nomination and Election of WIB Officers for 2013-14

Recommendation and Action: *Update on the development and work of the 2013-14 WIB Officer Nominating Committee*

Discussion: Howard Sherer updated the Committee on the nominations effort. The Committee discussed succession plans for WIB Chair and Vice Chair.

Status: The Committee discussed the item without formal action.

D.6 February 20, 2013 WIB Post-Meeting Continuous Quality Improvement Survey

Recommendation and Action: *Discuss the Survey Results and Develop Ideas to Implement at Future WIB Meetings*

Discussion: David Mirrione presented the Post Meeting and Retreat survey results to the Committee. The Committee discussed implementing suggestions at future meetings.

Status: The Committee discussed the item without formal action.

Subject: Information / Announcement Items

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: This item was not discussed

Status: N/A

Meeting adjourned at 10:42 a.m.

Next Meetings: **Executive Committee**
Wednesday, May 22, 2013 @ 8:30 a.m.
Executive Conference Room
1000 Emeline Avenue
Santa Cruz, CA

Workforce Investment Board
Wednesday, June 5, 2013 @ 8:30 a.m.
Simpkins Swim Center
979 17th Avenue
Santa Cruz, CA