



**Workforce Investment Board
Youth Council
April 24, 2013 @ 3:00 PM
WIA Youth Services Sueños Program
17 Aspen Way, Watsonville, CA 95076**

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873
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YOUTH COUNCIL MEMBERS:

John T. Collins, II, Chair
Goodwill Industries
Carol H. Siegel, Vice Chair
The Santa Cruz Seaside Company
Jo Ann Allen, Coordinator, Student Support Services
Santa Cruz County Office of Education
Shareen E. Bell, Executive Director
Your Future Is Our Business
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Hipolito Gutierrez, Parent
Driscoll's
Brenda Herrmann, Conservation Administrator
California Conservation Corps
James Howes, Assistant Director, ROP
Santa Cruz County Office of Education
Christine Johnson-Lyons, Executive Director
Community Action Board of Santa Cruz County
Scott MacDonald, Chief Probation Officer
Santa Cruz County Probation Department
Bill McCabe, Youth Services Director
Santa Cruz Community Counseling Center
Denise O'Laughlin, Director of Human Resources
Chaminade Resort & Spa
Jenny Panetta, Principal Administrative Analyst
Housing Authority Santa Cruz County
Rock Pfothenhauer, Dean of Instruction, CEED
Cabrillo College
Sarai Zayas, Administrative Assistant
Santa Cruz County Office of Education

WIB DIRECTOR:
David Mirrione

The Chair called the meeting to order at 3:00 p.m., at which time a quorum was not established. A quorum was established at 3:04 p.m.

Members in Attendance:

John T. Collins, II	Brenda Burks-Hermann
Christine Johnson-Lyons	Rock Pfothenhauer
Jo Ann Allen	Hipolito Gutierrez
Sarai Zayas	Shareen Bell

Members not in Attendance:

Carol Siegel	Scott MacDonald
Jenny Panetta	Bill McCabe
Christina Cuevas	Denise O'Laughlin

Staff in Attendance:

David Mirrione	Teresita Hinojosa
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Guests:

Gilbert von Studnitz	Sarah Ferguson
Katie Liermann	

SUBJECT: Welcome and Introductions

DISCUSSION: Chair John Collins welcomed all present.

SUBJECT: Changes to the Agenda

DISCUSSION: Item D.2 was moved to before D.1.

SUBJECT: Public Comment

DISCUSSION: None.

SUBJECT: Chair/Director's Comments

DISCUSSION: The YC Chair reported on the NAWB conference including comments regarding the sequestration, strategic planning for long range perspectives, the Pittsburgh youth model program, meeting with members of congress, and the Skills Act legislation update.

The WIB Director reported on the NAWB conference; social media site for WFSCC to be launched very soon; and working on branding in the community for business outreach through a contract with Shoreline Workforce Development Services which will

also include the ability to directly send participants job leads. John Collins suggested that the WIB brand be reviewed and evaluated based on the new branding by WFSCC.

SUBJECT: Approval of January 9, 2013 Minutes

DISCUSSION: The Chair opened the floor for any corrections and/or additions to the meeting minutes.

ACTION: Approve January 9, 2013 Minutes

STATUS: Motion to Approve: JoAnn Allen
Motion Seconded: Sarai Zayas
Abstentions: Rock Pfothenhauer, Shareen Bell
Committee Action: All voted in favor minus abstentions; motion passed.

Consent Item

SUBJECT: C.1 Youth Services Financial and Performance Status with Participation Information Report 3rd Quarter of PY 2012-13

ACTION: Approve Consent Agenda Item C.1

STATUS: Motion to Approve: Brenda Burks-Hermann
Motion Seconded: Rock Pfothenhauer
Abstentions: Jo Ann Allen, Sarai Zayas
Committee Action: All voted in favor minus noted abstentions; motion passed.

Discussion or Review Action Items

SUBJECT: D.1 Youth Council Strategic Planning Report for PY 2012-13 and Priority Actions for PY 2013-14

DISCUSSION: Staff reviewed the WIB Strategic Plan 2011-14 Youth Council 2012-13 goals and accomplishments. For Item 3.1, it was recommended that the next meeting devote a part of the meeting to review demonstrations of on-line tools that may be of interest to members and potentially may be utilized by the WIA Youth Services contractor. The on-line tools included LearnUp.me, American Hotel and Lodging, and Career Builder/EMSI.

For Item 4.1, it was discussed that the Hospitality sector has been completed, therefore drop it off the members to be recruited; Driscoll's to be asked for a Food Service representation via a WIB board member; and a Pre-apprenticeship/Labor member be recruited.

ACTION: Review and Approve Action Item D.1

Approve recruitment of Pre-apprenticeship/Labor member, drop Hospitality sector, keep other sectors and continue to recruit new business members.

STATUS: Motion to Approve: Shareen Bell
Motion Seconded: Chris Johnson-Lyons
Abstentions: None
Committee Action: All voted in favor; motion passed.

SUBJECT: D.2 WIA Youth Services Contract Procurement for PY 2013-14

DISCUSSION: Staff reviewed the WIA Youth Services contract procurement process for PY 2013-14, which included three Council members whom volunteered to be part of the Contract Work Group (Carol Siegel, Scott MacDonald, and Christina Cuevas). The Work Group recommendations included:

- Continue to contract with COE for PY 2013-14
- Retain the use of subsidized WEX and if funding allows, increase the number of WEX hours available to youth
- Retain the current zip code for services to youth in the cities of Watsonville and Freedom. Explore ways to expand the program in specific areas of high need
- Continue the occupational certificate program (Hospitality, Tourism and Customer Service), and explore the potential expansion of industry certificate training programs
- Continue to provide services to the full range of WIA-eligible youth ages 14-21
- Maintain enrollment level as funding will allow

Further dialogue also included discussion of the John Muir Charter School (JMCS) high school diploma program. JoAnn Allen of COE, the current WIA Youth Services contractor, agreed to work with Brenda Burks-Hermann of CCC to explore JMCS and other charter schools programs.

ACTION: Review and Approve Action Item D.2

Approve contract recommendations for PY 2013-14 as recommended by the Contract Work Group.

STATUS: Motion to Approve: Rock Pfothenauer
Motion Seconded: Brenda Burks-Hermann
Abstentions: Jo Ann Allen, Sarai Zayas, Chris Johnson-Lyons
Committee Action: All voted in favor minus noted abstentions; motion passed.

SUBJECT: D.3 DRAFT PY 2012-13 Monitoring Report for WIA Youth Services Program Santa Cruz County Office of Education

DISCUSSION: Discuss and Approve the WIB Monitoring Report for Workforce Investment Act Youth Service Provider – Santa Cruz County Office of Education

ACTION: Review and Approve Action Item D.3

STATUS: Motion to Approve: Brenda Burks-Hermann
Motion Seconded: Rock Pfothenauer
Abstentions: Chris Johnson-Lyons, Sarai Zayas
Committee Action: All voted in favor minus noted abstentions; motion passed.

SUBJECT: D.4 Work4Youth – Summer Youth Employment Program Updates

DISCUSSION: Sarah Ferguson, Project Coordinator for the W4Y, briefly discussed the Work4Youth program including the on-line applications of 200+ applicant's demographics, the job application process, and the workshops that youth are attending in preparation for summer jobs. Additionally, the BRAVO! event was discussed and possible future events to try and bring in more businesses and donors.

ACTION: Review and Accept Action Item D.4

STATUS: Motion to Approve: Chris Johnson-Lyons
Motion Seconded: Rock Pfothenauer
Abstentions: None
Committee Action: All voted in favor; motion passed.

Information Items

SUBJECT: I.1 Youth Council Attendance Roll Call

ACTION: None Required

SUBJECT: I.2 Annual Youth Council Meeting Schedule for PY 2013-14

DISCUSSION: The Council agreed to the dates except to change the proposed December 18, 2013 meeting date to December 11, 2013.

ACTION: None Required

SUBJECT: I.3 John Muir Charter School

ACTION: None Required

SUBJECT: I.4 Labor Market Information

ACTION: None Required

Announcements / Information Sharing

Brenda Burks-Hermann announced that California Conservation Corp is trying to hire youth for 3 positions currently available in the area. She will forward the job announcement to all Council members.

Chris Johnson-Lyons thanked and acknowledged the WIB Director for providing assistance for the Community Restoration Project in developing their website.

Meeting adjourned at: 4:29 PM

Next Meeting: September 25, 2013 @ 3:00 PM
WIA Youth Services – Sueños Program
17 Aspen Way, Watsonville, CA 95076