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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

Workforce Investment Board
Comprehensive Economic Development Strategy
(CEDs) Committee
May 15, 2013 @ 9:00 AM
Human Services Department
1000 Emeline Ave., Santa Cruz, CA

The Chairperson called the meeting to order at 9:10 a.m.

Committee Members in Attendance

Goldstein, Jamie	City Manager, City of Capitola
Mason, Barbara - <i>Alt</i>	Econ Develop Coordinator, County of SC
Previsich, Kathy	Director, County of SC Planning Dept
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co

Committee Members Absent

Ando, Steve	City Manager, City of Scotts Valley
Dlott, Jo Anne	VP Human Resources, SureHarvest
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville
Slack, Ron - <i>Chair</i>	Publisher, Good Times
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

Staff in Attendance

Mirrione, David	WIB Director
Gray, Lacie	WIB Sr Analyst

Guests

Foster, Joe	Santa Cruz County Business Council
Murtha, Ellen	Workforce SC County Business Services
Svensson, Doug	Applied Development Economics

Subject: Welcome

Discussion: The Vice-Chair welcomed Committee Members, staff and a guest and had guests introduce themselves.

Subject: Public Comment

There was no public comment.

Subject: Vice-Chair Comment

No quorum so the group made recommendation(s) to send to the Executive Committee and WIB.

Subject: Approval of the January 23, 2013 Meeting Minutes

Discussion: There was no discussion.

Recommendation: *No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.1 WIB Strategic Plan and CEDS Action

Discussion:

Action: *No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:*

Recommendation: *Review potential Action Items for the 2012-13 CEDS Committee that relate to the WIB strategic plan*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.2 Planning for 2012 CEDS Update

Discussion: The WIB Director provided a letter to the group from the Economic Development Administration providing formal approval of the 2012 CEDS Plan Update.

Action: *No quorum so the group made the following recommendation (s) to forward to the Executive Committee and WIB:*

Recommendation: *Accept Status Report on 2012 Comprehensive Economic Development Strategy (CEDS) Annual Performance Update*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.3 Planning for PY 2013-14 CEDS Operations

Discussion: The WIB Director provided a letter to the group from the Economic Development Administration providing formal approval of the request for an extension of the 2007 Five-Year CEDS Plan, allowing an Update to be completed for 2013, due in early 2014.

The group discussed option for moving forward with the CEDS Plan Update for 2013 and recommended going with Proposal B—most work done by County Staff, data provided by County, and contractor on an hourly contract to complete product.

Action: No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:

Recommendation: *Approve Plan for 2013-14 CEDS Operations, including formal request to EDA for Extension;*

- *Plan for 2013 CEDS Update, including discussing options; (the group recommended going with Proposal B—most work done by County Staff, data provided by County, and contractor on an hourly contract to complete product)*
- *Authorize staff to develop a final plan and hire a contractor accordingly; and*
- *Discuss any special projects to compliment CEDS planning, if recommended.*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.4 WIB Workforce Services for Business and WIB Business Services Committee

Discussion: The WIB Director briefly discussed the name change from Business Council to Business Services Committee as well as next steps for the Committee's formation.

Action: No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:

Recommendation: *Discuss WIB Services for Business and Business Services Committee Formation*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.5 Outcome of Testing of Project Ranking Tool

Discussion: Doug Svensson of Applied Development Economics (ADE) reviewed the purpose of the tool—to help jurisdictions determine which project should go forward first as an application to the Economic Development Administration should two jurisdictions want to submit projects at the same time. He also reviewed how to use the tool and went over the examples ADE developed of the tool in use. The group discussed the tool's function and purpose and other possible uses for it. Doug Svensson will forward the tool to WIB staff for dissemination to the group.

Action: No quorum so the group made the following recommendation(s) to forward to the Executive Committee and WIB:

Recommendation: *Discuss Outcome of CEDS Committee EDA Proposal Submission Ranking Tool*

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Discussion and Action Items

D.6 Jurisdictional Report and Discussion on Economic Development and any Early Alerts

Discussion: The jurisdictions present, the County of Santa Cruz and City of Capitola, provided updates on local and regional economic development strategies.

Status: Motion to Approve: N/A
Motion Seconded: N/A
Abstentions: None
Committee Action: The Committee recommended forwarding this item to the Executive Committee for action.

Subject: Information Items

I.1 Labor Market Information

I.2 Rapid Response and Early Alert Information

Action: No action taken

Discussion: The Committee reviewed current Labor Market Information and Rapid Response information.

Meeting adjourned at 10:27 a.m.

Next Meeting: September 18, 2013 @ 9:00 AM
Human Services Department
1000 Emeline Avenue
Santa Cruz, CA