



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

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 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 Protenhauer, Dean of Instruction, 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

**Workforce Investment Board
Executive Committee**

**Wednesday, May 22, 2013 @ 8:30 a.m.
1000 Emeline Avenue, Santa Cruz, CA**

The Chair called the meeting to order at 8:38 a.m.

Committee Members in Attendance

O' Laughlin, Denise	Director of HR Chaminade Resort & Spa
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

Gray, Lacie	WIB Sr. Analyst
Mirrione, David	WIB Director
Paz-Nethercutt, Sara	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 reported that Department of Labor released the budget for next program year. He will report out in more detail with the specific agenda item later in the meeting. EDD already affected by the sequestration with having to reduce its Unemployment Insurance call center hours of operation down to M-F from 8 am-12 pm only. Marketing efforts are continuing for all business services provided by the WIB. Director thanked Sr. Analyst Lacie Gray for her work as staff to the committee, she is being reassigned and Sara Paz-Nethercutt has been assigned to this committee.

Subject: Chair's Report

Discussion: The Chair thanked everyone for attending the meeting.

DIRECTOR:
David Mirrione

Subject: Approval of March 20, 2013 Minutes

Discussion: Vice Chair Carol Siegel called for the March 20, 2013 minutes to be approved.

Action: Approval of March 20, 2013 Minutes

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

Subject: Consent Items

- C.1 Committee Reports: Career Center, CEDS, Youth Council**
- C.2 WIA Youth Services Contract Procurement for PY 2013-14**
- C.3 Financial and Performance Status with Participant Information Report 3rd Quarter of PY 2012-13**
- C.4 WIB PY 2012-13 Monitoring Reports on WIA Youth Services County Office of Education, Fast Track to Work, Small Business Development Center, and Shoreline Workforce Development Services**
- C.5 Work4Youth – Summer Youth Employment Program Updates**
- C.6 Report on 2012 CEDS Performance Update**
- C.7 Planning for PY 2013-14 CEDS Operations**
- C.8 WIB Workforce Services for Business**
- C.9 Outcome of Testing Product Ranking Tool**
- C.10 WIB Policy Updates**

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

Action: Approve Consent Agenda Item C.1 through C.10

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

Subject: Report Items R.1, R.2

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

Discussion: The Director reported out on the items, there was no discussion.

Status: N/A

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*

Discussion: The Committee reviewed the strategic plan goals and the director gave a brief update on the year-to-date progress as listed on the *Strategic Plan Status Report PY 2012-13*.

Action: The Committee discussed the item without formal action.

Status: N/A

D.2 WIB Strategic Planning Retreat

Recommendation and Action:

- ***Updates on Retreat Planning, including venues, facilitators, refreshments;***
- ***Direct staff to allow Executive Committee members to provide context for the value of a full day retreat at the June 5, 2013 WIB meeting so that the WIB can also better consider this format;***
- ***Change the WIB's meeting start time for October 30, 2013 to 9 am to allow set-up at the recommended venue; and***
- ***Direct staff to begin to secure, including developing contracts/purchase orders, for the venue, facilitator, refreshments for the retreat.***

Discussion: The Committee discussed the proposed start time change, venues, and full-day format including the proposed agenda for the event. Committee discussed the full-day meeting to run from 9:00 am-3:00 pm. Committee Member Howard Sherer asked that the Community Foundation venue be reviewed for capacity. In the past there have been up to 50 or more in attendance between board members and guests that may not fit comfortably with tables for a working lunch.

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

D.3 Discuss and Approve 2013-14 WIA Budget & Operations Plan

Recommendation and Action:

- ***Send proposed FY 2013-14 Budget for the formula WIA Adult, Dislocated Worker (DW), and Youth programs recommendations to the Workforce Investment Board's June 5, 2013 meeting; and***
- ***Authorize staff to begin program planning and negotiations with the WIA service providers based upon the State's May 8, 2013 FY 2013-14 budget release information for the Adult, DW, and Youth services and to begin to prepare contracts for approval by the County Board of Supervisors.***

Discussion: The Director gave a status update on the sequestration affects for PY 2013-14 and how that local budget will have lingering effects on program year budget 2014-15. This year the allocation was released one month later than last year and proposed budget to the Workforce Investment Board's June 5, 2013 meeting will have full proposed budget including a projected carry-in allocation. The Director also provided a visual characterization of how the federal fiscal year overlaps in part with the local program year. Due to the limited base allocation for Quarter 1 of PY 2013-14, service provision will be affected in that first quarter of PY 2013-14. Service providers with WIA contracts will especially be impacted during the first quarter providing limited to no services until October 1.

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

D.4 Update on PY 2013-14 Local Area Plan Modification, Approval and Public Comment Period

Recommendation and Action:

- **Approve the updated process, schedule for public comment, and submission to the State of the PY 2013-17 Local Plan;**
- **Schedule Meeting of the Executive Committee for Friday, June, 28, 2013 to review public comment; and**
- **Allow Director to develop formal, open public forum (June 11, 2013) for LWIA plan draft to solicit comments.**

Discussion: The Director presented the updated proposed calendar. Committee members asked that the special Executive Committee meeting proposed for Friday, June 28 not be scheduled at 8:30am. Staff will schedule accordingly.

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

D.5 Business Services Committee

Recommendation and Action: *Update on Business Council Formation*

Discussion: The Director provided an update on the WIB's Business Services Committee.

Action: The Committee discussed the item without formal action.

Status: N/A

D.6 Report on Nominations for Chairs/Co-Chairs

Recommendation and Action: *Review and Approve Slate of Candidates for 2013-14 to the Workforce Investment Board and its Subcommittees.*

Discussion: The Committee discussed the slate of officer candidates.

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

D.7 EMSI Report on SC County WIB Benefit-Cost Analysis

Recommendation and Action: *Briefly discuss the Scorecard Report on Santa Cruz County WIB: Benefit-Cost Analysis*

Discussion: The Director distributed the *EMSI Benefit-Cost Analysis of WIA Programs and Regional Economic Impact Analysis of WIB Operations Report* and gave an overview of the report.

Action: The Committee discussed the item without formal action.

Status: N/A

D.8 Individual Training Account and Supportive Services Cap Policies

Recommendation and Action:

- **Recommend an adjustment to the Individual Training Account (ITA) cap for the cost of training to \$3,500;**
- **Recommend an adjustment to the Supportive Services cap to \$200;**
- **Review and Approve the revised ITA Policy for Adult and Dislocated Workers (DW) for PY 2013-14; and**
- **Review and Approve the revised Support Services Policy for Adult and DW.**

Discussion: The Committee discussed the changes to the ITA policy and supportive service caps, asking the question, does WIA want to help more people with a lower scholarship amount or fewer people with a higher scholarship amount? The Director provided data on the ITA commitments for PY 2012-13. The average ITA committed was \$3,076 for Adult and \$3,000 for Dislocated Worker. The average OJT contract was \$3,178 for Adult and \$3,492 for Dislocated Worker. Approximately 40% of participants have been awarded an ITA commitment in excess of \$3,500.

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

D.9 2013-14 Draft WIB and Subcommittee Meeting Calendar

Recommendation and Action: *Review and Approve proposed Workforce Investment Board (WIB) Annual Meeting Calendar for Program Year (PY) 2013-14 and submit to Full Board for final approval.*

Discussion: The committee reviewed the calendar proposal.

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

D.10 Planning for June 5, 2013 WIB Meeting

Recommendation and Action: *Develop WIB meeting agenda outline*

Discussion: The committee discussed and developed the agenda for the June 5th meeting.

Status: Motion to Accept: Howard Sherer
Motion Seconded: Bob Williamson
Abstentions: None
Committee Action: All others 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 10:59 a.m.

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