



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 Pfothenhauer, 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
June 5, 2013 @ 8:30 am
Simpkins Family Swim Center
979 17th Avenue, Santa Cruz, CA 95062**

The Chair called the meeting to order at 8:39 a.m.

WIB Members in Attendance

Aman, Alan
Arsenault, Paul
Ayyad, Alia
Berry-Wahrer, Diane
Caput, Greg
Carroll, Jack
Cheney, Jack
Collins, John T., II
Delk, Marshall
Dion, Jim
Espinola, Cecilia

Gundersgaard, Jon
Hartmann, Andy
Heien, Janet
Hodges, Mark
Johnson-Lyons, Chris
Lambert, Julie
Pfothenhauer, Rock
Rodriguez, Francisco
Sherer, Howard
Siegel, Carol

Members Absent

Cuevas, Christina
Elliot, Russ
Hood, Dave
Kates, Corrie
Lara, Cesar
Mangelsen, Stephen
Miranda, Vicki

Morse, Rob
O' Laughlin, Denise
Palacios, Carlos
Slack, Ron
Tysseling, Bill
Williamson, Bob

Staff in Attendance

Mirrione, David
Gray, Lacie
Hinojosa, Teresita
Paz-Nethercutt, Sara

WIB Director
WIB Sr. Analyst
WIB Sr. Analyst
WIB Sr. Analyst

Guests

Barnes, Allen
Custodio, Valerie
Destout, Elyse
Goss, Denise
Murtha, Ellen
Tabachnick, Lysa
Thomae, Teresa
Timberlake, Ellen
Von Studnitz, Gilbert

Shoreline Workforce Development Services
Target
Photography by Elyse Destout
Santa Cruz Adult School
Shoreline Workforce Development Services
Santa Cruz Adult School
Small Business Development Center
Human Services Department
Employment Development Department

Subject: Welcome and Introductions

Discussion: Vice-Chair Carol Siegel welcomed new members. David Mirrione, WIB Director, then introduced Elyse Destout and Valerie Custodio, two recently nominated members being considered by the Board of Supervisors.

Subject: Public Comment

Discussion: Cecilia Espinola, Director of the Human Services Department (HSD), announced that the department had received a Covered California grant award for the Health Benefits Exchange to provide outreach and education on the Affordable Care Act for Monterey, San Benito and Santa Cruz counties. Open enrollment will be from October 1, 2013 through March 31, 2014.

Subject: Chair/Director's Comments

Discussion: The WIB Director spoke briefly about the WIB's business services strategy including marketing and outreach efforts through the Workforce Santa Cruz County (WFSCC) to build awareness.

The WIB Director also mentioned the county social media efforts through the WFSCC and Employment Benefits Services Division (EBSD), a division of HSD that will have on-line job postings that have a uniform approach. It is expected that this service will be on the WFSCC website by July 1, 2013.

The WIB Director thanked Lacie Gray for her service as she is transferring to EBSD July 1. He also introduced Sara Paz-Nethercutt and Teresita Hinojosa, WIB Sr. Analyst staff who are taking over some of Lacie's duties.

Subject: Approval of the February 20, 2013 Meeting Minutes

Discussion: None

Action: Approve February 20, 2013 Meeting Minutes

Status: Motion to Approve: Julie Lambert
Motion Seconded: Jon Gundersgaard
Abstentions: John T. Collins II
Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: Consent Items C.1 through C.13

- C.1 Committee Reports: Career Center, CEDS, Youth Council
- C.2 WIA Youth Services Request for Proposal for FY 2013-14
- C.3 PY 2012-13, 3rd Qtr Financial Status/Participant Information
- C.4 WIB PY 2012-13 Monitoring Reports on County Office of Education, Cabrillo College Fast Track to Work and Small Business Development Center, and Shoreline Workforce Development Services
- C.5 Work4Youth – SYEP Updates
- C.6 WIB Services for Business and Business Services Committee
- C.7 2012 CEDS Annual Performance Update
- C.8 Planning for PY 2013-14 CEDS Operations

- C.9 CEDS Prioritization Testing Product Ranking Tool
- C.10 WIB Policy Updates
- C.11 ITA and Supportive Services Cap Policies
- C.12 EMSI Report on Santa Cruz County WIB Benefit-Cost Analysis
- C.13 2013-14 WIB and Subcommittee Meeting Calendar

Discussion: Jack Carroll requested information regarding employer survey scoring information on Item C.4, COE monitoring report. Christine Johnson-Lyons requested information on Item C.5, W4Y efforts. WIB Director reported that grants received to date included CAB \$4,000 from Wells Fargo, and \$7,000 from United Way. Howard Sherer requested that item C.11, ITA policy be pulled for discussion. Item C.11 became D. 6.

Action: Review and Approve Consent Agenda Items C.1 – C.13 with the exception of Item C.11, moved to Item D.6

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Jack Carroll
 Abstentions: John T. Collins II, Rock Pfothauer (C.3, C.4),
 Christine Johnson-Lyons (C.2, C.3, C.4)
 Committee Action: All voted in favor except the noted abstentions; motion passed.

Subject: Presentation

- **WIB Member Highlighted:** Jack Cheney, Wonderfully Raw Gourmet
- **Partner Members Highlighted:** Teresa Thomae, Small Business Development Center

Discussion: WIB Vice-Chair Carol Siegel introduced Jack Cheney, CFO of Wonderfully Raw Gourmet. Mr. Cheney discussed the Wonderfully Raw Gourmet Company and how it was developed as a result of his wife’s personal medical needs and the changing eating habits of the family to primarily vegetables and fruits. The company has grown to 2,000 markets nationwide. They could not have done this growth without the assistance of the Community Action Board and affiliates who provided the initial eight employees for the company, all of which were CalWORKS and Smart Hire participants. Currently, the company is in a 3,600 square foot building and is looking to expand locally, however other areas are being considered due to tax breaks and business packages offered by local governments. They would prefer to stay locally and are stocking product at New Leaf, Whole Foods, Food Bin, Staff of Life, Deluxe Foods, and Nob Hills/Ralphs stores.

Teresa Thomae of the Small Business Development Center (SBDC) at Cabrillo discussed the services provided by the Center through Rapid Response funding for the last two years. A synopsis of activities was handed out along with an overview of how referrals are made for services. SBDC has supported 132 businesses from July 1, 2012 through May 31, 2013, helped retain 90 jobs as a result of support, and provided 726 counseling hours to businesses.

Action: No action required for this item.

Discussion and Action Items D.1-D.6

Subject: D.1 Actions and Progress WIB’s Strategic Plan

Discussion: WIB Director provided a brief update on the updating of policies and procedures as part of the Executive Committee and WIB’s direction in moving these items

forward to the appropriate committees for approval. One such item was on the agenda for approval.

Action: No action required for this item.

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

Discussion: Howard Sherer, Executive Committee lead for the Nominating Committee, briefly reported on the election slate of candidates to the WIB and its Subcommittees.

Action: Approve the proposed Slate of WIB Officers for 2013-14 to the WIB with the exception of Elyse Destout until her appointment is approved by the Board of Supervisors.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Greg Caput
Abstentions: John T. Collins II
Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: D.3 Discuss WIB Retreat/Strategic Planning

Discussion: The WIB Director briefly discussed progress on the retreat to be held on October 30, 2013 at the Community Foundation Santa Cruz County for six hours, from 9:00 am to 3:00 pm, with a working lunch, and secure the services of John Baker as the facilitator.

Action: Approve the recommended changes.

Status: Motion to Approve: Jon Gundersgaard
Motion Seconded: Jack Carroll
Abstentions: John T. Collins II
Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: D.4 Discuss 2013-14 WIA Budget & Operations Plan

Discussion: WIB Director discussed the federal funding requirements for program years versus federal fiscal years, and the impact on program budgets and contracting. Additionally, sequestration impacts were discussed, and Gilbert von Studnitz, Regional Advisor from EDD, provided an update on what other WIB's are doing to adjust program budgets due to both these issues.

A separate document was provided at the meeting that explained the budget, WIA and WIB staffing, proposed funding amounts for WIA training and support services, contractor budgets, and Rapid Response services.

Christine Johnson-Lyons expressed concern over the greater budget cut to the Youth program above the -7.7% for a total of -11.43%, and how tragic this impact will take on the number of youth that'll be able to be served. It was recommended that strategies to maintain funding were necessary and that the WIB should go on record to oppose with legislators continuing sequestration for the next year.

Action:

- **Approve the proposed FY 2013-14 budget as presented for the WIA Adult, Dislocated Worker (DW), and Youth programs,**
- **Authorize staff to begin program planning and negotiating with WIA service providers, and prepare contracts for approval by the Board of Supervisors.**

Status: Motion to Approve: Julie Lambert
Motion Seconded: Marshall Delk
Abstentions: John T. Collins II, Rock Pfothenauer, Christine Johnson-Lyons
Committee Action: All voted in favor except the noted abstentions; motion passed.

Subject: D.5 Discuss Process for LWIA Plan Modification for 2013-14

Discussion: WIB Director reviewed the LWIA plan process, the proposed public comment schedule, submission of the of the plan to the State, scheduling of the Executive Committee to review public comments on June 28, 2013, authorize the Executive Committee to act on behalf of the WIB on all matters related to the LWIA plan completion, and allow the WIB Director to develop a formal, open public forum (June 11, 2013) for LWIA plan draft to solicit comments.

Action: Approve staff recommendations.

Status: Motion to Approve: Jon Gundersgaard
Motion Seconded: Alia Ayyad
Abstentions: John T. Collins II
Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: D.6 Discuss ITA and Supportive Services Cap Policies

Discussion: Howard Sherer asked that item C.11 be pulled from Consent agenda for further discussion. It was noted that \$3,500 is the average cap and adjustments can be made based on need. It was mentioned by Cecilia Espinola that in the past a maximum of dollars for ITA's has been provided for participants, however the data shows that less is used by participants than the policy allows for. It was recommended that this be reviewed on a regular basis as a mid-year report and monitor the policy.

Action:

- **Approve the recommended ITA adjustment cap to \$3,500,**
- **Approve the recommended Supportive Services cap to \$200,**
- **Approve the revised ITA policy for Adult and Dislocated Workers (DW) for PY 2013-14,**
- **Approve the revised Supportive Service Policy for Adult and DW, and**
- **Report at mid-year on ITA policy and usage, and monitor the policy on a regular basis.**

Status: Motion to Approve: Howard Sherer
Motion Seconded: Cecilia Espinola
Abstentions: John T. Collins II, Alia Ayyad
Committee Action: All voted in favor except the noted abstentions; motion passed.

Subject: Presentation

- **National Association of Workforce Boards Conference (NAWB) Highlights**
- **Workforce and Economic Development Conference Highlights**

Discussion: WIB Director reported that Ron Slack, Carol Siegel, and he attended the NAWB conference. A new national initiative called *Just Add 1*, which encourages businesses

to add just one more job, is being explored. This national approach will be developed further and updates provided on progress. The Skills Act (reauthorization) is the same as last year with no new changes.

WIB Director reported on the Earn and Learn labor conference attended by Bob Williamson and WIB staff. The conference provided information on pre-apprenticeships, apprenticeships, and potential funding that could provide training for apprenticeships, and new models of pre-apprenticeship to apprenticeship programs that are union based, with jobs attached to the training.

Report Items R.1 – R.3

Subject: R.1 Update on Efforts to Recruit WIB Business Members

Discussion: WIB Director David Mirrione discussed his recruitment plan and efforts to date and the two new members (Elyse Destout and Valerie Custodio) being moved forth to the Board of Supervisors for approval.

Action: No action required for this item

Subject: R.2 WIB Actions Update on Grants, Proposals, Legislation and Regional Activities

Discussion: WIB Director David Mirrione briefly discussed the ETN services that will no longer be available and other related WIB activities.

Action: No action required for this item.

Subject: R.3 National Association of Workforce Boards (NAWB) Report

Discussion: WIB Director David Mirrione briefly discussed the NAWB conference and other associated WIB activities throughout various items as noted above.

Action: No action required for this item.

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 10:35 am

Next Meeting: October 30, 2013 @ 9:00AM
Community Foundation Santa Cruz County
7807 Soquel Dr., Aptos