



**Workforce Investment Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, August 28, 2013 @ 8:30 am**

1000 Emeline Avenue  
Santa Cruz, CA 95060  
(831) 454-4873  
[www.santacruzwb.com](http://www.santacruzwb.com)

**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

**Allia 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

**Valerie Custodio, Store Team Leader**  
Target

**VACANT**  
National Council on the Aging

**Marshall Delk, Vice President**  
Lighthouse Bank

**Elyse Destout, Owner**  
Photography by Elyse Destout

**James Dion, Employment Program Manager**  
Employment Development Department

**Russ Elliot, Sr. VP / Human Resources Director**  
Bridge Bank

**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 Pfothauer, Dean of Instruction, CEED**  
Cabrillo College

**Francisco Rodriguez, President**  
PVFT Union, Local 1936

**Howard Sherer, Chief Executive**  
Hutton Sherer Marketing

**William Tysseling, Executive Director**  
Santa Cruz Area Chamber of Commerce

**Robert Williamson, Business Representative**  
IATSE, Local 611

**DIRECTOR:**  
David Mirrione

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**The Chair called the meeting to order at 8:27am.**

**Committee Members in Attendance**

Collins, John T., II	Senior VP, Goodwill Industries
Destout, Elyse	Owner, Photography by Elyse Destout
Siegel, Carol, Vice Chair	Employment Mgr., SC Seaside Company
Slack, Ron, Chair	Publisher, Good Times
Williamson, Robert	Business Rep, IATSE Local 611

**Committee Members Absent**

O' Laughlin, Denise	Director of HR Chaminade Resort & Spa
Sherer, Howard	Chief Executive, Hutton-Sherer Marketing

**Staff in Attendance**

Mirrione, David	WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst

**Guests**

Gail Groves,	Program Manager, Employment and Benefit Services Division
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**Subject: Welcome**

**Discussion:** Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

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**Subject: Public Comment**

**Discussion:** John Collins reported on his meeting with Mike Rossi, the Governor appointed, New Jobs Advisor about the local plan submitted to the State. He also discussed the WIB's strategic local plan and received positive feedback on the local approach.

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**Subject: Director's Report**

**Discussion:** The Director gave an update on the common measure performance negotiations. The WIB was successful in reducing performance measures as follows:

<b>Adult and Dislocated Worker WIA Title 1B Common Measures Performance Goal</b>	<b>Participant Categories</b>	<b>PY 2012-13 State Goals</b>	<b>PY 2013-14 State Goals (Proposed)</b>	<b>PY 2013-14 State Goals (Negotiated)</b>
Entered. Employment Rate	Adult	73.0%	82.2%	74.7%
	DW	73.0%	80.0%	72.7%
Retention Rate (2 <sup>nd</sup> & 3 <sup>rd</sup> Quarters after exit)	Adult	78.0%	90.9%	83.0%
	DW	81.0%	93.9%	86.0%
Average Earnings (2 <sup>nd</sup> & 3 <sup>rd</sup> Quarters after exit)	Adult	\$ 12,500	\$ 21,371	\$ 15,000
	DW	\$ 13,500	\$ 17,179	\$ 14,500

<b>Youth WIA Title 1B Common Measures Performance Goal</b>	<b>PY 2012-13 State Goals</b>	<b>PY 2013-14 State Goals (Proposed)</b>	<b>PY 2013-14 State Goals (Negotiated)</b>
Entered Education or Employment Rate	72.0%	73.7%	70.5%
Attained Degree or Certificate	60.0%	86.0%	70.0%
Literacy & Numeracy Gain	54.0%	99.9%	75.0%

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**Subject: Chair's Report**

**Discussion:** The Chair thanked everyone for attending the meeting.

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**Subject: Approval of June 28, 2013 Minutes**

**Discussion:** Chair Ron Slack called for the June 28, 2013 minutes to be approved.

**Action: Approval of June 28, 2013 Minutes**

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Bob Williamson  
Abstentions: John Collins, Elyse Destout  
Committee Action: All others voted in favor; motion passed.

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**Subject: Report Item R.1**

**R.1 Update on Efforts to Recruit WIB Business Members**

**Action:** The item was discussed.

**Status:** N/A

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**Subject: Discussion and Action Items**

**D.1 Review and Approve Final PY 2013-14 WIA Budget with Carry-In**

**Recommendation and Action:**

- *Approve the proposed FY 2013-14 Budget with carry-in from 2012-13 for the formula WIA Adult, Dislocated Worker (DW), and Youth programs;*
- *Authorize WIB Director to adjust contract funding levels using carry-in funds; and*

- **Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.**

**Discussion:** The WIB Director reviewed the budget document referenced as Attachment to agenda item. There was some discussion over the Geographic Solution (GS) purchase order and whether the state would be allocating to cover those costs in the future with GS as the state vendor for the new California Workforce Services Network (CWSN) system which replaced CalJOBS and will be replacing the Job Training Automation (JTA) system.

**Status:** Motion to Approve: Bob Williamson  
Motion Seconded: Carol Siegel  
Abstentions: John Collins  
Committee Action: All others voted in favor; motion passed.

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## **D.2 Rapid Response Services for PY 2013-14**

### **Recommendation and Action:**

- **Approve WIB Rapid Response Services PY 2013-14, including recommended contracts; and**
- **Allow the WIB Director to determine how best to use unallocated funds and allocated funds if not fully expended.**

**Discussion:** Staff reminded the board that the Rapid Response budget is determined, in part, by the services provided in the previous year. Staff can only report to the state on Rapid Response services to businesses where there are more than 10 employees being laid-off. Santa Cruz County has many small locally owned and operated businesses who suffer layoffs affecting very small number of employees (less than 10) and those go unreported to the state.

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Bob Williamson  
Abstentions: John Collins  
Committee Action: All others voted in favor; motion passed.

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## **Subject: Information / Announcement Items**

### **I.1 Labor Market Information**

**Recommendation and Action:** *No action taken*

**Discussion:** This item was not discussed.

**Status:** N/A

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**Meeting adjourned at 9:35 a.m.**

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### **Next Meetings:**

**Executive Committee**  
**Wednesday, October 16, 2013**  
**Starting at 8:00 am**  
**1000 Emeline Ave., Santa Cruz**

**Workforce Investment Board**  
**Wednesday, October 30, 2013 @ 8:30 am**  
**Community Foundation of Santa Cruz County**  
**7807 Soquel Dr., Aptos**