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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
September 18, 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

Dlott, Jo Anne	VP Human Resources, SureHarvest
Goldstein, Jamie	City Manager, City of Capitola
Hall, Joe - <i>Alt</i>	Mgmt. Professional, City of Santa Cruz
Mason, Barbara - <i>Alt</i>	Econ Develop Coordinator, County of SC
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co
Slack, Ron - <i>Chair</i>	Publisher, Good Times
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

Committee Members Absent

Ando, Steve	City Manager, City of Scotts Valley
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Previsich, Kathy	Director, County of SC Planning Dept
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville

Staff in Attendance

Mirrione, David	WIB Director
Hinojosa, Teresita	WIB Sr. Analyst

Guests

None

Subject: Welcome

Discussion: The Chair welcomed Committee Members and staff, and a quorum was established at 9:10 am.

Subject: Public Comment

Bill Tysseling extended an invitation to attend the Community Leadership Visit (CLV) Santa Cruz, to be held on October 27th and 28th, 2013. The focus is on innovations and inspirations that characterize and identify Santa Cruz County as a brand around the world. Further details will be sent to members.

Subject: Chair / WIB Director Comments

The WIB Director addressed the changes with sequestration and the potential federal government shutdown that may take effect on October 1, 2013.

Subject: Approval of the May 15, 2013 Meeting Minutes

Discussion: There was no discussion.

Action: Recommend approval of May 5, 2013 Meeting Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bill Tysseling
Abstentions: Ron Slack
Committee Action: All voted in favor except for the abstention noted, recommendation passed.

Subject: Discussion and Action Items

D.1 WIB Strategic Plan 2013-14 CEDS Action

Discussion: WIB Director reviewed the WIB 2011-14 Strategic Plan goals and the CEDS benchmarks and related progress to-date.

Action: Approve the 2013–14 CEDS Strategic Plan goals.

Status: Motion to Approve: Barbara Mason
Motion Seconded: Joe Hall
Abstentions: None
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.2 Updates on 2013 CEDS Planning, Status Reports and Planning for PY 2013-14 CEDS Operations

Discussion: WIB Director reviewed the cost effectiveness of completing the update through WIB and County Planning staff and jurisdictional support, which would lower the share of costs by jurisdiction. Share of costs will be based on the 2010 census population data. WIB and Planning staff will do a portion of the data gathering and rely on each jurisdiction to provide their data.

A suggestion was made by Bill Tysseling that when a grant is received, a percentage of that grant is returned to the share of costs pot. Also, utilize other local data gathering such as the United Way Community Assessment Project through Applied Survey Research.

Action: Plan for Jurisdictions to provide data needed for CEDS Updates; and Overall CEDS Update development of Plan, including draft calendar and deadlines for the jurisdictions.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Jaime Goldstein
Abstentions: None
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.3 2013 CEDS Update Calendar of Deliverables

Discussion: There was no discussion.

Action: Approve the CEDS Calendar of Deliverables

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bill Tysseling
Abstentions: None
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.4 Jurisdictional Report and Discussion on Economic Development and any Early Alerts

Discussion: Each jurisdiction present gave a brief update on its economic development efforts.

Action: The Committee accepted jurisdictional reports on economic development activities without taking formal action.

Subject: Information Items

I.1 Labor Market Information

I.2 Rapid Response and Early Alert Information

Discussion: The Committee was referred to the Information Items for reference.

Action: No action taken

Meeting adjourned at 10:20 a.m.

**Next Meeting: January 22, 2014 @ 9:00 AM
Human Services Department
1000 Emeline Avenue
Santa Cruz, CA**