



**Workforce Investment Board  
Youth Council**  
September 25, 2013 @ 3:00 PM  
WIA Youth Services Sueños Program  
17 Aspen Way, Watsonville, CA 95076

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

**YOUTH COUNCIL MEMBERS:**

*John T. Collins, II, Chair*  
Goodwill Industries  
*Elyse Destout, Vice Chair*  
Photography by Elyse Destout  
*Jo Ann Allen, Coordinator, Student Support Services*  
Santa Cruz County Office of Education  
*Shareen E. Bell, Executive Director*  
Your Future Is Our Business  
*Christina Cuevas, Program Director*  
Community Foundation of Santa Cruz County  
*Hipolito Gutierrez, Parent*  
Driscoll's  
*Brenda Herrmann, Conservation Administrator*  
California Conservation Corps  
*James Howes, Assistant Director, ROP*  
Santa Cruz County Office of Education  
*Bill McCabe, Youth Services Director*  
Santa Cruz Community Counseling Center  
*Denise O'Laughlin, Director of Human Resources*  
Chaminade Resort & Spa  
*Jenny Panetta, Principal Administrative Analyst*  
Housing Authority Santa Cruz County  
*Rock Pfothenauer, Dean of Instruction, CEED*  
Cabrillo College  
*Sarai Zayas, Administrative Assistant*  
Santa Cruz County Office of Education  
*Robert Williamson, Business Representative*  
IATSE, Local 611

**WIB DIRECTOR:**  
David Mirrione

The Chair called the meeting to order at 3:00 p.m., at which time a quorum was established.

**Members in Attendance:**

Jo Ann Allen	Scott MacDonald
Shareen Bell	Bill McCabe
John T. Collins, II	Denise O'Laughlin
Elyse Destout	Jenny Panetta
Brenda Burks-Hermann	Bob Williamson
James Howes	Sarai Zayas
Christine Johnson-Lyons	

**Members not in Attendance:**

Christina Cuevas	Hipolito Gutierrez
Rock Pfothenauer	

**Staff in Attendance:**

David Mirrione	Teresita Hinojosa
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**Guests:**

Beatriz Muñoz	Celeste Gutierrez
Gilbert von Studnitz	Sarah Robey
Erin Nelson-Serrano	

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**SUBJECT: Welcome and Introductions**

**DISCUSSION:** Chair John Collins welcomed all present and introductions were made.

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**SUBJECT: Changes to the Agenda**

**DISCUSSION: None.**

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**SUBJECT: Public Comment**

**DISCUSSION:** JoAnn Allen announced that Celeste Gutierrez is being nominated today as the new youth representative and a former Sueños participant. Sarai Zayas will be resigning and Elden Arroyo will be replacing her by the December 11, 2013 meeting.

The WIB Director acknowledged the years of dedication and service on the Youth Council of Christine Johnson-Lyons and Scott MacDonald. Both were given Certificates of Appreciation for their volunteer time on the Youth Council and to thank them for providing their expertise on youth in the community.

The WIB Director also announced the resignation of Carol Siegel from the Youth Council due to her serving as the Vice-Chair of the WIB, Executive and CEDS committees and sitting on the new Business Services Committee.

**SUBJECT: Chair/Director's Comments**

**DISCUSSION:** The Youth Council Chair reported on the Meeting of the Minds conference in Monterey in September including comments regarding data driven issues and legislation. He also commented on the presentation by Steve Levy, finding jobs on-line, career navigators, On-the-Job Training on-line training, regional collaboration, new logo, and new CalJOBS. Additionally, the WIB Executive Committee attended the LWIA Plan meeting with the state CWIB, and met with the Executive Director and the Chair.

The Chair also mentioned that when replying to emails to the committee, to reply only to sender not to ALL, as this can be considered a Serial Meeting which is a violation of the Brown Act.

The WIB Director reported on the new minimum wage law was passed that increases wages effective July 1, 2014, awaiting news of the LWIA Plan approval by the state, and the California Workforce Services Network (CWSN) was delayed 30 more days from December 9, 2013. The state EDD has indicated that there will be seven new performance measures, but it is unknown how youth services will be impacted, and a waiver may be available. The expectation is that the new additional measures will be implemented as of July 1, 2014.

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**SUBJECT: Approval of April 24, 2013 Minutes**

**DISCUSSION:** The Chair opened the floor for any corrections and/or additions to the meeting minutes. Jim Howes was shown as not in attendance but was in fact at the meeting; item to be corrected.

**ACTION: Approve April 24, 2013 minutes with the correction of Jim Howes being present.**

**STATUS:** Motion to Approve: Brenda Burks-Hermann  
Motion Seconded: Shareen Bell  
Abstentions: JoAnn Allen, Sarai Zayas, Chris Johnson-Lyons,  
Scott MacDonald, Bill McCabe  
Committee Action: All voted in favor minus abstentions; motion passed.

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***Consent Item***

**SUBJECT: C.1 Youth Services Financial and Performance Status with Participation Information Report 4<sup>th</sup> Quarter of PY 2012-13**

**ACTION: Approve Consent Agenda Item C.1**

**STATUS:** Motion to Approve: Shareen Bell  
Motion Seconded: Scott MacDonald  
Abstentions: Jo Ann Allen, Sarai Zayas, Chris Johnson-Lyons  
Committee Action: All voted in favor minus noted abstentions; motion passed.

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***Discussion or Review Action Items***

**SUBJECT: D.1 Youth Council Strategic Planning Report for PY 2012-13**

**DISCUSSION:** The WIB Strategic Plan 2011-14 Youth Council 2012-13 goals and accomplishments were reviewed. For Item 4.1, it was discussed that with the resignation of Carol Siegel of the Santa Cruz Seaside Company and one of the representatives for the Hospitality sector, a new business member will need to be recruited. Suggestions included Denise O' Laughlin contacting Whittings and the Visitors Bureau may be able to help lead the search; Limited would be contacted by JoAnn Allen; Denise O' Laughlin would contact the agricultural sector including the water board, and staff would contact Pam Sanborn of Cabrillo's Allied Health Division. Elyse Destout, a new Youth Council member and Vice-Chair, is a business representative and member of the WIB board.

**ACTION:** Reviewed and accepted updates to the plan, and comments and suggestions from members; no action was taken.

**STATUS:** Committee Action: None.

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**SUBJECT:** D.2 Nomination for Youth Council Membership

**DISCUSSION:** Nomination of Celeste Gutierrez to the Youth Council.

**ACTION:** Review and Approve Action Item D.2

**STATUS:** Motion to Approve: Jenny Panetta  
Motion Seconded: Elyse Destout  
Abstentions: None.  
Committee Action: All voted in favor; motion passed.

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**SUBJECT:** D.3 Procurement for WIA Youth Services Contract for FY 2014-15 through 2017-18

**DISCUSSION:** Staff reviewed the WIA Youth Services contract procurement process for PY 2014-15, reminding the Youth Council of the background for the state required competitive procurement. Staff also asked that anyone present with potential conflicts of interest to not participate in the discussion, or offer opinions. Staff reviewed the various pieces requiring action be taken on each item.

Various questions were asked by Youth Council members.

- Do we have to do the RFP? Yes
- Is timeline fair? Very tight timeline to meet the General Services Department Procurement Division requirements, to meet Executive Committee, WIB board and Board of Supervisors meeting dates for approval, and finalizing a contract to take effect July 1, 2014.
- Will recommendations from the Ad-Hoc committee be brought back to the Youth Council for approval? No. Ad-Hoc Design/Evaluation Committee (Ad-Hoc Committee) will decide, and their recommendations will be moved forth to the Executive Committee and WIB for approval.
- Is it realistic to require high school diploma as a requirement and not a GED? How would this limit delivery of services? Add as a bonus? How do you link with existing schools? How do you define a Charter School? After much discussion, it was recommended that the Ad-Hoc Committee consider these questions and suggestions emphasizing high school diplomas.

- Location of service to remain the same? Promote quality services over spreading resources too thinly, and explore how to expand service areas. It was encouraged that this be considered in the proposal.
- Have any other state mandates come in since the last RFP requirements? No, however the state is currently considering seven new performance measures, and it's unknown at this time what impacts it will have on youth services.

Members were asked to volunteer to serve on the Ad-Hoc Design/Evaluation Committee and to email the WIB Director their interest in serving on the committee. It was explained to all members the need to keep the process free of conflicts of interest, objective and confidential.

**ACTION: Review and Approve Action Item D.3**

Approve staff recommendations:

- Approve timeline and implementation,
- Approve WIA Youth RFPs for 2014-15: Decision Points chart,
- Approve Chart of Criteria Elements
- Approve appointment of Ad-Hoc RFP Design/Evaluation Committee via confidential volunteering, and authorize the committee to determine design of youth services program and determine criteria for procurement,
- Approve WIA staff to take necessary steps for implementation of the RFP within the timelines required, and
- Considering high school diplomas and expanding service area to include Live Oak area.

**STATUS:** Motion to Approve: Brenda Burks-Hermann  
 Motion Seconded: Scott MacDonald  
 Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons, Jim Howes  
 Committee Action: All voted in favor minus noted abstentions; motion passed.

**SUBJECT: D.4 Supportive Services and Incentive Policies for Workforce Investment Act (WIA) Youth Services Participants and Service Providers**

**DISCUSSION:** Staff reviewed the proposed policy changes which are in alignment with the WIB's goals, and in part due to the sequestration resulting in the need to update Youth Services policies.

**ACTION: Review and Accept Action Item D.4**

**STATUS:** Motion to Approve: Jenny Panetta  
 Motion Seconded: Elyse Destout  
 Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons  
 Committee Action: All voted in favor minus noted abstentions; motion passed.

**SUBJECT: D.5 Annual Report on Youth Services for Program Year 2012-13 Santa Cruz County Office of Education**

**DISCUSSION:** JoAnn Allen, Santa Cruz County Office of Education (SCCOE) Supportive Services Manager/Sueños Program, reviewed the annual report. A longitudinal study of year-to-year growth in various program elements such as customer satisfaction with youth and employers, and worksites in the private sector was requested of the contractor to include in the report.

**ACTION: Review and Accept Action Item D.5**

**STATUS:** Motion to Approve: Scott MacDonald  
Motion Seconded: Brenda Burks-Hermann  
Abstentions: JoAnn Allen, Sarai Zayas, Christine Johnson-Lyons,  
Jim Howes  
Committee Action: All voted in favor minus noted abstentions; motion passed.

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**SUBJECT: D.6 Work4Youth – Summer Youth Employment Program Updates**

**DISCUSSION:** JoAnn Allen and Celeste Gutierrez of the SCCOE invited Youth Council members to participate in the upcoming W4Y benefit at the Bargetto Winery in Soquel on Friday, November 15. A silent auction, food and friends will all help raise local funds to employ youth during the summer. Youth Council members were asked to volunteer to sell tickets. Grants and funding were updated, and a brief summary of future program goals was discussed.

**ACTION: Review and Accept Action Item D.6**

**STATUS:** Committee Action: None.

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**SUBJECT: P.1 Charter School Feasibility Update**

**DISCUSSION:** JoAnn Allen, Student Support Services Manager for the WIA Youth Services Sueños Program, presented a feasibility study on the John Muir Charter School.

**ACTION: Review and Discuss the John Muir Charter School Research**

**STATUS:** Committee Action: None.

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***Information Items***

**SUBJECT: I.1 Youth Council Attendance Roll Call**

**ACTION:** None Required

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**SUBJECT: I.2 Labor Market Information**

**ACTION:** None Required

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***Announcements / Information Sharing***

None.

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Meeting adjourned at: 5:02 PM

**Next Meeting: December 11, 2013 @ 3:00 PM**  
**Community Foundation Santa Cruz County**  
**Aptos, CA 95003**