



1000 Emeline Avenue
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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
Carolyn Conner, HR Employment Representative
Safeway
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
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 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

**Workforce Investment Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, October 16, 2013 @ 8:30 am**

The Chair called the meeting to order at 8:40 am.

Committee Members in Attendance

Destout, Elyse	Owner, Photography by Elyse Destout
Sherer, Howard	Chief Executive, Hutton-Sherer Marketing
Siegel, Carol, <i>Vice Chair</i>	Employment Mgr., SC Seaside Company
Slack, Ron, <i>Chair</i>	Publisher, Good Times
Williamson, Robert	Business Rep, IATSE Local 611

Committee Members Absent

Collins, John T., II	Senior VP, Goodwill Industries
O'Laughlin, Denise	Director of HR Chaminade Resort & Spa

Staff in Attendance

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

Guests

Barnes, Allen	Shoreline Workforce Development Services
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Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests. Changes to the agenda included agenda items, I.3 and I.4 do not require a vote as the items specify.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director gave an update on the federal shutdown affects on our local WIA operations and services, which also included canceling the WIB retreat for later this month.

Subject: Chair's Report

Discussion: No comments.

Subject: Approval of August 28, 2013 Minutes

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

Action: Approval of August 28, 2013 Minutes

Status: Motion to Approve: Bob Williamson
Motion Seconded: Carol Siegel
Abstentions: None.
Committee Action: All voted in favor, motion passed

Subject: Consent Items C.1 through C.8

- C.1 WIA PY 2012-13 4th Quarter Fiscal Operations and Performance Update**
- C.2 Eligible Training Provider List Report for PY 2012-13**
- C.3 WIA Youth Services Contract Procurement FY 2014-15 through FY 2017-18**
- C.4 Youth Council Membership Nomination Approval**
- C.5 Correction Action Plan Response to State Monitoring**
- C.6 Supportive Services and Incentive Policies for WIB Youth Services Participants and Service Providers**
- C.7 Update on 2013-14 CEDS Operations**
- C.8 CEDS 2013 Update Calendar of Deliverables**

Action: Review and Approve Consent Agenda Items C.1 – C.8

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: None.
Committee Action: All voted in favor, motion passed

Subject: Report Items R.1 and R.2

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

Discussion:

- R.1** The Director spoke briefly about the nomination that is pending Board of Supervisors' appointment. The Director is also seeking to fill the remaining Business vacancies and the Older Worker Program vacancy. He is following up on some leads. Carol Siegel also has a couple of businesses that she will follow up with for potential interest.
- R.2** The Director gave an update on operations and funding.

Status: The Committee discussed the items without formal action.

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 Director gave a status update using the Strategic Plan Status Report.

Status: The Committee discussed the item without formal action.

D.2 Business Services Committee Slate of Members

Recommendation and Action: *Review and Approve Slate of Business Services Committee Members*

Discussion: The Committee reviewed and discussed the slate.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.3 Process for Nomination of WIB Business Services Committee Officers for 2013-14

Recommendation and Action:

- *Develop a WIB Officer Nominating Committee*
- *Develop a Slate of Business Services Committee Candidates for Election at the WIB's February 2014 meeting*

Discussion: The committee elected Howard Sherer as the chair of the nominating committee. The committee will not be completely slated with a chair and vice-chair until after the February 2014 full board meeting, Ron Slack will chair the first meeting scheduled for November 20, 2013.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.4 Annual WIB Report to the Board of Supervisors

Recommendation and Action: *For inclusion in the 2012 and 2013 Annual Report to the Board of Supervisors to be submitted in February 2014:*

- *Consider accomplishments and challenges to be include in the Workforce Investment Board Biennial Report.*
- *Direct the WIB Director to prepare the 2012 and 2013 Workforce Investment Board Report for the February 5, 2014 Executive Committee meeting, and WIB Board meeting of February 26, 2014, for approval and submission to the Board of Supervisors.*

Discussion: The Committee suggested the following accomplishments be included in the report: application for designation as a high-performing WIB; LWIA having met its program year goals; the accomplishments listed in the WIB strategic plan (D1); Work4Youth fundraising efforts for continuing the summer youth employment program; WIB Chair presentations at NAWB and CWA; Director's presentation to Santa Barbara County; regional efforts with other local WIBs; Business Service representative contract for workforce services for business community; opening of the Green Technology center at Cabrillo; opening of the WIA Youth center off county grounds.

Status: The Committee discussed the item and made recommendations without formal action.

D.5 American Job Center of California Brand Adoption and WIB Marketing Strategy

Recommendation and Action: *Review, Discuss, and take Action on the WIB's Marketing Strategy*

Discussion: The Director clarified the distinction between the federal branding, "American Job Center", and the state branding, "America's Job Center of California". Roundtable discussion was held of the options between the state branding as is or adding the state tagline to our local workforce brand name. Committee recommended adding the tagline to our local brand name

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Elyse Destout
Abstentions:	None.
Opposed:	Howard Sherer
Committee Action:	All others voted in favor, motion passed

D.6 WIB Policy – Priority of Service

Recommendation and Action: *Approve WIB Policy of Priority of Service*

Discussion: The director clarified that the policy only pertains to the ADULT category of WIA participants. No further discussion was held.

Status:

Motion to Approve:	Carol Siegel
Motion Seconded:	Bob Williamson
Abstentions:	None.
Committee Action:	All voted in favor, motion passed

D.7 Update on 2013-17 Local Strategic Plan

Recommendation and Action: *None*

Discussion: The Director gave a status update.

Status: The Committee discussed the item without formal action.

Subject: Information / Announcement Items

- I.1 Rapid Response and Early Alert Activities**
- I.2 Labor Market Information**
- I.3 Youth Program Annual Report**
- I.4 Work4Youth Annual Report**

Recommendation and Action: *No action taken*

Discussion: The items were not discussed.

Status: N/A

Meeting adjourned at 10:17 a.m.

Next Meetings: **Workforce Investment Board**
 Wednesday, October 30, 2013 @ 9:00 am
 Community Foundation of Santa Cruz County
 7807 Soquel Dr., Aptos

Executive Committee
Wednesday, February 5, 2014 @ 8:30 am
Human Services Department
1000 Emeline Ave., Santa Cruz