



SANTA CRUZ COUNTY

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873

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

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
October 30, 2013 @ 9:00 am
Community Foundation of Santa Cruz County
7807 Soquel Drive, Aptos, CA 95003**

The Chair called the meeting to order at 9:03 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
Cuevas, Christina
Custodio, Valerie
Delk, Marshall
Destout, Elyse
Dion, Jim
Espinola, Cecilia
Gundersgaard, Jon
Hartmann, Andy
Heien, Janet
Hodges, Mark
Hood, Dave
Johnson-Lyons, Chris
Lambert, Julie
Lara, Cesar
Morse, Rob
Palacios, Carlos
Pfothenhauer, Rock
Rodriguez, Francisco
Scherer, Howard
Siegel, Carol
Slack, Ron
Tysseling, Bill

Members Absent

Conner, Carolyn
Elliot, Russ
Kates, Corrie
Mangelsen, Stephen
Miranda, Vicki
O'Laughlin, Denise
Williamson, Bob

Staff in Attendance

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

Guests

Allen, JoAnn
Barnes, Allen
Carrillo, Teresa
Cracraft, Chris
De La Garza, Maria Elena
James, Mary Ann
Moore, Wil
Murtha, Ellen
Slater, Marie
Von Studnitz, Gilbert
Santa Cruz County Office of Education
Shoreline Workforce Development Services
WIA/Employment Benefits Services Division
Peninsula Family Services
Community Action Board
Santa Cruz County Office of Education
Shoreline Workforce Development Services
Shoreline Workforce Development Services
Peninsula Family Services
Employment Development Department

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed everyone and introductions were made.

Subject: Changes to the Agenda

Discussion: Item C.3 WIA Youth Services Contract Procurement FY 2014-15 through FY 2017-18 was replaced with a corrected version.

Subject: Public Comment

Discussion: None.

Subject: Chair / Director's Comments

Discussion: Ron Slack, Chair, welcomed new members Elyse Destout and Valerie Custodio, recently appointed WIB members by the Board of Supervisors. David Mirrione, WIB Director, then recognized and thanked Christine Johnson-Lyons for her years of service as a WIB member and who is retiring on November 12, 2013. Carol Siegel was thanked for her years of service and contributions on the Youth Council, especially for her work on the Work4Youth project. Allen Barnes, who is leaving for another job in the community, was recognized for his years of service with Shoreline Workforce Development Services.

Subject: Approval of the June 5, 2013 Meeting Minutes

Discussion: None

Action: Approve February 20, 2013 Meeting Minutes

Status: Motion to Approve: Julie Lambert
Motion Seconded: Rob Morse
Abstentions: None.
Committee Action: All voted in favor; motion passed.

Subject: Consent Items C.1 through C.12

- 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 for FY 2013-14 through FY 2017-18
- C.4 Youth Council Membership
- C.5 Corrective Action Plan Responses 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 and Deliverables
- C.9 Business Services Committee Slate of Members
- C.10 American Job Center of California Brand Adoption and WIB Marketing Strategy
- C.11 WIB Policy – Priority of Service
- C.12 Update on 2013-17 Local Strategic Plan

Discussion: None.

Action: Approve Consent Agenda Items C.1 – C.12.

Status: Motion to Approve: Carol Siegel

Motion Seconded: Rob Morse

Abstentions: John T. Collins (C.1, C.2); Rock Pfothenauer (C.1- C.12);
Christine Johnson-Lyons (C.1, C.3, C.6)

Committee Action: All voted in favor except the noted abstentions; motion passed.

Subject: Presentation

- **Partner Efforts Highlighted: Affordable Care Act
Cecilia Espinola, County of Santa Cruz Human Services Department**

Discussion: WIB Chair Ron Slack introduced Cecilia Espinola, Director of the Human Services Department (HSD). Ms. Espinola gave a brief overview of the services provided by the HSD and mentioned that HSD was the recipient of a grant for outreach efforts to enroll individuals in Covered California, the California program to enroll residents of the state into the new federal health initiative, the Affordable Care Act (ACA). Ms. Espinola gave a comprehensive overview of the ACA and its implementation in California and locally. The local Covered California network is comprised of 19 partners including Santa Cruz, Monterey and San Benito counties. Alan Aman mentioned that the local safety net clinics currently offer assistance to 8,800 individuals.

Action: No action required for this item.

Report Items R.1-R.2

R.1 Update on Efforts to Recruit WIB Business Members

Discussion: WIB Director reported on three new private sector appointments made since June 2013, which brings the local business representation to 51.3%. These appointments include Carolyn Conner, Human Resources Employment Coordinator for Safeway; Elyse Destout, Owner, Photography by Elyse Destout; and Valerie Custodio, Store Team Leader for Target. Currently a vacancy exists for a Title V Older Worker and three private sector positions.

Action: No action required for this item.

R.2 WIA Actions Update on Grants, Proposals, Legislation, and Regional Activities

Discussion: WIB Director reported that post sequestration two grant allocations for Adult and Dislocated Workers were received for the 1st quarter (July – September), and 3 additional quarters for October 1, 2013 through June 30, 2014. As a result of the federal government shutdown, the funds were withheld on October 1 when we were expecting our normal allocation, and was not released until the federal government reopened.

Work4Youth - Ron Slack, WIB Chair, acknowledged Howard Sherer for his assistance with the Morse Foundation which provided a grant to the Work4Youth program. Also, Christina Cuevas was acknowledged for her assistance in receiving an increased grant from the Community Foundation of Santa Cruz County.

JoAnn Allen, Santa Cruz County Office of Education/Sueños Program Manager and member of the Youth Council, briefly discussed the upcoming annual event for Work4Youth program. The event will be held at Bargetto's Winery on Friday, November 15, 2013 from 5:30-8:00PM. Tickets were available for purchase and various items were mentioned that would be available through the silent auction. The W4Y collaborative is creating a year-round system to prepare youth for job skills through the W4Y program now placed with COE's Supportive Services division and in collaboration with the WIA Youth Services Sueños program.

Action: No action required for this item.

Discussion and Action Items D.1-D.5

D.1 Actions and Progress WIB's Strategic Plan

Discussion: The WIB Director briefly discussed the retreat that was to be held on October 30, 2013, but due to the federal government closure it had been delayed until the February 26, 2014 meeting. The 5 year state plan differs from the three year WIB Strategic Plan. Jack Cheney inquired on item 3.1 Work4Youth asking if there is a website and www.work4youth.org was provided; and 3.2 Career Pillar - URL has been set-up for case management but is not open to the public, rather it's for WIA enrolled participants.

Action: No action required for this item.

D.2 Review and Approve Final PY 2013-14 WIA Budget with Carry-in

Discussion: The WIB Director briefly reviewed the budget changes due to sequestration, the revised final carry-in amounts from PY 2012-13, and training expenditures.

Action: Approve Final WIA PY 2013-14 Budget with Carry-In; Review and Accept Report on WIA Services Operations: Youth, Adult, and Dislocated Worker (DW)

- *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;*
- *Review and Accept Report on Adult and DW Service Operations for PY 2013-14; and*
- *Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.*

Status: Motion to Approve: Christina Cuevas

Motion Seconded: Cesar Lara

Abstentions: John T. Collins, Rock Pfothenauer, Christine Johnson-Lyons

Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: D.3 Review and Approve Final PY 2013-14 Rapid Response Budget with Carry-in

Discussion: The WIB Director reported that on June 13, 2013, the WIB received its formula-based Rapid Response (RR) funding award for the period July 1, 2013 through June 30, 2014. The RR funding for PY 2013-14 is \$210,855 which is a 26% cut from PY 2012-13. On

April 11, 2013, the Employment Development Department (EDD) issued guidance allowing for the carryover of RR funding to the 2013-14 program year. The total amount of 2012-13 carry-in funding is \$30,962. The total RR funding for 2013-14 including carry-in is \$241,817. The staff report provided detail on Rapid Response activities.

Action: Approve Rapid Response Services for PY 2013-14

- ***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.***

Status: Motion to Approve: Jack Carroll
Motion Seconded: Julie Lambert
Abstentions: John T. Collins, Rock Pfothenauer
Committee Action: All voted in favor except the noted abstention; motion passed.

Subject: D.4 Business Services Committee Officer Nomination Process

Discussion: Howard Sherer, Executive Committee lead for the Business Services Committee nominations, briefly reported on the process for election of members, and opened the floor for nominations. Two at-large members are needed, for which Julie Lambert and Bill Tysseling volunteered, and two Executive Committee members are needed for which Carol Siegel and John T. Collins volunteered. At the WIB meeting in February 2014, the slate of candidates will be presented for approval.

Action: Approve Process for Nomination of WIB Business Services Committee Officers for 2013-14

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

Status: Motion to Approve: Cecilia Espinola
Motion Seconded: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor; motion passed.

Subject: D.5 Annual WIB Report to the Board of Supervisors

Discussion: Workforce Investment Board 2012 and 2013 Annual Report to the Board of Supervisors is due to the Board of Supervisors on February 28, 2014. The WIB Executive Committee has tasked WIB staff with surveying your Board as to other possible accomplishments and challenges to include in the report. The draft report will be submitted to the Executive Committee for approval at its meeting on February 5, 2014 and then to the WIB board at its meeting on February 26, 2014.

Chris Johnson-Lyons stated that CAB received a grant from Wells Fargo for Work4Youth which resulted in a partnership with the City of Watsonville for the sustainability of the Summer Lunch program at Callaghan Park, and requested that this be included in the annual report.

Action: Approve 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 included 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.**

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Rob Morse
Abstentions: None.
Committee Action: All voted in favor; motion passed.

Information / Announcement Items I.1 – I.4

Jack Cheney was thanked for bringing products from his company Wonderfully Raw Gourmet for the meeting. Additionally, Carol Siegel offered to sell tickets for the W4Y event for those who needed them, or also offered to accept donations. Howard Sherer also congratulated Rob Morse for being named “Man of the Year” award from the Aptos Chamber of Commerce.

Subject: I.1 Rapid Response and Early Alert Activities

Action: No action required for this item.

Subject: I.2 Labor Market Information

Action: No action required for this item.

Subject: I.3 Youth Program Annual Report

Action: No action required for this item.

Subject: I.4 Work4Youth Annual Report

Action: No action required for this item.

Meeting adjourned at 10:28 a.m.

**Next Meeting: February 26, 2014 @ 9:00AM
TBD**