



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

www.santacruzwb.com

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
January 22, 2014 @ 9:00 AM
Human Services Department
1000 Emeline Ave., Santa Cruz, CA

The Chairperson called the meeting to order at 9: 15 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
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
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co

Staff in Attendance

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

Guests

Ellen Murtha, Shoreline Business Services Representative

Subject: Welcome

Discussion: The Chair welcomed Committee Members, guest and staff at 9:10 am, at which time a quorum was not established. Therefore, agenda items were moved around until a quorum was established and in order to vote on those items. A quorum was established at 9:56 am.

Subject: Public Comment

Ellen Murtha addressed the Employment Training Panel (ETP) funds that are available to train existing company employees, and provided written information to the committee. Companies with 10 employees or more may access these funds. However, in Santa Cruz County 80% of employers have 10 employees or less. Ellen thanked the committee for its interest in ETP funds.

Subject: Chair / WIB Director Comments

The Chair thanked the jurisdiction members for their work on the strategic plan and for assisting in moving forward on this plan. The WIB Director thanked Jaime and Barbara for their assistance with the plan.

Subject: Approval of the September 19, 2013 Meeting Minutes

Discussion: None.

Action: No action taken.

Subject: Discussion and Action Items

D.1 WIB Strategic Plan 2013-14 CEDS Action

Discussion: WIB Director reviewed the potential action items for the 2013-14 CEDS Committee and those that relate to the WIB Strategic Plan goals.

Action: No action required.

Subject: Discussion and Action Items

D.2 2013 CEDS Update Draft Review and Next Steps

Discussion: WIB Director reviewed the CEDS draft report, and asked that any additional comments be submitted no later than January 28, 2104. The Director also reported that of the total project costs of \$10,400, only \$1,625 expended to-date; discussion ensued regarding whether to send unexpended funds back, to jurisdictions based on pro-rated amount, or to utilize for data gathering. It was noted that the regional priority projects did not include the rail trail, and the levy reconstruction project in Capitola may also need to be included.

Action: Recommend to conditionally approve the Draft 2013 CEDS Annual Performance Update; forward the Update to the Executive Committee, WIB, Board of Supervisors, and Economic Development Administration (EDA) to meet EDA-required deadlines for approval.

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

Subject: Discussion and Action Items

D.3 2014 CEDS Planning

Discussion: The WIB Director provided the background and history on the process to develop the five-year CEDS plan. Various options were discussed including:

- **Option 1- Utilizing county personnel and data from the County's Economic Vitality Study, or**
- **Option 2- Conducting procurement and securing a vendor with expertise in economic development and drafting the 2014 Five-Year CEDS plan.**

Staff was asked to talk with the Santa Cruz City Planning Department regarding staffing assistance for the study, and to get estimates on the in-house staffing costs for Option 2.

Action: Approve and direct staff to proceed with the less expensive Option 2, as long as the costs are less and do not exceed Option 1.

Status: Motion to Approve: Jaime Goldstein
Motion Seconded: Jo Ann Dlott
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 10:37a.m.

**Next Meeting: May 7, 2014 @ 9:00 AM
Human Services Department
1000 Emeline Avenue
Santa Cruz, CA 95060**