



SANTA CRUZ COUNTY

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

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 Pfotenhauer, 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, February 5, 2014 @ 8:30am**

The Chair called the meeting to order at 8:35 am.

Committee Members in Attendance

Collins, John T., II	Senior VP, Goodwill Industries
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

O' Laughlin, Denise	Director of HR Chaminade Resort & Spa
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Staff in Attendance

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

Guests

Dion, James	Employment Program Mgr, Capitola EDD
Von Studnitz, Gilbert	Employment Development Department

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director passed out the *Fact Sheet: Opportunity for All-The President's Call to Action to Give the Long Term Unemployment a Fair Shot* and highlighted various Department of Labor grant opportunities. Board members Bob Williamson and Elyse Destout reported on their experience at the Youth Conference they recently attended.

Subject: Chair's Report

Discussion: The Chair reported that the Board has three new members.

Subject: Approval of January 22, 2014 Minutes

Discussion: Chair Ron Slack called for the January 22, 2014 minutes to be approved.

Action: Approval of January 22, 2014 Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: John Collins
Committee Action: Motion passed

Subject: Consent Items C.1 through C.10

- C.1 WIA PY 2013-14 2nd Quarter Fiscal Operations Update**
- C.2 Youth Council Nominations**
- C.3 WIA Youth Eligibility Requirements**
- C.4 Work4Youth SYEP Updates**
- C.5 WIA Youth Services Contract Procurement for PY2014-15**
- C.6 Business Committee Tasks**
- C.7 Approval of 2013 CEDS Annual Performance**
- C.8 Recommendation to Develop Five-Year CEDS Plan for 2014**
- C.9 State Monitoring Report PY 2013/14**
- C.10 WIA Performance Goals for PY 2013-14, Results Data for PY 2013-14 WIA Programs 2nd Quarter, and Final Performance Results PY 2012-13**

Action: Review and Approve Consent Agenda Items C.1 – C.10. C.1 attachment provided at the meeting.

Status: Motion to Approve: Howard Sherer
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

Discussion: WIB Director reported on board member recruitment efforts. Board member Janet Heien has retired from Driscoll's and concurrently her membership with the Board. She has encouraged her Driscoll's replacement, Lana Pieri, to submit an application.

Status: The Committee discussed the items without formal action.

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

Discussion: WIB Director reviewed the agenda item. He added that the WIB will be able to add an analyst position in the near future for further oversight assistance. The Work4Youth partnership will be a year program. The State approved the local plan about 4 months ago but has not yet provided feedback to the local area on the plan details. The regional advisor, Mr.von Studnitz, was a guest at this meeting and reported that the state told him that he would be informed of any local deficiencies and has yet to hear any feedback on our plan.

Status: The Committee discussed the items without formal action.

Subject: Discussion and Action Items D.1 through D.5

D.1 Discuss Actions and Progress on WIB's Strategic Plan

Recommendation and Action: *Update on Strategic Plan Status Report.*

Discussion: The WIB Director reviewed the WIB Strategic Plan Status Report (as attachment to the agenda item). The next strategic plan for 2014-2017 will need to be created. Board member Howard Sherer recommended resurrecting the Oversight Committee for this task and knows that Board member John Collins would lead the group again for this strategic plan effort.

Status: The Committee discussed the item without formal action.

D.2 WIB Annual 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:*

- *Discuss and approve the draft 2012 and 2013 Annual Workforce Investment Board Report to the Santa Cruz County Board of Supervisors;*
- *Authorize the WIB Director to complete the Annual Report and submit it to the Board of Supervisors.*

Discussion: The WIB Director called attention to the detailed report as attachment to the agenda item. No further discussion on the item.

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

D.3 Business Services Committee Slate of Officers

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

Discussion: The WIB Director reviewed the agenda item. No further discussion.

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

D.4 Begin Process for Election of 2014-15 WIB Officers

Recommendation and Action:

- ***Develop a WIB Officer Nominating Committee; and***
- ***Develop a Slate of Candidates for Election at the WIB's June 2014 meeting.***

Discussion: The WIB Director reported that he received an email with Board member John Collins' resignation from the Youth Council effective at noon on February 5, 2014. The nomination process was briefly explained and a discussion ensued about the timing of re-convening the nominating committee and having the vice-chair lead the next Youth Council meeting on April 23, 2014, which is the last Youth Council meeting of the program year. Bob Williamson is interested in the chair position left vacant by John Collins' resignation. Board member Howard Sherer asked if one member could hold two lead positions since Bob is chair of the Career Center Committee. WIB Director stated that the Career Center Committee has served its purpose with establishing the career centers many years ago and attendance has been dismal at the recent meetings. With the new Business Services Committee, the Board can sunset this committee at the next Board meeting.

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

D.5 WIB Retreat Planning

Recommendation and Action: ***Review and approve the final agenda for the 2014 WIB Strategic Planning Retreat***

Discussion: WIB Director distributed the drafted agenda for the WIB retreat scheduled for the next full board meeting on February 26, 2014. Board member Carol Siegel suggested adding a public notification memorializing the one-year anniversary of the fallen local peace officers. She also added that staff should try to obtain WIA participant success stories to be presented at the retreat. Board member Elyse Destout volunteered to document the success stories in a videotape and has the capacity in her studio to accomplish this for the retreat. Success stories would answer the question, "How has the WIA program affected their lives?" The new location for the retreat was announced and the Chair suggested the room be set up by groups in advance given the size of the room and the number of board members. He also suggested that because lunch will be provided, staff not rely on email attendance confirmations alone, but rather that phone calls be made to secure a firm number of attendees.

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

Subject: Information / Announcement Items I.1 and I.2

I.1 Rapid Response and Early Alert Activities

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

I.2 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

Meeting adjourned at 10:37a.m.

Next Meetings: **Workforce Investment Board**
Wednesday, February 26, 2014 @ 9:00 am (Retreat)
Community Foundation of Santa Cruz County
7807 Soquel Dr., Aptos

Executive Committee
Wednesday, April 2, 2014 @ 8:30 am
Santa Cruz County Human Services Department
1000 Emeline Ave., Santa Cruz