



SANTA CRUZ COUNTY

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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 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
Meeting Minutes
February 26, 2014 @ 9:00 am
Community Foundation of Santa Cruz County
7807 Soquel Drive, Aptos, CA 95003**

The Chair called the meeting to order at 9:12 a.m. at which time a quorum was established.

WIB Members in Attendance

Aman, Alan
Ayyad, Alia
Caput, Greg
Carroll, Jack
Cheney, Jack
Collins, John T., II
Cuevas, Christina
Custodio, Valerie
Destout, Elyse
Espinola, Cecilia
Gundersgaard, Jon
Hartmann, Andy

Hodges, Mark
Lambert, Julie
Lara, Cesar
Morse, Rob
Palacios, Carlos
Pfothenhauer, Rock
Rodriguez, Francisco
Sherer, Howard
Siegel, Carol
Slack, Ron
Tysseling, Bill
Williamson, Bob

Members Absent

Arsenault, Paul
Berry-Wahrer, Diane
Conner, Carolyn
Delk, Marshall
Dion, James
Elliot, Russ

Hood, Dave
Kates, Corrie
Mangelsen, Stephen
Miranda, Vicki
O'Laughlin, Denise

Staff in Attendance

Mirrione, David
Hinojosa, Teresita
Paz-Nethercutt, Sara

WIB Director
WIB Sr. Analyst
WIB Sr. Analyst

Guests

Allen, JoAnn
Baker, John
De La Garza, Maria Elena
Mason, Barbara
Timberlake, Ellen

Santa Cruz County Office of Education
Consultant, Strategies for the Future
Community Action Board
County of Santa Cruz Planning Dept.
County of Santa Cruz Human Services

Subject: Welcome and Introductions

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

Subject: Changes to the Agenda

Discussion: None.

Subject: Public Comment

Discussion: None.

Subject: Chair / Director's Comments

Discussion: None.

Subject: Approval of the October 30, 2013 Meeting Minutes

Discussion: None

Action: Approve October 30, 2013 Meeting Minutes

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

Subject: Consent Items C.1 through C.12

- C.1 WIA PY 2012-13, 2nd Quarter Fiscal & Operations Update
- C.2 WIA Performance Goals for PY 2013-14, Results Data for 2nd Quarter PY 2013-14
WIA Programs, and Final Performance Results PY 2012-13
- C.3 State Monitoring Report PY 2013-14
- C.4 Youth Council Nominations
- C.5 WIA Youth Eligibility Requirements
- C.6 Work4Youth SYEP Updates
- C.7 WIA Youth Services Contract Procurement for PY 2014-15
- C.8 Business Committee Tasks
- C.9 Approval of 2013 CEDS Annual Performance
- C.10 Recommendation to Develop 5-Year CEDS Plan for 2014
- C.11 Business Services Committee Slate of Officers
- C.12 Begin Process for Election of 2014-15 WIB Officers

Discussion: None.

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

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: Rock Pfothauer
Committee Action: All voted in favor except the noted abstention; motion passed.

Discussion and Action Items D.1-D.2

D.1 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2014-15

Discussion: The WIB Director briefly discussed the procurement process and the actions that needed to be taken.

Action: *Approve the procurement of specific WIA Adult, Dislocated Worker, and Business Services;*

- *Approve the proposed timeline and recommend its implementation;*
- *Authorize the Ad-Hoc RFP Design/Evaluation Committee to take final action on behalf of the WIB regarding the design of WIA Adult, Dislocated Worker, and Business Services and determine criteria for the procurement of these services;*
- *Approve the proposed WIA Adult, Dislocated Worker, and Business Services RFP for 2014-2015: Decision Points and Chart of Proposed Criteria Elements developed by the Ad-Hoc RFP Design/Evaluation Committee and recommend their approval;*
- *Authorize the Executive Committee to act on behalf of the Workforce Investment Board in regards to the procurement of WIA Adult, Dislocated Worker and Business Services and take final action on the approval of the selected vendor; and*
- *Authorize WIB staff to take necessary steps for implementation of the Request for Proposal.*

Status: Motion to Approve: Bill Tysseling

Motion Seconded: Rob Morse

Abstentions: Alia Ayyad, Cecilia Espinola, John T. Collins, Mark Hodges,
Rock Pfothenauer

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

D.2 Annual WIB Report to the Board of Supervisors

Discussion: The WIB Director briefly reviewed the Board of Supervisors annual report requirements and the proposed submission of the WIB 2012 and 2013 Annual Report.

Action: **Approve the 2012 and 2013 Annual Report to the Board of Supervisors and authorize the WIB Director to submit the completed report.**

Status: Motion to Approve: Jack Cheney

Motion Seconded: Rob Morse

Abstentions: Mark Hodges

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

Report Items R.1

R.1 Update on Efforts to Recruit WIB Business Members

Discussion: WIB Director reported on one new private sector appointment made since October 2013. This appointment was for Carolyn Conner, Human Resources Representative from Safeway. Currently a vacancy exists for a Title V Older Worker representative, Community Services Block Grant agency representative, and four private sector positions.

Action: No action required for this item.

Information / Announcement Items I.1 – I.2

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.

WIB Retreat Agenda Items – 9:30 a.m.

Retreat Purpose/Overview/National Update

Ron Slack, Chair, introduced John Baker and provided a brief background on his expertise. John D. Baker is a co-founder of Core Factors and President of Strategies for the Future, an independent consulting firm that focuses on critical economic, workforce, transportation, education and social issues that affect the resiliency and economic vitality of communities and regions. His work has entailed a large spectrum of workforce and economic development agencies, community colleges, mayors' and governors' offices, as well as selected nonprofit agencies, to enable them to respond to changing needs within volatile environments.

Mr. Baker introduced the strategic plan purpose, process, and the expectations/anticipations for the day. Mr. Baker provided a brief overview of current economic conditions, WIB strategic plan requirements, and impacts on workforce development in our area.

Economic and Workforce Development in Santa Cruz County

WIB Chair, Ron Slack and WIB Director, David Mirrione, gave a presentation on the local economy and workforce, current projects in progress, and what has been accomplished over the past year. Additionally, an overview of WIB programs and participant stories via video were presented.

Barbara Mason, Economic Coordinator for the County of Santa Cruz Planning Department, provided an overview of the first Economic Vitality Strategy Plan that will be presented to the Board of Supervisors in March 2014. Ms. Mason stated that in order to sustain a household in our county, an hourly wage of just a little over \$29.00 per hour wage is required to live in the area. If you want to be a homeowner in the county, then a \$49.00 per hour wage is necessary. The Planning Department is changing many regulations in the next year and there is demand for existing businesses that want to expand and currently working with various businesses to encourage remaining in the county.

Current Strategic Plan Goals

WIB Member, John T. Collins II, gave an overview of the new 2013-17 State Workforce Development Plan and how it connects with the 2013-17 Santa Cruz County Local Workforce Development Plan.

Breakout Session 1

Focus Question: In addition to the work of the Business Services Committee, how can more employers be even more engaged with WIB programs, create better opportunities for the adults and youth that are served, and ensure that WIB programs align with their workforce needs? What does success look like? How will progress be monitored? What specific actions can the WIB and/or individual WIB members take that will contribute to this success?

Breakout Session 2

Focus Question: What specific regional industry workforce challenges requires the WIBs attention in agriculture, hospitality or in our other priority or emerging industries? What specific projects might be developed that would respond to these labor or skill shortages? Who would be key partners in developing this project or initiative? What would be the WIB's role in moving this forward?

Brown Act Overview

Rahn Garcia, Chief Assistant County Counsel, provided an overview of the Ralph M. Brown Act, California Government Code Section 54950 *et seq.*, including the intent of the legislation, what types of gatherings constitute a "Brown Act" meeting, what is not a "Brown Act" meeting, Brown Act meeting types, conduct of meetings, and violations of the law.

Reflection and Summary of Retreat

Well planned and productive day was had by all, the location was a good choice, and the time of the retreat was just right. It was suggested that the WIB agendas be structured differently so that there is more time to engage employers, creating ambassadors for the WIB, and to look further into how to get more out of the meetings that has more of a direct impact on economic development.

Meeting adjourned at 3:06 p.m.

Next Meeting: June 4, 2014 @ 8:30AM
Simpkins Swim Center