



1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873
www.santacruzwb.com

BUSINESS SERVICES COMMITTEE

Jack Cheney, Co-Owner/CFO
Wonderfully Raw Gourmet
Valerie Custodio, Store Team Leader
Target
Dave Hood, President
First Alarm
Rob Morse, Manager
Pacific Gas and Electric Company
Howard Sherer, Chief Executive
Hutton Sherer Marketing
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

DIRECTOR:
David Mirrione

**Workforce Investment Board
Business Services Committee
Watsonville Career Center
18 West Beach St., Watsonville
Wednesday, March 12, 2014 @ 3:00 PM**

Jack Cheney committee chair, called the meeting to order at 3:01pm.

Committee Members in Attendance

Cheney, Jack
Custodio, Valerie
Hood, Dave
Morse, Rob
Sherer, Howard

Committee Members Absent

Tysseling, Bill

Staff in Attendance

Mirrione, David	WIB Director
Paz-Nethercutt, Sara	Senior Analyst

Guests

Murtha, Ellen	Business Services Representative, Shoreline Workforce Development Services
---------------	----------------------------------------------------------------------------------

Subject: Welcome and Introductions

Discussion: The committee chair called the meeting to order and welcomed everyone to the meeting. Introductions were made. There were no changes to the agenda.

Subject: Public Comment

Discussion: None.

Subject: Chair's Report

Discussion: None.

Subject: Director's Report

Discussion: Thanked everyone for attending the WIB Retreat in February. He announced that the WIB would collaborating with Monterey County on a Proposition 39 grant to apply for funding to develop pre-apprenticeship programs for veterans

and at risk youth. The development grant would provide funding for partnership and curriculum development. A subsequent training and implementation grant will also be available in PY 14/15. The overall purpose of this program is to provide exposure, serve as a recruitment tool and teach the basics of construction (building and other trades) and energy efficiency. The director provided the most recent handout *Job Growth Projections: 2014-2016 for Santa Cruz County*, dated December 9, 2013. It includes a *High Demand Job Opportunities* projections listing which is used by Employment Training staff when approving training scholarships. Lastly, he reviewed impending state changes to the Eligible Training Provider Listing (ETPL) which is shortening the available training provider list here in Santa Cruz County that WIA participants have to chose from.

Subject: Presentation

Overview of local Workforce Services for Business: Ellen Murtha, Business Services Representative

Ellen Murtha, Business Services Representative for Workforce Santa Cruz County gave an overview of the business services available in Santa Cruz County. A copy of the bi-annual business service report was distributed to those in attendance.

Subject: Discussion and Action Item

D.1 Business Services Committee tasks

- **Develop Service Plan Strategy for Business Services Committee**

Discussion: The committee reviewed the task list as outlined on the agenda item. No further discussion was held.

Action: The Committee reviewed and accepted the tasks.

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

Subject: Discussion and Action Item

D.2 Workforce Services for Business Survey

- **Review and Discuss drafted business survey**

Discussion: The Committee reviewed and discussed the survey as developed by the staff and contractor workgroup. All feedback will be provided to the workgroup. A suggestion was made to have the workgroup compare this survey with others being used by other area WIBs. The Director said he will inquire with other WIB directors when he attends the next California Workforce Association (CWA) meeting and report back to the workgroup. Committee member Howard Sherer indicated he has a lot of experience in developing surveys and could be a resource for the workgroup for future edits of this survey.

Action: No formal action was taken.

Subject: Discussion and Action Item

D.3 Review Work4Youth Job Readiness Curriculum Outline

- **Review and Approve Work4Youth's Job Readiness Curriculum**

Discussion: The WIB Director called attention to the curriculum outline as attached to the agenda item. There was consensus on the value to a job readiness curriculum; it was suggested that a certificate of completion be awarded at the conclusion of the workshops and that the youth be able to articulate the importance and significance of the certificate value. Committee member Dave Hood volunteered his time for serving on future mock interview panels. No further discussion on the item.

Action: Reviewed and Approved Job Readiness Curriculum

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

Subject: Discussion and Action Item

D.4 Emerging Issues and Trends within Industry Sectors

- **Review and discuss compilation of emerging issues and trends**

Discussion: The emerging issues and trends list compiled at the November 2013 meeting was reviewed and discussed. The decision about whether to focus on any particular issue or trend was discussed. Committee members recommended that staff continue with business as usual and that no further actions items were derived from this brain storming list.

Action: Reviewed and discussed list of issues and trends. No further action to be taken on this item.

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

Subject: Discussion and Action Item

D.5 Efforts to Recruit WIB Business Members

- **Request assistance in recruiting WIB Business Members**

Discussion: The Director requested assistance with recruiting local business members for filling the vacancies on the board. Committee members agreed to review their professional and personal rolodex for potential candidates. Interested individuals can contact WIB staff for further information.

Action: No formal action was taken

Subject: Information Item

I.1 Rapid Response and Early Alert Activities

Discussion: None

Subject: Information Item

I.2 Labor Market Information

Discussion: None

Meeting adjourned at 5:03pm

Next Meeting: TBD