



SANTA CRUZ COUNTY

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[www.santacruzwb.com](http://www.santacruzwb.com)

## Workforce Investment Board Executive Committee

1000 Emeline Ave., Santa Cruz  
Wednesday, April 2, 2014 @ 8:30am

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The Chair called the meeting to order at 8:32 am.

### Committee Members in Attendance

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
Williamson, Robert	Business Rep, IATSE Local 611

### Committee Members Absent

Slack, Ron, <i>Chair</i>	Publisher, Good Times
O' Laughlin, Denise	Director of HR Chaminade Resort & Spa

### Staff in Attendance

Mirrione, David	WIB Director
Teresita Hinojosa	WIB Sr. Analyst

### Guests

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

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**Subject: Welcome**

**Discussion:** Vice Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests.

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**Subject: Public Comment**

**Discussion:** There was no public comment.

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**Subject: Director's Report**

**Discussion:** The Director reported out under various items on the agenda.

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**Subject: Chair's Report**

**Discussion:** The Vice Chair thanked the WIB for being able to attend the NAWB conference, and thanked all others who attended as well for going.

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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

**Allia Ayyad, Director**  
Center for Employment Training

**Diane Berry-Wahner, 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

**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 Gunderson, 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 Protenhauer, 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

**Subject: Approval of February 5, 2014 Minutes**

**Discussion:** Vice Chair Carol Siegel called for the February 5, 2014 minutes to be approved.

**Action: Approval of February 5, 2014 Minutes**

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

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**Subject: Consent Items C.1 through C.2**

- C.1 State Monitoring Report, Fiscal & Procurement PY 2012/13**
- C.2 Work4Youth Job Readiness**

**Action: Review and Approve Consent Agenda Items C.1 – C.2.**

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

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**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. Lana Pieri, Corporate HR Manager for Driscoll's has submitted an application and is awaiting Board of Supervisor approval; Carolyn Conner, HR Manager for Safeway resigned due to the restructuring of Safeway's HR department. Committee members made some suggestions for potential new business members that staff will follow-up with.

Members brought up suggestions that members should have a business card representing the WIB as a marketing tool as well as making the website more user friendly to attract more activity and the difficulty of it being through the Human Services Department website instead of its own, add champions to the website, potentially creating new brochures and other marketing materials board members can use, branding efforts, and Elyse Destout is willing to do more testimonial videos from WIB business members and participants.

**Status:** The Committee discussed the items without formal action.

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**R.2 NAWB Forum 2014 Report**

**Discussion:** WIB Director reported on the lack of movement on WIA Reauthorization and the same on sector strategies this past year; regional development impacts of serving

larger areas by WIB's; and a presentation for the WIB in June to review the various fiscal impacts that may not affect PY 2014-15 but will potentially impact PY 2015-16 due to future sequestrations.

**Status:** The Committee discussed the items without formal action.

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**Subject:** Discussion and Action Items D.1 through D.4

### **D.1 Discuss Actions and Progress on WIB's Strategic Plan: 2014-2017**

**Recommendation and Action:**

- ***Discuss and Approve Strategic Plan Goals for 2014-2017***
- ***Convene a Workgroup of committee members from the Board and staff for the development of the Strategic Plan for 2014-2017.***

**Discussion:** The WIB Director reviewed the WIB Strategic Plan approach to the next steps which includes convening a workgroup. Executive Committee members requested that the workgroup be made up of board members and staff, not just Executive Committee members. The workgroup's purpose would be to discuss action steps for the development of the Strategic Plan within the framework of the current 2011-2014 Strategic Plan.

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

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### **D.2 Mid-year PY 2013-14 Budget Adjustment**

**Recommendation and Action:**

- ***Discuss and Approve the 2013-14 WIA Budget Modification; and***
- ***Authorize the WIB Director to make minor adjustments as needed to meet program goals and report on any changes to the Executive Committee.***

**Discussion:** The WIB Director pointed out the need for flexibility in making budget changes in order to meet training request for the required 25% minimum expenditure, and to move line item budget for staffing in order to balance the budget and ensure expenditure of the entire WIA budget. Various impacts such as sequestration, contracts being delayed until the federal fiscal year, the Federal government shutdown in October resulting in a 4-month delay to enroll clients, and less training providers have all impacted the ability to utilize all funds within the time limits.

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

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### D.3 Sunsetting Career Center Committee

**Recommendation and Action:** *Discuss and Approve Sunsetting the Career Center Committee.*

**Discussion:** The WIB Director reviewed the By-Laws which allow for the sunsetting of committees that were set up for special purpose for limited periods of time. Over the last year there have been committee cancellations, no quorums, the establishment of a newly mandated committee, the staff time spent to develop agenda and materials, reduced meeting schedule didn't work out, and reduced staffing are impacting the ability to continue to support this committee.

**Status:** Motion to Approve: Elyse Destout  
Motion Seconded: Howard Sherer  
Abstentions: Bob Williamson  
Committee Action: All voted in favor minus the abstention, motion passed

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### D.4 WIB Actions Update on Grants, Proposals, Legislation and Regional Activities

**Recommendation and Action:**

- *Discuss WIB Actions, Grants, Proposals, Legislation and Regional Activities;*
- *Authorize the WIB Director to apply for the CWIB Proposition 39 Pre-Apprenticeship Development Grant; and*
- *Authorize the WIB Director to apply for grants that align with the 2013-17 WIA Strategic Workforce Development Plan.*

**Discussion:** The WIB Director reported that the WIB had applied for CWIB Proposition 39 Pre-Apprenticeship Development Grant as this grant will provide funding for development of a tri-county pre-apprenticeship infrastructure and program design. The intent is then to apply for an implementation grant in 2014-15.

Santa Cruz County Office of Education (COE), the WIA Youth Services contractor is working with a collaborative to help build a Habitat for Humanity house in the Live Oak area, and has natural linkages with the Proposition 39 grant proposal.

The WIB Director explained that many of the grant opportunities have short turnaround times of 4-5 weeks and is asking for permission to apply for grants as they arise that have the ability to fit within the WIB's Strategic Plan goals.

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

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

**I.1 Labor Market Information**

**Recommendation and Action: *No action taken***

**Discussion:** The item was not discussed.

**Status:** N/A

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**I.2 Employer Survey**

**Recommendation and Action: *No action taken***

**Discussion:** The item was not discussed.

**Status:** N/A

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**Meeting adjourned at 9:37a.m.**

**Next Meetings:**     **Executive Committee**  
                          **Wednesday, May 21, 2014 @ 8:30 am**  
                          **Santa Cruz County Human Services Department**  
                          **1000 Emeline Avenue, Santa Cruz**

**Workforce Investment Board**  
                          **Wednesday, June 4, 2014 @ 8:30 am**  
                          **Simpkins Swim Center**  
                          **979 17<sup>th</sup> Avenue, Santa Cruz**