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**MEMBERS:**

**Ron Slack, Chair**  
Fine Print Graphic Design

**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

**Christina Cuevas, Program Director**  
Community Foundation of Santa Cruz County

**Valerie Custodio, Store Team Leader**  
Target

**VACANT**  
National Council on the Aging

**MariaElena De La Garza, Executive Director**  
Community Action Board

**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 Alam

**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, City Manager**  
City of Watsonville

**Lana Pieri, HR Manager**  
Driscoll's

**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**  
IAISE, Local 611

**DIRECTOR:**

David Mirrione

**Workforce Investment Board  
Meeting Minutes  
June 6, 2014 @ 9:00 am  
Simpkins Swim Center  
979 17<sup>th</sup> Avenue, Santa Cruz, CA 95062**

The Chair called the meeting to order at 8:39 a.m. at which time a quorum was not established. A quorum was established at 8:48 a.m.

**WIB Members in Attendance**

Aman, Alan  
Arsenault, Paul  
Ayyad, Alia  
Carroll, Jack  
Cheney, Jack  
Collins, John T., II  
Cuevas, Christina  
Custodio, Valerie  
Destout, Elyse  
Dion, James  
Espinola, Cecilia  
Hartmann, Andy

Hodges, Mark  
Hood, Dave  
Miranda, Vicki  
Palacios, Carlos  
Pieri, Lana  
Pfothenhauer, Rock  
Siegel, Carol  
Slack, Ron  
Tysseling, Bill  
Williamson, Bob

**Members Absent**

Berry-Wahrer, Diane  
Caput, Greg  
Conner, Carolyn  
De La Garza,  
MariaElena  
Delk, Marshall  
Elliot, Russ  
Gundersgaard,  
Jon

Lara, Cesar  
Morse, Rob  
Mangelsen, Stephen  
O'Laughlin, Denise  
Rodriguez, Francisco  
Sherer, Howard

Kates, Corrie  
Lambert, Julie

**Staff in Attendance**

Mirrione, David  
Hinojosa, Teresita  
Paz-Nethercutt, Sara

WIB Director  
WIB Sr. Analyst  
WIB Sr. Analyst

**Guests**

Allen, JoAnn  
Burks-Herrmann, Brenda  
Day, Hannah  
Garcia, Annie  
Mason, Barbara  
Molloy-Previsich, Kathy  
Moore, Wil  
Murtha, Ellen  
Robey, Corissa

Santa Cruz County Office of Education  
California Conservation Corp  
Goodwill Industries  
California Conservation Corp  
County of Santa Cruz Planning Dept  
County of Santa Cruz Planning Dept  
Goodwill Industries  
Goodwill Industries/WFSCC  
Manpower

**Subject: Welcome and Introductions**

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

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**Subject: Changes to the Agenda**

**Discussion:** None.

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**Subject: Public Comment**

**Discussion:** None.

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**Subject: Chair / Director's Comments**

**Discussion:** The WIB Director reported that changes were made to the agenda format as a result of the WIB retreat. Possible WIA Reauthorization of the 1998 legislation now going through the process with bicameral support. Constant Contact was launched to email out job announcements and program information to all registered members. The South County Job Fair is being sponsored on June 17, 2014 at the City of Watsonville Civic Plaza Community Room from 1:00 – 3:00p.m.

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**Subject: Approval of the February 26, 2014 Meeting Minutes**

**Discussion:** None

**Action: Approve February 26, 2014 Meeting Minutes**

**Status:** Motion to Approve: John Collins  
Motion Seconded: Bob Williamson  
Abstentions: Dave Hood  
Committee Action: All voted in favor except the noted abstention; motion passed.

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**Subject: Consent Items C.1 through C.12**

- C.1 WIA Financial & Performance Status with Participant Information Report 3<sup>rd</sup> Quarter of PY 2013-14
- C.2 State Monitoring Report, Fiscal & Procurement PY 2012-13
- C.3 Planning for PY 2014-15 CDS Operations
- C.4 2013 CEDS Annual Performance Update Approval Status
- C.5 WIA Youth Services Contract Procurement for PY 2014-15
- C.6 WIB PY 2013-14 Monitoring Reports on WIA Youth Services – COE, FTTW, SBDC, and Shoreline
- C.7 Youth Council Nomination
- C.8 WIA Youth Services Policy - Incentives
- C.9 Work4Youth – Summer Youth Employment Program Updates
- C.10 Business Services Committee Tasks
- C.11 Sunsetting the Career Center Committee
- C.12 PY 2013-14 Budget Revision
- C.13 2014-15 Draft WIB and Subcommittee Meeting Calendar

- C.14 WIB Post Retreat Executive Summary and Survey
- C.15 Discuss Actions and Progress on WIB's Strategic Plan

**Discussion:** None.

**Action:** Approve Consent Agenda Items C.1 – C.15.

**Status:** Motion to Approve: Christina Cuevas  
Motion Seconded: Elyse Destout  
Abstentions: Alia Ayyad, Rock Pfothenauer; John Collins C.6 & C.12  
Committee Action: All voted in favor except the noted abstentions; motion passed.

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**Subject: Presentation**

- **California Conservation Corp:** Brenda Burks-Herrmann, Center Director  
Annie Garcia, Safety Specialist
- **Economic Vitality Strategy:** Kathy Molloy- Previsich, County of Santa Cruz Planning Dept.  
Barbara Mason, County of Santa Cruz Planning Dept.

**Discussion:** Brenda Burks-Herrmann presented the California Conservation Corp (CCC), a state agency that provides an opportunity for young people ages 18-25 to get experience in public service by working on environmental work for minimum wage from one to three years. A Corpsmember may have potential scholarship earnings of \$2,000-\$4,775 per year, and depending on the length of enrollment may earn up to \$14,100 maximum. The work includes trail work, fire response and support, ADA work on trails, weatherization projects, and erosion control. Participants get support through academic, vocational, life skills assessment, work readiness training and evaluation. Annie Garcia, a CCC Corps member, spoke about her experience and how she has benefitted from the program.

Kathy Molloy Previsich, Director, and Barbara Mason, Economic Development Coordinator for the County of Santa Cruz Planning Department presented key points of the County's draft Economic Vitality Strategy study, which will be presented to the Board of Supervisors on August 19, 2014. The study recommends modernizing county code, providing more resources to help with the permit process, zoning codes amendments to accommodate the changing markets, addressing infrastructure and capacity, and to look at goals for workforce training for youth. The key economic sectors include Agriculture, Health, Education, and Leisure and Hospitality. Emerging sectors include Technology and Innovation. A public review of the draft is available on the County website at <http://www.sccoplanning.com/>.

It was mentioned that the Santa Cruz Chamber of Commerce is holding a workshop on June 25<sup>th</sup> to discuss the County's sustainable Economic Vitality Plan for determining what to create in the future on unincorporated land.

**Action:** No action required for these items.

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## Report Items

### R.1 Update on Efforts to Recruit WIB Business Members

**Discussion:** WIB Director reported on one new private sector appointment. Lana Pieri was appointed from Driscoll's to replace Janet Heien, the former Human Resources Representative. MariaElena De La Garza from Community Action Board replaced Chris

Johnson-Lyons as the new Executive Director. There are still four business vacations with various terms expiring on June 30, 2014, which may lead to new vacancies.

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

**Discussion:** WIB Director reported on the receipt of Proposition 39 grant funds to develop a regional pre-apprenticeship program serving at-risk youth and veterans from Monterey, San Benito and Santa Cruz Counties. The South County Job Fair being developed will be held on June 17, 2014.

**Action:** **No action required for these items.**

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### **Discussion and Action Items D.1-D.3**

#### **D.1 Strategic Plan 2014-2017**

**Discussion:** The WIB Director briefly discussed the strategic plan outcomes and the actions that needed to be taken.

**Action:** **Discuss and Approve the Strategic Plan for 2014-2017, and approve the WIB Director's Operational Plan for PY 2014-15.**

**Status:** Motion to Approve: Bill Tysseling  
Motion Seconded: Bob Williamson  
Abstentions: John T. Collins  
Committee Action: All voted in favor except the noted abstentions; motion passed.

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#### **D.2 2014-15 WIA Budget & Operations Plan**

**Discussion:** The WIB Director briefly reviewed the proposed WIA budget and operation plan for PY 2014-15.

**Action:** **Discuss and Approve the 2014 and 2015 Budget and Operation plans.**

- **Discuss and approve the proposed placeholder PY 2014-15 Budget for the formula WIA Adult, Dislocated Worker (DW), and Youth program recommendations; and**
- **Authorize staff to begin program planning and negotiations with the WIA service providers based upon the State's April 15, 2014 PY 2014-15 budget release information for the Adult, DW, and Youth services, and to begin to prepare contracts for approval by the County Board of Supervisors.**

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Christina Cuevas  
Abstentions: Alia Ayyad, John Collins, Rock Pfothenauer  
Committee Action: All voted in favor except the noted abstentions; motion passed.

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### **D.3 Report on Nominations for Chairs/Vice-Chairs**

**Discussion:** The WIB Director briefly reviewed the nominations process and the slate of candidates for WIB officers for 2014-2015.

**Action: Review and Approve the Slate of Candidates for 2014-2015 for the WIB and its Subcommittees.**

**Status:** Motion to Approve: Christina Cuevas  
Motion Seconded: Jack Carroll  
Abstentions: None.  
Committee Action: All voted in favor except the noted abstentions; motion passed.

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#### **Information / Announcement Items I.1 – I.2**

**Subject: I.1 Labor Market Information**

**Action: No action required for this item.**

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**Subject: I.2 Rapid Response and Early Alert Activities**

**Action: No action required for this item.**

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Meeting adjourned at 10:36 a.m.

**Next Meeting: October 29, 2014 @ 8:30AM**  
**Location: TBD**