



**Workforce Investment Board
Executive Committee
18 W. Beach Street, Watsonville, CA
Tuesday, July 8, 2014 @ 8:00 am**

1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873

www.santacruzwb.com

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

Alla 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
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

James Dion, Employment Program Manager
Employment Development Department

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

Vicki Miranda, VP Human Resources
Dominican Hospital

Rob Morse, Manager
Pacific Gas and Electric Company

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
IATSE, Local 611

DIRECTOR:
David Mirrione

The Chair called the meeting to order at 8:07am.

Committee Members in Attendance

Cheney, Jack	CFO, Wonderfully Raw Gourmet
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>	Fine Print Graphic Design
Williamson, Robert	Business Rep, IATSE Local 611

Committee Members Absent

Morse, Rob	Manager, Pacific, Gas & Electric Co
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Staff in Attendance

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

Guests

James Dion	Employment Development Department
Sara Jamison	Goodwill Industries
Ellen Murtha	Goodwill Industries
Janis O'Driscoll	Santa Cruz Public Library
Karen Reyes	Cabrillo Fast Track to Work

Subject: Welcome

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

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: The Director gave an update on the state of the reauthorization of the Workforce Investment Act. He also gave an overview of some of the changes to the act which is being called the Workforce Innovation and Opportunity Act (WIOA). It will go before Congress tomorrow.

Subject: Chair's Report

Discussion: The Chair thanked everyone for attending the meeting.

Subject: Approval of May 21, 2014 Minutes

Discussion: Chair Ron Slack called for the May 21, 2014 minutes to be approved. Committee member Howard Sherer asked that the spelling of Rob Morse's name be corrected.

Action: Approval of May 21, 2014 Minutes

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

Subject: Consent Items C.1

C.1 WIB Policy Updates: Immediate Referral to Training; Individual Training Account

Action: *Review and Approve WIB Policy Updates to:*

- *Immediate Referral to Training*
- *Individual Training Account*

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

Subject: Discussion and Action Items D.1 through D.2

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

Recommendation and Action: *Review and Discuss and take necessary action as recommended.*

- **Discuss and approve the recommendations from General Services Department Purchasing Division, the RFP Proposal Review Committee, and staff;**
- **Authorize WIB staff to take the necessary steps to reissue the RFP for Program Year (PY) 2015-16;**
- **Approve a one-year contract with the Goodwill Industries dba Shoreline Workforce Development Services (Shoreline) to provide WIA On-the-Job Training, Career Center, and Business Services for PY 2014-15;**
- **Authorize WIB staff to develop and negotiate a contract with Shoreline for PY 2014-2015; and**
- **Authorize WIB staff to forward for approval the recommendation to contract with Shoreline to the Board of Supervisors.**

Discussion: The WIB Director reviewed the agenda item and fielded questions from the committee members. WIB Director reiterated the weakness of the single proposal received in this Request for Proposal (RFP) procurement. Chair Ron Slack allowed Ellen Murtha from Goodwill Industries to speak. She gave an overview of the partnerships developed for the proposal and urged the committee to support the proposal. Karen Reyes from Cabrillo Fast Track to Work also wanted a chance to speak to the committee about this agenda item. Ms. Reyes gave an overview of the strength of the collaboration written into the proposal and her interest is in the leveraged activities between her other grants.

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

D.2 Revised Program Year 2014-15 WIA Placeholder Budget and Operational Plans

Recommendation and Action:

- ***Discuss and approve the revised placeholder PY 2014-15 Budget for the formula WIA Adult, Dislocated Worker (DW), Youth, and Rapid Response and program recommendations; and***
- ***Authorize staff to continue program planning with the WIA service providers based on the revised placeholder PY2014-15 Budget for the formula Adult, DW, Youth, and Rapid Response services and continue to prepare contracts for approval by the County Board of Supervisors.***

Discussion: Item was reviewed without further discussion.

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

Subject: Report Item R.1

R.1 Update on Efforts to Recruit WIB Business Members

Discussion: WIB Director reported on board member recruitment efforts. Committee member Elyse Destout reported that she has talked to a local entrepreneur and he is interested in finding out more from the WIB Director. Committee member Carol Siegel suggested a representative from Plantronics. Committee member Bob Williamson said

he will be contacting the Santa Cruz Warriors. Other local businesses mentioned were Manpower and the Paradox Hotel as possible leads for a board member.

Status: The Committee discussed the items without formal action.

Subject: Information / Announcement Items I.1

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

Meeting adjourned at 9:21 a.m.

Next Meeting: **Special Executive Committee Meeting**
Tuesday, September 2, 2014 @ 8:30am
Human Services Department
1000 Emeline Avenue, Santa Cruz, CA