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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(CEDS) COMMITTEE MEMBERS:

Ron Slack, Chair
Fine Print Graphic Design
Carol Siegel, Vice-Chair
Santa Cruz Seaside Company
Steve Ando, City Manager
City of Scotts Valley
Jo Anne Dlott, Vice President, Human Resources
SureHarvest
Jamie Goldstein, City Manager
City of Capitola
Jon Gundersgaard, Senior Technical Recruiter
Seagate Technology
Bonnie Lipscomb, Executive Director
City of Santa Cruz Economic Development
Kurt Overmeyer, Economic Development Manager
City of Watsonville
Kathy Previsich, Planning Director
County of Santa Cruz
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Alternates:

Kattie Cattan, Senior Planner,
City of Capitola
J Guevara, Economic Development Coordinator
City of Santa Cruz
Joe Hall, Management Professional
City of Santa Cruz
Corrie Kates, Deputy City Manager
City of Scotts Valley
Barbara Mason, Economic Development Coordinator
County of Santa Cruz

INTERIM WIB DIRECTOR:
Gary McNeil

Workforce Investment Board
Comprehensive Economic Development Strategy
Committee

September 17, 2014 @ 3:00 PM

Human Services Department

1000 Emeline Ave., Santa Cruz, CA

The Chairperson called the meeting to order at 3:14 p.m.

Committee Members in Attendance

Goldstein, Jamie	City Manager, City of Capitola
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Mason, Barbara - <i>Alt</i>	Econ Develop Coordinator, County of SC
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville
Slack, Ron - <i>Chair</i>	Owner, Fine Print Graphic Design
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

Committee Members Absent

Ando, Steve	City Manager, City of Scotts Valley
Cattan, Kattie – <i>Alt</i>	Senior Planner, City of Capitola
Dlott, Jo Anne	VP Human Resources, SureHarvest
Guevara, J. – <i>Alt</i>	Econ Dev Coordinator, City of Santa Cruz
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Previsich, Kathy	Director, County of SC Planning Dept
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co

Staff in Attendance

Gary McNeil	Interim WIB Director
Hinojosa, Teresita	Sr. Analyst

Guests

Susan Pearlman	Principal Admin Analyst, County of SC
Benjamin Slade	Staffing Specialist, Manpower -Capitola

Subject: Welcome

Discussion: The Chair welcomed Committee Members and staff at 3:14 PM at which time a quorum was established.

Subject: Public Comment

None.

Subject: Chair / WIB Director Comments

The Chair welcomed the new Interim WIB Director Gary McNeil. The Director provided information on his work in healthcare reform the last few years. The Interim WIB Director also indicated that he is proceeding with the Proposition 39 grant fund application for the development of a pre-apprenticeship program.

Subject: Approval of the May 7, 2014 Meeting Minutes

Discussion: None.

Action: Approve May 7, 2014 minutes.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Kurt Overmeyer
Abstentions: Bonnie Lipscomb
Committee Action: All voted in favor less abstention, recommendation passed.

Subject: Discussion and Action Items

D.1 WIB Strategic Plan and 2014-2017 CEDS Action items

Discussion: Interim WIB Director reviewed the WIB's Strategic Plan for 2014-2017 and CEDS Committee updates as they relate to the WIB Strategic Plan goals.

Action: Approve Status Report on CEDS Committee actions relating to the WIB strategic plan.

Action: Approve the Status Report on CEDS Committee actions on WIB Strategic Plan

Status: Motion to Approve: Jaime Goldstein
Motion Seconded: Bonnie Lipscomb
Opposed: Bill Tysseling
Abstentions: None
Committee Action: All voted in favor except one opposing vote, recommendation passed.

Subject: Discussion and Action Items

D.2 Adoption of 2014 CEDS Five-Year Plan Budget

Discussion: The Interim WIB Director provided historical background information on the budgeting process, and reviewed the agreements that the jurisdictions agreed to fund the 2014-15 CEDS Five-Year Plan. The report will be completed with the assistance of the CAO office, County Economic Development Division and the WIB.

Action: Approve the revised 2014-15 CEDS budget with the updated jurisdictional proportional contributions.

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Jaime Goldstein
Abstentions: None
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.3 2015 CEDS Five-Year Plan: Planning Process

Discussion: The Interim WIB Director provided background on staffing and budgetary agreements reached on the process to develop the five-year CEDS plan.

Action: Approve jurisdictional plan to provide data needed for the CEDS Five-Year Plan; and overall CEDS Five-Year Plan development plan, including draft calendar of deadlines for jurisdictions.

Status: Motion to Approve: Bonnie Lipscomb
Motion Seconded: Jaime Goldstein
Abstentions: None
Committee Action: All voted in favor, recommendation passed.

Subject: Discussion and Action Items

D.4 Jurisdictional Report and Discussion on Economic Development and any Early Alerts

Discussion: Each jurisdiction present gave a brief update on its economic development efforts.

Action: The Committee accepted jurisdictional reports on economic development activities without taking formal action.

Subject: Information Items

I.1 Labor Market Information

I.2 Rapid Response and Early Alert Information

Discussion: The Committee was referred to the Information Items for reference.

Action: No action taken

Meeting adjourned at 4:50 p.m.

Next Meeting: *January 21, 2015 @ 3:00 PM*
Human Services Department
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