



**Workforce Investment Board
Executive Committee**
1000 Emeline Ave., Santa Cruz
Wednesday, October 15, 2014 @ 8:30 am

18 W. Beach Street
Watsonville, CA 95076
(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 Alam

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
Monterey Peninsula Horticulture

Rock Pfotenhauer, 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

INTERIM DIRECTOR:
Gary McNeil

The Chair called the meeting to order at 8:34 am.

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 Co.
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

McNeil, Gary	Interim WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst

Guests

Amezcuca, Stephen	EDD Regional Advisor
Dion, James	Employment Program Mgr, Capitola EDD
Orlando, Doug	EDD Regional Advisor

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, guests and staff. He requested a correction to Youth Program Annual Report data on page 17 of C.3 attachment. The pie chart should reflect the in-school percentage as 70% and out of school as 30%. Interim WIB Director requested the following corrections to the agenda packet: D.1, WIB Strategic Plan Status Report requires a vote; D.2, Actions and Progress on WIB's Strategic Plan for 2014-17, only one recommendation needed before the committee: Discuss and Approve the status report.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: Interim Director Gary McNeil thanked everyone for attending the meeting. He reported that the Request for Proposals

for Adult and Dislocated Worker Program services was reissued as planned and was released by the Board of Supervisors on October 7, 2014. Proposals are due back to the General Services Department of the County of Santa Cruz on November 17, 2014. WIB staff attended a Workforce Innovation and Opportunity Act (WIOA) workshop on October 6, 2014 presented by California Workforce Association. The State Compliance and Review Office monitor was onsite the week of October 6th conducting the annual Workforce Investment Act (WIA) programmatic monitoring. This year the monitor focused on the WIA Youth Program.

Subject: Chair's Report

Discussion: The Chair thanked everyone for attending the meeting.

Subject: Approval of September 8, 2014 Minutes

Discussion: Chair Ron Slack called for the September 8, 2014 minutes to be approved.

Action: Approval of September 8, 2014 Minutes

Status: Motion to Approve: Carol Siegel
Motion Seconded: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor, Motion passed

Subject: Consent Items C.1 through C.5

- C.1 WIA PY 2013-14 4th Quarter Fiscal Operations and Performance Update
- C.2 Eligible Training Provider List Report for PY 2013-14
- C.3 Youth Program Annual Reports (WIA & Work4Youth)
- C.4 CEDS Update on 2014-15 Operations
- C.5 CEDS 2014 Update Calendar of Deliverables

Action: Review and Approve Consent Agenda Items C.1 – C.5.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Bob Williamson
Abstentions: None.
Committee Action: All voted in favor, Motion passed

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

D.1 WIB Strategic Plan Status Report

Recommendation and Action:

- ***Review and Approve Strategic Plan Status Report for PY 13/14***

Discussion: The Interim WIB Director reviewed the WIB Strategic Plan Status Report (as attachment to the agenda item).

Status: Motion to Approve: Bob Williamson
Motion Seconded: Carol Siegel
Abstentions: None.
Committee Action: All voted in favor, Motion passed

D.2 Actions and Progress on WIB's Strategic Plan for 2014-17

Recommendation and Action:

- ***Discuss and approve the WIB Strategic Plan Status Report 2014-15***

Discussion: The Interim Director reported on the development of a new 2014-15 Strategic Plan Status Report. Committee member Howard Sherer reminded the committee that he recalls the strategic plan dating back to 2011 called for a 1% annual increase in the number of job seekers served.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Jack Cheney
Abstentions: None.
Committee Action: All voted in favor, Motion passed

D.3 Report on Workforce Innovation and Opportunity Act (WIOA)

Recommendation and Action:

- ***Update on the Workforce Innovation and Opportunity Act (WIOA);***
- ***Discuss options for Local Area planning process to Implement WIOA***

Discussion: The Interim Director reported that the Workforce Innovation and Opportunity Act (WIOA) has been signed in to law. There are no regulations developed yet and full implementation of the new Act will take a couple of years. He gave an overview of the highlights and suggested this be presented to the full board at the October 29, 2014 meeting. EDD Regional Adviser Stephen Amezcua recommended the WIB not wait for regulations and to begin formulating the local implementation plan. He offered himself as a resource.

Status: The Committee discussed the item without formal action.

D.4 October 2014 WIB meeting planning

Recommendation and Action:

- **Develop WIB meeting agenda outline**

Discussion: The committee members discussed the possible agenda items for the October 29th meeting as listed in the packet. It was recommended that the board be formally notified of the resignation of WIB Director, David Mirrione and an introduction of the interim WIB Director be made. Committee member Carol Siegel suggested that WIOA presentation be a general overview with hi-lights of the Act. It was suggested that WIB staff be prepared to answer the question: “How prepared are we? and What are we already doing that helps position us for changes required by WIOA?” Further discussion led to the following WIOA topic hi-lights for the meeting to include: Regional, Youth and Business. The committee also requested brief business member presentations from a couple of board members who would profile their business by giving a few hi-lights.

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

Subject: Report Items R.1 and R.2

R.1 Update on Efforts to Recruit WIB Business Members

Discussion: Interim WIB Director reported on board member recruitment efforts.

Status: The Committee discussed the items without formal action.

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

Discussion: WIB Director reviewed the agenda itemed the Proposition 39 Pre-apprenticeship development grant.. EDD Regional Advisor, Doug Orlando made a suggestion to the Santa Cruz County Local WIA that should they be awarded the operations grant, to stagger the exiting of the participants from that program to avoid saturating the available apprenticeship openings in the skilled trades.

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

I.2 Rapid Response and Early Alert Activities

Recommendation and Action: *No action taken*

Discussion: The item was not discussed.

Status: N/A

Meeting adjourned at 10:10am

Next Meeting: Workforce Investment Board (venue change)
Wednesday, October 29, 2014 @ 8:30am
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA

Special Executive Committee Meeting
Wednesday, December 17, 2014 @ 8:30am
Human Services Department
1000 Emeline, Santa Cruz, CA