



1000 Emeline Avenue  
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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**

January 21, 2015 @ 3:00 PM  
Human Services Department  
1000 Emeline Ave., Santa Cruz, CA

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**The Chairperson called the meeting to order at 3:08 p.m.**

**Committee Members in Attendance**

Ando, Steve	City Manager, City of Scotts Valley
Goldstein, Jamie	City Manager, City of Capitola
Overmeyer, Kurt	Econ Develop Mgr, City of Watsonville
Siegel, Carol - <i>Vice Chair</i>	Employment Mgr, Santa Cruz Seaside Co
Slack, Ron - <i>Chair</i>	Owner, Fine Print Graphic Design
Tysseling, Bill	Exec Dir, SC Area Chamber of Commerce

**Committee Members Absent**

Dlott, Jo Anne	VP Human Resources, SureHarvest
Gundersgaard, Jon	Sr Technical Recruiter, Seagate Technology
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Previsich, Kathy	Director, County of SC Planning Dept

**Staff in Attendance**

McNeil, Gary	Interim WIB Director
Hinojosa, Teresita	Sr. Analyst

**Guests**

Susan Pearlman	Principal Admin Analyst, County of SC
Rebecca Unitt	City of SC Economic Development

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**Subject: Welcome**

**Discussion:** The Chair welcomed Committee Members and staff at 3:08 PM at which time a quorum was established.

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**Subject: Public Comment**

None.

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**Subject: Chair / WIB Director Comments**

None.

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**Subject: Approval of the September 17, 2014 Meeting Minutes**

**Discussion:** None.

**Action: Approve September 17, 2014 minutes.**

**Status:** Motion to Approve: Bill Tysseling  
Motion Seconded: Kurt Overmeyer  
Abstentions: Carol Siegel, Steve Ando  
Committee Action: All voted in favor less abstentions, recommendation passed.

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**Subject: Discussion and Action Items**

#### **D.1 Review of Draft CEDS Five-Year Plan**

**Discussion:** Susan Pearlman, Principle Analyst for the CAO office reviewed the requirements for the CEDS Five-Year Plan. Jurisdictions reviewed the report and provided further information on statistics and data, and provided feedback on planned projects for the Regional Priority Projects list. The Committee discussed that there is no recent economic cluster study and staff reported that the County will work with Cabrillo College and local economic development representatives to consider options for conducting a study of economic clusters in the current and foreseeable economy. Staff also reported that Cabrillo College is interested in developing an economic data baseline tracking project, that might be used to report on performance measures included in the CEDS Plan.

**Action: Approve and adopt Draft 2014 CEDS Five-year Plan and actions.**

**Status:** Motion to Approve: Kurt Overmeyer  
Motion Seconded: Carol Siegel  
Abstentions: None.  
Committee Action: All voted in favor, recommendation passed.

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**Subject: Discussion and Action Items**

#### **D.2 CEDS Committee Role in Local Workforce Innovation Opportunity Act (WIOA) Implementation**

**Discussion:** The Interim WIB Director and staff provided background information on the new WIOA legislation and discussed how the CEDS Committee could be helpful in engaging economic and workforce development activities. WIOA encourages stronger alignment with local and regional economic development. Two key provisions include the development of entrepreneurial skills training for a better prepared workforce for existing and emerging in-demand industry sectors, and the regionalization (geographic and economic) of workforce development strategies.

**Action: Reviewed and Discussed Action Item D.2**

**Status: No vote required.**

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**Subject: Discussion and Action Items**

#### **D.3 Jurisdictional Reports and Discussion of Economic Development Strategies**

**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.

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**Subject:** Information Items

**I.1 Labor Market Information**

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

**Action:** No action taken.

**I.2 Rapid Response and Early Alert Information**

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

**Action:** No action taken.

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**Meeting adjourned at 4:55 p.m.**

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**Next Meeting:** *May 6, 2015 @ 3:00 PM*  
Human Services Department  
1000 Emeline Avenue  
Santa Cruz, CA 95060