



1000 Emeline Avenue
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**Workforce Investment Board
Meeting Minutes
February 25, 2015 at 8:30 am
Simpkins Swim Center
979 17th Avenue, Santa Cruz, CA 95062**

The Chair called the meeting to order at 8:42 a.m. at which time a quorum was established.

WIB Members in Attendance

Ayyad, Alia
Berry-Wahrer, D.
Carroll, Jack
Cheney, Jack
Cuevas, Christina
De La Garza, M.
Destout, Elyse
Delk, Marshall
Espinola, Cecilia
Hartmann, Andy
Hodges, Mark
Hood, Dave
Lambert, Julie
Morse, Rob

Reyes, Sabra
Sherer, Howard
Siegel, Carol
Slack, Ron
Tysseling, Bill
Williamson, Bob

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
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
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
Julie Lambert, Director, Finance & Human Resources
S. Martinelli and Company
VACANT
Monterey Bay Central Labor Council
Vicki Miranda, VP Human Resources
Dominican Hospital
Rob Morse, Manager
Pacific Gas and Electric Company
Rock Pfothenhauer, Dean of Instruction, CEED
Cabrillo College
Sabra Reyes, Human Resources Director
New Leaf Community Markets
Francisco Rodriguez, President
PVFT Union, Local 1936
Howard Sherer, Chief Executive
Hutton Sherer Marketing
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
Andrew Van Valer
SlingShotSV
Robert Williamson, Business Representative
IATSE, Local 611

Director:
Andy Stone

Members Absent

Aman, Alan
Arsenault, Paul
Caput, Greg
(Supervisor)
Kates, Corrie
Custodio, Valerie
Dion, James

Gundersgaard, Jon
Miranda, Vicki
Pfothenhauer, Rock
Rodriguez, Francisco

Staff in Attendance

McNeil, Gary
Paz-Nethercutt, Sara
Hinojosa, Teresita

Interim WIB Director
WIB Sr. Analyst
WIB Sr. Analyst

Guests

Allen, Jo Ann
Amezcuca, Stephen
Javier Diaz
Estrada, Francisco
Tony Gregorio
Goss, Denise
Monserrat Martin
Murtha, Ellen

S. C. County Office of Education
Employment Development Department
Community Action Board
S.C. County Office of Education/Sueños
Supervisor Caputs' Office
Randstad
Community Action Board
Goodwill Industries

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed everyone and asked all to introduce themselves.

Subject: Changes to the Agenda

Discussion: None.

Subject: Public Comment

Discussion: Sabra Reyes, Human Resources Director of New Leaf Community Markets was welcomed as a new Board member. Javier Diaz and Monserrat Martin, staff for Community Action Board, who work for the WIA Youth Services Sueños Program, introduced themselves and advised of the work they provide with adjudicated youth and case management services. Ellen Murtha, a representative of Goodwill Industries announced that a job fair was scheduled for February 24 at Shoreline Neighborhood Services Center in Santa Cruz.

Subject: Chair / Director's Comments

Discussion: The WIB Director reported on the state monitoring which resulted in high honors for the previous two reviews completed for all WIA programs. The new Workforce Innovation and Opportunity Act (Opportunity Act) continues to roll out and the current work has to do with transition planning and implementation. Additionally, Carlos Palacios, the former City Manager for the City of Watsonville who represented an economic development position has resigned due to moving over to the County as the Deputy CAO. Additionally, Lana Pieri Human Resources Director for Driscoll's resigned due to a change in her job. There are two active recruitments currently that include labor and the economic development replacement.

Subject: Approval of the October 29, 2014 Meeting Minutes

Discussion: None

Action: Approve October 29, 2014 Meeting Minutes

Status: Motion to Approve: Rob Morse
Motion Seconded: Maria Elena De La Garza
Abstentions: None.
Committee Action: All voted in favor. Motion passed.

Subject: Consent Items C.1 through C.9

- C.1 State Fiscal and Procurement Monitoring Report PY 2013-14
- C.2 State Programmatic Monitoring Report PY 2014-15
- C.3 WIA PY 2014-15 1st and 2nd Quarter Fiscal Operations and Performance Update
- C.4 Procurement of Adult, Dislocated Worker, and Business Services for Program Year 2015-16
- C.5 Annual Attendance Report to the Board of Supervisors
- C.6 Process for Election of 2015-16 WIB Officers
- C.7 Review and Approval of 2014 CEDS 5-Year Plan

- C.8 Update on WIB's Strategic Plan Status Report
- C.9 Update on Efforts to Recruit WIB Business Members
- C.10 WIB Actions Update on Grants, Proposals, Legislation and Regional Activities
- C.11 Update on Workforce Innovation and Opportunity Act
- C.12 Initial Local Area Designation and Local Board Certification Under WIOA

Discussion: Ron Slack called attention to item C.4 indicating that this change had been delayed for one year but post RFP, Goodwill/Shoreline will be providing the Adult and Dislocated Worker program effective July 1, 2015. Item C.7 Ron Slack suggested that everyone read the CEDS report as it's about the economic vitality of Santa Cruz County. Christina Cuevas acknowledged the fact that the costs for the report were brought down significantly. Staff indicated that Susan Pearlman of the CAO office was the lead on the project and completed the majority of the work. The report has been posted for public comments up to 30 days. Item C.11 WIB staff recommended reading of the budget report from Governor Brown, in particular pages 15-16 relating to workforce development.

Action: Approve Consent Agenda Items C.1 – C.12.

Status: Motion to Approve: Julie Lambert
 Motion Seconded: Christina Cuevas
 Abstentions: None
 Committee Action: All voted in favor. Motion passed.

Subject: Presentations

- **P.1 Business Member Presentations:** Julie Lambert, Director of Finances and Human Resources at S. Martinelli's and Co., and, Mark Hodges, Director of the Santa Cruz County Office of Education's Regional Occupational Program.
- **P.2 Changes in Opportunity Act Youth Program Model:** Jo Ann Allen, Manager Student Support Services, WIA Youth Services Sueños Program Manager, and Francisco Estrada, Teacher and Program Specialist

Discussion: The four noted speakers gave presentations and took questions and comments from the members.

Action: None

Discussion and Action Items D.1-D.2

D.1 Focused Discussion of Board Member Engagement in Workforce Development

Discussion: WIB members were divided into three groups to discuss two primary questions. *Question 1: Are you receiving enough information to be able to be involved? How would you like to receive the Board information to increase your involvement? Using today's agenda as an example, does it effectively promote engagement of the Board? What materials should or should not be included in the agenda packet?*

Question 2: How do we increase your board engagement to better provide/share your employment/workforce expertise? What types of methods have worked well for you in the past? What type of activities during our board meetings will provide greater benefit for you and the WIB?

After the 50 minute exercise, all the table responses were reported out. Ron Slack, WIB Chair stated that the Board has work to do, needs to be more productive, create mentors for new board members, and to have more important discussions that lead to solutions. Varying themes resulted from the discussions including: too much information and not enough knowledge as to what it all means, want information more condensed, what is the role and expectation as a board (just to approve budgets and policy or to advocate), how do we structure the board to be more responsive, presentation format is more engaging but action steps should be clearly defined, and give us a specific project to work on. There will be follow-up and next steps established for board direction.

Action: No action required for this item.

Information / Announcement Items I.1 – I.2

Subject: I.1 Labor Market Information

Action: No action required for this item.

Subject: I.2 Rapid Response and Early Alert Activities

Action: No action required for this item.

Meeting adjourned at 10:39 am by Board Chair Ron Slack, who thanked everyone for attending the meeting.

Next Meeting: **Executive Committee Meeting**
Wednesday, April 8 at 8:30am
1000 Emeline St, Santa Cruz, CA 95060

Workforce Investment Board
Wednesday, June 3, 2015 at 8:30am
Location: Simpkins Swim Center, Santa Cruz 95062