



**Workforce Investment Board  
Business Services Committee  
Watsonville Career Center  
18 West Beach St., Watsonville  
Wednesday, March 11, 2015 @ 3:00 PM**

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18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900

[www.santacruzwb.com](http://www.santacruzwb.com)

**BUSINESS SERVICES COMMITTEE**

*Jack Cheney, Co-Owner/CFO*

*Wonderfully Raw Gourmet*

*Valerie Custodio, Store Team Leader*

*Target*

*Dave Hood, President*

*First Alarm*

*Rob Morse, Manager*

*Pacific Gas and Electric Company*

*Howard Sherer, Chief Executive*

*Hutton Sherer Marketing*

*William Tysseling, Executive Director*

*Santa Cruz Area Chamber of Commerce*

**INTERIM DIRECTOR:**

*Gary McNeil*

Jack Cheney, Committee chair, called the meeting to order at 3:11 pm and established there was no committee member quorum.

**Committee Members in Attendance**

Cheney, Jack

Sherer, Howard

**Committee Members Absent**

Custodio, Valerie

Hood, Dave

Morse, Rob

Tysseling, Bill

**Staff in Attendance**

McNeil, Gary

Interim WIB Director

Paz-Nethercutt, Sara

Senior Analyst

**Guests**

Claire Laughlin, Cabrillo College

Ellen Murtha, Goodwill Central Coast- Workforce Santa Cruz County

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**Subject: Welcome and Introductions**

**Discussion:** The chair welcomed everyone to the meeting.

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**Subject: Public Comment**

**Discussion: None.**

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**Subject: Chair's Report**

**Discussion:** The chair determined that a quorum could not be established and that the group present would hold an informational session only and agenda items would not be up for action.

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**Subject: Director's Report**

**Discussion:** The interim director thanked everyone for coming to the meeting. He commented on articles in the Sentinel newspaper that reported employees are leaving jobs for advancements from their entry level positions and the economy is more robust.

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**Subject: Approval of January 28, 2015 Minutes**

**Discussion:** There was no member quorum, no action taken on the January 28, 2015 minutes.

**Action: None. No quorum, so this item will be considered at the next Committee meeting on 11/18/15.**

**Status: Pending approval.**

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**Subject: Discussion and Action Item**

**D.1 Workforce Innovation and Opportunity Act (WIOA) Update**

**Discussion:** Interim director gave a brief update on the status of WIOA and reported that the re-designation and re-certification of the existing board is in the works. A state directive reflects that local boards are being re-designated for a two (2) year period and each will have a one (1) year certification. The draft federal regulations are still due out later this spring.

**Action: Accept update on the Workforce Innovation and Opportunity Act (WIOA)**

**Status:** The Committee discussed the item without formal action.

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**Subject: Discussion and Action Item**

**D.2 Business Services Committee Task 2- Employer Survey**

**Discussion:** Committee members present reviewed the survey. They would appreciate periodic reports on the data collected. Committee member Howard Sherer shared that his experience shows a 30-45 % response rate can be expected. Conducting a “test run” of a sample of employers was suggested.

**Action: Review and discuss implementation strategy for business survey.**

**Status:** The Committee discussed the item without formal action.

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**Subject: Discussion and Action Item**

**D.3 Business Services Committee Task 3- meeting the employment needs of local business**

**Discussion:** Committee members present gave opinions of the skills gap they see in the current job seeker. The following skills and abilities are commonly missing from the job seeker pool: business writing and communication skills, customer service skills; time management; essential employability skills. They would like the WIB to gather information from employers to determine a broader list from which workshop curriculum could be developed. The challenge is always convincing the job seeker to accept they need the class. For many entry level positions, a list of core competencies that could be identified as

either recommended or required would be helpful for hiring purposes. A skills proficiency certificate could result from successfully passing the curriculum and ideally have some value to both the job seeker and the employer.

**Action:** No quorum, so this item will be considered at the next Committee meeting on 11/18/15.

**Status:** Pending approval.

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**Subject:** Information Item

**I.1 Labor Market Information**

**Discussion:** None.

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**Subject:** Information Item

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

**Discussion:** None.

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**Subject:** Information Item

**I.3 Job Fair Data**

**Discussion:** None.

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**Meeting adjourned at 4:12 pm**

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**Next Meeting:** November 18, 2015 @ 3:00 PM  
Watsonville Career Center  
18 W. Beach St., Watsonville