



**Workforce Investment Board
Executive Committee**
1000 Emeline Ave., Santa Cruz
Wednesday, April 8, 2015 @ 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

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

Rock Pfofenhauer, Dean of Instruction, CEED
Cabrillo College

Sabra Reyes
New Leaf Community Markets

Francisco Rodriguez, President
PVFI 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

DIRECTOR:
Andy Stone

The Chair called the meeting to order at 8:31 am.

Committee Members in Attendance

Destout, Elyse	Owner, Photography by Elyse Destout
Sherer, Howard	Chief Executive, Hutton-Sherer Mktg
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

Cheney, Jack	CFO, Wonderfully Raw Gourmet
Morse, Rob	Manager, Pacific, Gas & Electric Co

Staff in Attendance

Stone, Andy	WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst
Gazza, Laurel	WIB Office Coordinator

Guests

Dion, James	EDD-Capitola
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Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, guests and staff.

Subject: Public Comment

Discussion: There was no public comment.

Subject: Director's Report

Discussion: New WIB Director Andy Stone gave a brief introduction into his background from Michigan Works and thanked former Interim Director Gary McNeil for his work.

Subject: Chair's Report

Discussion: Ron Slack requested that all members introduce themselves to the new WIB Director and give a brief overview of

their background. He also thanked Gary McNeil for his work as the WIB Interim Director.

Subject: Approval of February 4, 2015 Minutes

Discussion: Chair Ron Slack called for the February 4, 2015 minutes to be approved.

Action: Approval of February 4, 2015 Minutes

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

Subject: Consent Item C.1

C.1 State Monitoring Report, Fiscal and Procurement PY 2013-14

Action: Review and Approve Consent Agenda Item C.1

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

Subject: Report Item R.1

R.1 Andy Stone gave an overview of the National Association of Workforce Boards 2015 Conference he attended in Washington D.C. in March. He highlighted his meeting with Virginia Hamilton, of the Dept. of Labor, who will be looking at our Youth Model as a best practice. Ron Slack also recommended helping to support and prioritize youth programs.

Subject: Discussion and Action Items D.1 through D.3

D.1 Update on WIB's Strategic Plan Status Report

Recommendation and Action:

- ***Approve the WIB Strategic Plan Status Report 2014-15***

Discussion: Director Andy Stone reviewed the Status Report (as attachment to the agenda item).

Status: Motion to Accept: Howard Sherer

Motion Seconded: Bob Williamson
Abstentions: None
Committee Action: All in favor. Motion passed.

D.2 Report on Workforce Innovation and Opportunity Act (WIOA) with Board Composition Consideration

Recommendation and Action:

- ***Accept staff report on Local WIOA implementation and consider options for the composition of the WIB Board under the Opportunity Act***

Discussion: The attachment to this agenda item, which outlined the various board member composition options, was reviewed. Director Andy Stone recommends a small board size. The County code and Board by-laws which govern the board will need to be revised. Committee members discussed the options and are leaning towards a smaller board. Director Andy Stone wants to look at community needs at the program level and have the board provide oversight of workforce initiatives. Several Members suggested Barbara Mason be on the board to represent economic development.

Status: The Committee discussed the item without formal action.

D.3 Workforce Investment Board Member Engagement in Workforce Development

Recommendation and Action:

- **Review and Discuss the Results of the Focused Discussion**

Discussion: Several consensus items from the Focused Discussions were highlighted including: new members wanting mentors, having more clarity in what's going on in the community, smaller agenda packets and more engagement of the members. James Dion suggested the Executive Committee meetings be held on a traveling circuit to different board member's work sites. He believes having the meetings at their work sites would provide for more member engagement. Bob Williamson announced his resignation from the board, effective June 30, 2015 due to work commitments.

Status: The Committee discussed the item without formal action.

Subject: Information / Announcement Items I.1

I.1 Labor Market Information

Recommendation and Action: *No action taken*

Discussion: Chair Ron Slack commented that Santa Cruz County's unemployment rate was higher than the state and national average and expressed a desire to have the board look into ways that it can help companies keep jobs locally. Director Andy Stone commented that staff is committed to assisting with the workforce development needs of local businesses.

Status: N/A

Meeting adjourned at 10:08 am

Next Meeting: **Executive Committee Meeting**
Wednesday, May 20, 2015 @ 8:30am
Human Services Department
1000 Emeline, Santa Cruz, CA

Workforce Investment Board
Wednesday, June 3, 2015 @ 8:30 AM
Simpkins Family Swim Center
979 17th Ave., Santa Cruz, CA 95062