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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

Director:
Andy Stone

Workforce Investment Board
**Comprehensive Economic Development Strategy
Committee**

May 6, 2015 @ 3:00 PM

Human Services Department
1000 Emeline Ave., Santa Cruz, CA

The Chairperson called the meeting to order at 3:00 p.m.

Committee Members in Attendance

Dlott, Jo Anne	VP Human Resources, SureHarvest
Goldstein, Jamie	City Manager, City of Capitola
Kates, Corrie	Deputy City Mgr, City of Scotts Valley
Mason, Barbara	Economic Dev. Coord, County of SC
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

Committee Members Absent

Ando, Steve	City Manager, City of Scotts Valley
Gundersgaard, Jon	Sr. Tech. Recruiter, Seagate Technology
Hall, Joe (Alternate)	City of Santa Cruz
Lipscomb, Bonnie	Exec Dir, City of SC Economic Development
Previsich, Kathy	Director, County of SC Planning Dept
Tysseling, Bill	Executive Director, SC Chamber of Comm.

Staff in Attendance

Stone, Andy	WIB Director
McNeil, Gary	HSD Sr. Analyst (former Interim Director)
Gazza, Laurel	WIB Office Coordinator (minutes)

Guests

Berg, Carol	(for Bonnie Lipscomb) City of Santa Cruz
Conway, Julie	Santa Cruz County Housing Coordinator
Livingstone, Todd	Watsonville/Aptos Adult Education
Murtha, Ellen	Business Rep, Goodwill of Santa Cruz

Subject: Welcome

Discussion: The Chair, Ron Slack, welcomed Committee Members and staff at 3:00PM at which time a quorum was established. He also noted that Agenda items would be discussed in a different order than listed, as Julie Conway from Santa Cruz County Housing (Discussion item #4) would need to leave meeting early.

Subject: Public Comment

There was no public comment.

Subject: Chair / WIB Director Comments

Chair Ron Slack introduced WIB Director Andy Stone, who briefly summarized his prior experience with Michigan WORKS and thanked Interim Director Gary McNeil for his hard work to ensure a smooth transition.

Subject: Approval of the January 21, 2015 Meeting Minutes

Discussion: None.

Action: Approve January 21, 2015 minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Jamie Goldstein
Abstentions: None
Committee Action: Approved

Subject: Discussion and Action Items

D.1 WIB Strategic Plan and CEDS Action

Discussion: Former Interim Director Gary McNeil summarized the goals and information listed in the WIB Strategic Plan and CEDS action table and noted the benchmark items for the committee's review.

Action: No Vote Required.

Subject: D.2 Status of 2015 CEDS Five-Year Plan

Discussion: Gary McNeil advised the committee that the 2015 CEDS 5-Year Plan was submitted to the Economic Development Administration (EDA) on April 23rd, 2015, and that the agency is now reviewing it for approval. Andy Stone also stated that an EDA representative will be visiting the Santa Cruz County Administrative Office (CAO's) office on Monday, May 11, 2015 at 1:30 pm.

Action: Approve Status of 2015 CEDS 5-Year Plan

Status: Motion to Approve:
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: Approved

Subject: D.3 Planning for 2015-16 CEDS Operations

Discussion: Former Interim Director Gary McNeil reported that the 2015-16 Budget did not require any contributions from the municipalities, as they were able to use carry-in funds from 2014-15 Budget. He also mentioned new EDA regulations will drive the process for the 2016 CEDS Update, and that any special projects to compliment CEDS planning will be discussed at the next CEDS meeting on September 16, 2015.

Status: Motion to Approve: Jamie Goldstein
Motion Seconded: Jo Anne Dlott
Abstentions: None
Committee Action: All in favor, motion passed.

SUBJECT: Discussion Item

D.4 Presentation and Discussion on the Status of Initiatives for Affordable Housing Development in Santa Cruz County

Discussion: This item was discussed first and Julie Conway, Santa Cruz County Housing Coordinator, summarized recent changes to the County's housing plan, and gave an overview of the County housing programs, which included information on Measure J and Measure O programs, Sustainable Santa Cruz County and the Pippin Lane and Senior Housing projects. She also explained the Affordable Housing Impact Fee and its effect on development. Barbara Mason then spoke regarding zoning strategies and status of the flea market site – Sutter/ PAMF project.

Vote Required: No

SUBJECT: Discussion Item

D.5 Jurisdictional Roundtable on Status of Local and Regional Economic Development Strategies

Discussion: Each jurisdictional representative reported on and summarized the current economic status of their respective communities, and highlighted various building projects that are in development or are nearing completion.

Vote Required: No

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.

I.3 WIB Comprehensive Economic Development Strategy (CEDS) Committee Calendar

Discussion: The committee reviewed the tentative 2015-16 CEDS Committee Calendar.

Meeting adjourned at 5:01 p.m.

Next Meeting: September 16, 2015 @ 3:00 PM
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