Agenda

I. Call to Order/Welcome

II. Approval of Agenda

III. Public Comment

IV. Approval of Minutes from November 16, 2016 meeting ....2-4

V. Administration
   A.1 Committee Strategic Plan (Discussion) ......................... 5
      Guest Facilitator: John Baker

VI. Adjournment

Next WDB Meeting: Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 AM
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA  95062

Next Committee Meeting: TBD
The Chair called the meeting to order at 3:12 p.m., and a quorum was established.

**Committee Members in Attendance**
Delk, Marshall  
Hood, Dave  
Morse, Rob  
Siegel, Carol

**Committee Members Absent**
Slack, Ron  
Tysseling, Bill  
Van Valer, Andy

**Staff in Attendance**
Paz-Nethercutt, Sara – WDB Sr. Analyst  
Stone, Andy – WDB Director  
Zeller, Brenda – WDB Administrative Coordinator

**Guests**
Capitola-Duran, Jodi – Goodwill Central Coast, Workforce Santa Cruz County  
Ullestad, Sharolynn – Goodwill Central Coast, Workforce Santa Cruz County

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**Subject: Call to Order/Welcome**

**Discussion:** Business Services Committee Chair Marshall Delk called the meeting to order and welcomed members, staff, and guests. He asked for everyone to introduce themselves.

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**Subject: Approval of Agenda**

**Action:** It was moved to approve the November 16, 2016 Agenda.

**Status:**
- Motion to Approve: Rob Morse  
- Motion Seconded: Carol Siegel  
- Abstentions: None  
- Committee Action: All in favor, motion passed.
Subject: Public Comment

There was no public comment.

Subject: Approval of January 28, March 11, and November 18, 2015 Meeting Minutes

Discussion: Chair Marshall Delk noted that no approval was necessary due to a lack of quorum for the previous meetings.

Subject: V. Consent Items:

C.1 – Business Engagement Plan

Discussion: Director Andy Stone summarized the Business Engagement Plan prepared by Business U.

Action: It was moved to accept the Business Engagement Plan as written and work as a committee to develop its strategic plan.

Status: Motion to Approve: Rob Morse
        Motion Seconded: Carol Siegel
        Abstentions: None
        Committee Action: All in favor, motion passed.

Subject: VI. Administration Items:

A.1 – Committee Dashboard

The Committee Dashboard was presented.

A.2 – Committee Strategic Plan (Discussion)

The Committee Strategic Plan was discussed during the item C.1 Business Engagement Plan discussion.

VI. Chairperson’s Report

Business Services Committee Chair Marshal Delk thanked everyone for attending.

Meeting adjourned at 4:27 p.m.

Next Meeting: Workforce Investment Board Meeting
Wednesday, February 22, 2017 @ 3:00 p.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062

Business Services Committee Meeting
Wednesday, March 8, 2017 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St., Watsonville
A.1 Committee Strategic Plan

COMMITTEE: Business Services Committee
MEETING DATE: March 22, 2017

STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

SUMMARY:
When this committee was established in 2013, the overall goal was to develop and make recommendations for a business service plan in an effort to increase employer involvement in the activities of the local Workforce Development Board (WDB).

The Workforce Innovation and Opportunity Act (WIOA) tasks WDBs with contributing to economic growth and business expansion by ensuring the workforce system is job-driven - matching employers with skilled individuals.

1. Committee Discussion Suggestions:
   Plan a Business Roundtable with the purpose of bringing together industry ambassadors/stakeholders to identify local business needs, with the overall goal of being market responsive and assisting businesses in meeting workforce needs.
   - What are the industry sectors that will be targeted?
   - Who will committee members invite?
   - When and Where is the best time/location for the event?

2. Develop Strategic Plan: It is intended that the resulting discussion will lead to the development of an action plan for the Committee.

Attachment(s)

SUGGESTED MOTION: (if applicable)