Agenda

I. Call to Order/Welcome

II. Approval of Agenda

III. Public Comment

IV. Approval of Minutes from May 24, 2017 meeting .............. 2-3

V. Contractor Activity Report

VI. Administration
   A.1 Committee Dashboard.................................................. 4
   A.2 Contract Updates.......................................................... 5
   A.3 Committee Member Roundtable....................................... 6
   A.4 Committee Member Recruitment....................................... 7

VII. Chairperson’s Report

VIII. Adjournment

Next WDB Meeting: Workforce Development Board Meeting
Wednesday, November 8, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA 95062

Next Committee Meeting: Wednesday, January 17, 2018 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St., Watsonville

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.
The Chair called the meeting to order at 1:06 p.m., and a quorum was established.

**Committee Members in Attendance**
- Delk, Marshall
- Destout, Elyse
- Hood, Dave
- Siegel, Carol
- Slack, Ron
- Van Valer, Andy

**Committee Members Absent**
- Morse, Rob

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

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

**Subject: Call to Order/Welcome**

**Discussion:** Business Services Committee Chair Marshall Delk called the meeting to order and welcomed members, staff, and guests.

**Subject: Approval of Agenda**

**Action:** It was moved to approve the May 24, 2017 Agenda.

**Status:**
- Motion to Approve: Carol Siegel
- Motion Seconded: Ron Slack
- Abstentions: None
- Committee Action: All in favor, motion passed.

**Subject: Public Comment**

There was no public comment.

**Subject: Approval of March 22, 2017 Meeting Minutes**

**Action:** It was moved to approve the March 22, 2017 Meeting Minutes.
Status: Motion to Approve: Dave Hood
Motion Seconded: Marshall Delk
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Administration Items:

A.1 – Committee Strategic Plan

Committee members discussed the purpose of the committee and steps for revitalizing it. It was decided to postpone planning a Business Services Committee Roundtable. Committee members wanted first to have a concise elevator speech and marketing materials available to use when interacting with local businesses.

Director Andy Stone gave a brief update on the progress of developing marketing materials with Studio Holladay, stating that they have been working on some basic elevator speeches and a Mission Statement. Studio Holladay will give a presentation on its progress at the June 7 full board meeting.

Sharolynn Ullestad, Business Services Representative for Workforce Santa Cruz County gave a brief overview of her procedures for contacting and assisting local employers. Committee members requested data on the number of businesses served.

Meeting adjourned at 2:24 p.m.

Next Meeting: Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062

Business Services Committee Meeting
Wednesday, September 20, 2017 @ 3:00 p.m.
Community Foundation
7807 Soquel Dr.
Aptos, CA 95003
A.1 Dashboard
Program Year 2016-2017
April 1, 2017 - June 30, 2017

Hiring Events

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PY 16-17 Actual/Goal= 19/30, 63%

Job Orders

OJT Contracts

Lay offs Averted

At-Risk Businesses Served
## A.2 Contract Updates

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<th>Business Services Committee</th>
<th>MEETING DATE:</th>
<th>September 20, 2017</th>
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<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst</td>
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### SUMMARY:

As you may recall, the following two (2) contracts have business services related performance based outcomes (PBOs) and year end data for Program Year (PY) 2016-17 is now available:

1. Santa Cruz Small Business Development Center at Cabrillo College (SBDC) layoff aversion using Rapid Response funding only, contract expenditures were as follows:
   - Total Allocation: $44,000
   - Total Expenditures: $44,000 = 100% expended
   - Jobs Retained:
     - Goal= 60; Actual= 60 100% PBO attainment
   - Although not a PBO, it is note worthy to report during PY 16-17 SBDC provided services to over 40 new at-risk businesses.

2. Goodwill Central Coast (GCC) Business Services Representative costs are embedded within the entire GCC contract and difficult to isolate the exact amount expended solely on business services.
   - Overall GCC contract expenditures were as follows:
     - Total Allocation for three (3) funding sources (Adult, Dislocated Worker, RR): $600,000
     - Total Expenditures for all funding sources: $469,694 = 78.2% expended
   - Rapid Response (RR) funding is primarily used to provide business services:
     - GCC RR allocation: $25,000
     - GCC RR Expenditure: $16,785 = 67.1% expended
   - Job Orders
     - Goal=30; Actual= 30 100% PBO attainment
     - Although not a PBO, it is note worthy to report during PY 16-17 GCC enrolled 6 participants in an On-the-Job Training as follows:
       - ADULT: 4
       - DW: 2

### SUGGESTED MOTION: (if applicable)

N/A

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A.3 Committee Member Roundtable

COMMITTEE: Business Services Committee

MEETING DATE: September 20, 2017

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

SUMMARY:

In order to determine its local focus and actionable items, committee members will conduct a round robin report out on their respective industry sector. Topics such as the latest developments in their industry, emerging issues or trends can be presented.

Industry:
* Financial Activities
* Hospitality
* Professional Services
* Trade

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

COMMITTEE DATE

COMMITTEE APPROVAL:
[ ] Yes [ ] No Other:

BOARD DATE

BOARD APPROVAL:
[ ] Yes [ ] No Other:
A.4 Committee Member Recruitment

COMMITTEE: Business Services Committee
MEETING DATE: September 20, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

SUMMARY:

The Workforce Innovation and Opportunity Act (WIOA) allows for standing committees to be established by the Local Workforce Development Board (WDB) to provide information and assist with operational and other issues of the provision of services. The Business Services Committee is such a committee and is further referenced in the County Ordinance 2.110 with the Board By-Laws adopted on June 28, 2016 by the Board of Supervisors with the Workforce Investment Board name change to the WDB. According to WIOA regulations:

* Committee must be chaired by a member of the Local WDB;
* May also include other members of the Local WDB; and
* Must include other individuals appointed by the Local WDB who are not members of the Local WDB and who have demonstrated contributions, experience and expertise in the field of workforce development and as determined by the local WDB.

At this meeting, the Committee will discuss potential strategies and actions to ensure that the WDB meets the standing committee membership requirements of WIOA.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the Committee Member Recruitment strategy and direct WDB staff to take actions as indicated.

COMMITTEE DATE

COMMITTEE APPROVAL:

☐ Yes  ☐ No  Other:

BOARD DATE

BOARD APPROVAL:

☐ Yes  ☐ No  Other: