



**Workforce Development Board
Business Services/CEDS Committee
Wednesday, February 10, 2021
18 W. Beach Street, Watsonville
3:00 p.m.**

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

[Click Here to Join the Meeting Online](#)

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**Call in: (916) 318-9542
Meeting ID: 915 950 606#**

**BUSINESS SERVICES/CEDS
COMMITTEE:**

- Marshall Delk, Chair
Santa Cruz County Bank
- Carol Siegel, Employment Manager
Santa Cruz Seaside Company
- Elyse Destout, Vice-Chair
Photography by Elyse Destout
- Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce
- Gerlinde Brady
Cabrillo College
- Barbara Mason
Economic Development Manager
Santa Cruz County
- Tina Friend, City Manager
City of Scotts Valley
- Katie Herlihy
Community Development Manager
City of Capitola
- Matt Huffaker, City Manager
City of Watsonville
- Bonnie Lipscomb, Executive Director
City of Santa Cruz, Economic Development
- Rob Morse, Manager
Pacific Gas and Electric Company
- DIRECTOR:**
Andy Stone

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Business Services Manager Report**
- IV. Service Provider Activity Report**
SBDC (Layoff Aversion)
- V. Informational Item**
I.1 Labor Market Information **2-3**
- VI. Consent Items**
C.1 Approval of Minutes from October 7, 2020 Meeting **4-7**
C.2 Contractor Financial and Performance Report **8-9**
- VII. Presentation: 2021 Labor Law Updates**
Jessica Hawthorne, J.D., Senior Vice President of Human
Resources and Operations - California Employers Association **10**
- VIII. Administration**
A.1 Committee Member/Jurisdictional Roundtable **11**
- IX. Chairperson's Report**
- X. Adjournment**

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

**Next Meeting: Workforce Development Board Meeting
April 1, 2021 @ 8:30 a.m.
TBD**

**Next Committee Meeting:
April 7, 2021 @ 3:00 pm
TBD**

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.



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

I.1 Labor Market Information

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: February 10, 2021
STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide	

SUMMARY:

The current unemployment rate in Santa Cruz County was 8.5 percent in December 2020 up from a revised 6.8 percent in November 2020, and above the year ago estimate of 4.8 percent. This compares with an unadjusted unemployment rate of 8.8 percent for California and 6.5 percent for the nation during the same period.

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:

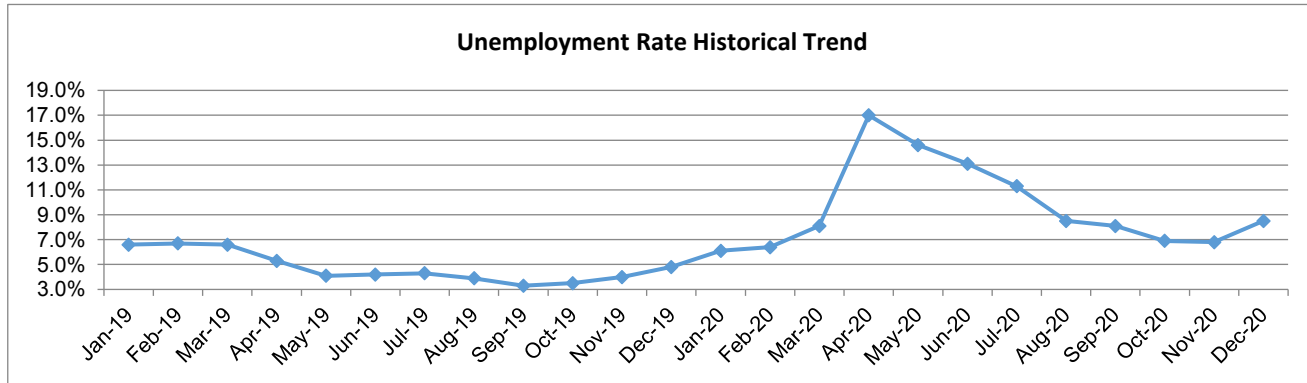
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

January 22, 2021

Andriy Moskalyk
 805-568-1314

IMMEDIATE RELEASE
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)
 (Santa Cruz County)

The unemployment rate in the Santa Cruz County was 8.5 percent in December 2020, up from a revised 6.8 percent in November 2020, and above the year-ago estimate of 4.8 percent. This compares with an unadjusted unemployment rate of 8.8 percent for California and 6.5 percent for the nation during the same period.



Industry	Nov-2020	Dec-2020	Change		Dec-2019	Dec-2020	Change
	Revised	Prelim				Prelim	
Total, All Industries	94,000	92,000	(2,000)		108,900	92,000	(16,900)
Total Farm	2,500	1,500	(1,000)		4,700	1,500	(3,200)
Total Nonfarm	91,500	90,500	(1,000)		104,200	90,500	(13,700)
Mining, Logging, and Construction	4,700	4,600	(100)		4,500	4,600	100
Manufacturing	6,300	6,200	(100)		7,200	6,200	(1,000)
Trade, Transportation & Utilities	16,400	16,500	100		17,200	16,500	(700)
Information	500	500	0		600	500	(100)
Financial Activities	3,600	3,600	0		3,600	3,600	0
Professional & Business Services	10,200	10,200	0		10,800	10,200	(600)
Educational & Health Services	15,300	15,200	(100)		17,700	15,200	(2,500)
Leisure & Hospitality	11,200	10,700	(500)		13,200	10,700	(2,500)
Other Services	4,300	4,200	(100)		5,100	4,200	(900)
Government	19,000	18,800	(200)		24,300	18,800	(5,500)

Notes: Data not adjusted for seasonality. Data may not add due to rounding
 Labor force data are revised month to month
 Additional data are available online at www.labormarketinfo.edd.ca.gov



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.1 Approval of Meeting Minutes

COMMITTEE: Business Services/CEDS	MEETING DATE: February 10, 2021
STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

SUMMARY:

Requesting Consent approval of the October 7, 2020 Business Services/CEDS meeting minutes.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to approve the October 7, 2020 Business Services/CEDS meeting minutes, as part of the consent agenda.

COMMITTEE DATE	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other:



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, October 7, 2020, 3:00 p.m.**

C.1 Attachment

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Zoom.

MINUTES

Vice-Chair Elyse Destout called the meeting to order at 3:03 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Destout, Elyse – Vice Chair
Elliott, Candice
Herlihy, Katie
Mason, Barbara
Morse, Rob
Unitt, Rebecca (in for Bonnie Lipscomb)

Committee Members Absent

Beyer, Casey
Brady, Gerlinde
Delk, Marshall
Friend, Tina
Huffaker, Matt
Siegel, Carol

Staff in Attendance

Detlefs, Peter – Incoming Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

None

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinde Brady,
Cabrillo College

Andy Constable, Barbara Mason
Economic Development
County of Santa Cruz

Candice Elliott
Principal Consultant
Fortress and Flourish

Katie Herlihy, Director of Community Development
City of Capitola

Matt Huffaker, Assistant City Manager
City of Watsonville

Bonnie Lipscomb, Executive Director
City of Santa Cruz Economic Development

Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce

Tina Friend, City Manager
City of Scotts Valley

Rob Morse, Manager
Pacific Gas and Electric Company

Carol Siegel, Employment Manager
Santa Cruz Seaside Company

DIRECTOR:
Andy Stone

Subject: II. Public Comment

There was no public comment.

Subject: III. Business Services Manager Report

WDB Director Andy Stone introduced incoming WDB Business Services Manager Peter Detlefs to the committee.

Subject: IV. Service Provider Activity Reports

No representatives from Cabrillo Small Business Development Center were present, however WDB Director Andy Stone noted that many local businesses had been shifting from furloughs to permanent layoffs.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for August 2020.

Subject: VI. Consent Items:

**C.1 – Approval of Minutes from August 5, 2020 Meeting
C.2 – Contractor Financial and Performance Report**

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Barbara Mason
Motion Seconded: Rob Morse
Abstentions: None
Committee Action: All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 Committee Member Jurisdictional Roundtable

Committee members present from City of Capitola, City of Santa Cruz, County of Santa Cruz Economic Development, and from the business sectors discussed current projects status in their respective jurisdictions, and the impacts of the local fires and ongoing COVID-19 pandemic.

Action: No action taken, discussion only.

Subject: VIII. Chairperson's Report – Chair Marsall Delk was not present, so no report was given.

Meeting adjourned at 3:38 p.m.

Next Meeting: **Workforce Development Board Meeting**
Wednesday, December 9, 2020 @ 8:30 a.m.
Watsonville Career Center **Virtual**

Business Services Committee Meeting
Wednesday, February 10, 2021 @ 3:00 pm
Watsonville Career Center **Virtual**

DRAFT



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

COMMITTEE:	MEETING DATE:
STAFF NAME:	

SUMMARY:

Attachment(s)

SUGGESTED MOTION: (if applicable)

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**Workforce Services for Business
WIOA Financial and Performance Report for Program Year 2020-21**

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures
(Through 12/31/2020)

SBDC Layoff Aversion	Actual
Budget	\$44,000
Invoiced Amount	\$44,000
Percent Invoiced	100%
Remaining Budget	\$0

SBDC - Contract Performance Objectives (Through 12/31/2020)

SBDC Layoff Aversion Contract Outcomes	Actual	Annual Goal	% Achieved
Number of new at-risk businesses to be served	51	40	127.5%
Number of actual jobs retained or layoffs averted*	0	60	0.0%

*Due to a delay in the execution of the Contract for Program Year 2020-21 because of COVID-19 and staffing impacts, SBDC did not initiate services until the beginning of Q2. The outcome Q2 services will be reported in Q3 increasing the number of actual jobs retained or layoff averted.

**Workforce Development Board
Guest Presenter
February 10, 2021**

P.1 2021 Labor Law Updates



Jessica Hawthorne, J.D.

Senior Vice President of Human Resources and Operations
California Employers Association

Jessica is the Senior Vice President of Human Resources and Operations at CEA. She manages the HR Director team who directly work with our members. Jessica has conducted hundreds of investigations over the years. She understands the complexities of He Said/She Said situations and is an expert at helping to determine credibility during the investigation process. She is always an engaging and dynamic speaker, including many real life examples in her training programs.



Action Consent Information Discussion

A.1 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: February 10, 2021
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

In order to determine its local focus and actionable items, committee members will provide a report out on their respective jurisdiction or 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

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