



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.

Workforce Development Board-Business Services/CEDS Committee Wednesday, February 9, 2022 @ 3:00 p.m.

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**Call in: (916) 318-9542
Meeting ID: 515 199 630#**

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

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Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Business Services/CEDS Committee
April 6, 2022 @3:00pm**

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Action Item 1: Findings Authorizing Teleconference Meetings

(Action required)

Recommendation

Adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Background

New State law adopted by the Legislature and signed by Governor Newsom (AB 361) allows local agencies to continue to meet by teleconference and internet platform as long as a state of emergency exists and local or state authorities have recommended social distancing measures. In a related provision, the legislative body, by a majority vote, can take action to meet via teleconference in order to avoid meeting in person and therefore reduce imminent risks to the health and safety of members of the public. If a legislative body continues to meet via teleconference, it must take action to renew this declaration every 30 days.

Suggested motion

I move to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.



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SANTA CRUZ COUNTY WORKFORCE DEVELOPMENT BOARD-BUSINESS SERVICES/CEDS COMMITTEE'S FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE MEETINGS AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR SOCIAL DISTANCING

WHEREAS, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on February 9, 2022, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee intends to hold its initial teleconference meeting under AB 361; and

WHEREAS, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds

that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee.

Section 2. Effective immediately, and for the next 30 days, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee in Santa Cruz, State of California, this ___9th ___day of ___February____, 2022, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chair, Santa Cruz County Workforce Development Board-
Business Services/CEDS Committee

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel

Action Item 2: Approval of August 4, 2021 Meeting Minutes

(Action required)

Recommendation

Approve the August 4, 2021 Business Services/CEDS Committee meeting minutes as attached.

Suggested motion

I move to approve the August 4, 2021 Business Services/CEDS Committee meeting minutes.



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, August 4, 2021, 3:00 p.m.**

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

Chair Marshall Delk called the meeting to order at 3:04 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Delk, Marshall - Chair
Brady, Gerlinde
Huffaker, Matt
Mason, Barbara
Unitt, Rebecca (for Bonnie Lipscomb)
Vereker, Dustin – Vice Chair

Committee Members Absent

Beyer, Casey
Destout, Elyse
Elliott, Candice
Friend, Tina
Herlihy, Katie
Morse, Rob

Staff in Attendance

Detlefs, Peter – WDB Business Services Manager
Stone, Andy – WDB Director
Marcy Villalobos – WDB Office Assistant

Guests

Akinjide, Dr. Kofi
Ham, Emily – Santa Cruz County Business Council
Staley-Raatiar, Desha

BUSINESS SERVICES/CEDS COMMITTEE:

- Marshall Delk, Chair**
Santa Cruz County Bank
- Dustin Vereker, Vice Chair**
Discretion Brewing
- Casey Beyer**
Santa Cruz Area Chamber of Commerce
- Gerlinde Brady**
Cabrillo College
- Elyse Destout**
Photography by Elyse Destout
- Candice Elliott**
Fortress and Flourish
- Tina Friend**
City of Scotts Valley
- Katie Herlihy**
City of Capitola
- Matt Huffaker**
City of Watsonville
- Bonnie Lipscomb**
City of Santa Cruz Economic Development
- Barbara Mason**
Economic Development
County of Santa Cruz
- Rob Morse**
Pacific Gas and Electric Company
- DIRECTOR:**
Andy Stone

Subject: Public Comment

There was no public comment, however meeting guests introduced themselves.

Subject: Chairperson’s Report

None.

Subject: Action Items:**Item 1 - Approval of the April 7, 2021 Meeting Minutes****Action:** It was moved to approve the Action Item.

Status:	Motion to Approve Action Item:	Dustin Vereker
	Motion Seconded:	Rebecca Unitt
	Abstention:	None
	Committee Action:	All in favor, motion passed

Subject: Report Items:**Item 2 – WDB Staff Updates**

WDB Business Services Manager, Peter Detlefs, gave the committee updates on the American Rescue Plan Act Funding, WIOA Request for Proposals (RFP), Career Services webpage, and updates on the tasks that Full Capacity Marketing is currently working on including reviewing current marketing materials and developing a tag line.

Action: No action taken, informational item only.**Item 3 – Contracted Service Provider Report**

Scheduled presenter, SBDC Director Brandon Napoli, was not able to attend. WDB Business Services Manager, Peter Detlefs, gave a summary on the layoff aversion for SBDC and shared that the contractor had exceeded their goals.

Action: No action taken, informational item only.**Item 4 – Comprehensive Economic Development Strategy 5-Year Plan**

WDB Business Services Manager, Peter Detlefs, reviewed Goal 3: Support and Foster Entrepreneurialism and Small Business of the strategic plan with the committee. Members of the committee shared current activities including the City of Santa Cruz's new Downtown Pops! Program designed to lower the barriers to entry for businesses looking to open a brick-and-mortar space; the City of Watsonville putting focus on downtown revitalization and shared workspace; and the Santa Cruz County Economic Development discussed the use of walk-up windows to help with illegal food vending.

Action: No action taken, informational item only.

Item 5 – Committee Member/Jurisdictional Roundtable

Committee members provided a report out on the latest developments in their industry. Topics discussed were outdoor dining, difficulties in filling job vacancies, and the new Delta variant of COVID-19 and how it is affecting businesses.

Action: No action taken, informational item only.

Subject:

Committee Member Announcements:

No report given. Chair Marshall Delk thanked everyone for attending.

Meeting adjourned at 4:02 p.m.

Next Meeting: **Business Services/CEDS Committee Meeting**
Wednesday, October 6, 2021 @ 3:00pm
Watsonville Career Center **Virtual**

Report Item 3: Workforce Development Board Staff Updates

(No vote required) – Peter Detlefs

1. Communications Update
2. Webpage Update
3. Health Improvement Partnership Update
4. 2022 State of the Workforce

Report Item 4: Business Resource Network Update

(No vote required) - Peter Detlefs

Background:

On October 23, 2019, the Ohio Business Resource Network presented their offering to Santa Cruz County BS/CEDS Committee Members via webinar. A Business Resource Network (BRN) is an approach to proactively improve business operations through a business assistance referral network. The BRN takes resources and streamlines them into a single access point for employers bringing them from point A-to-Z of the process. The BRN navigates through the confusion of red tape and the disjointed web of services and programs to connect employers with resources to assist with current and future needs to grow, improve, or expand their businesses. On February 12, 2020, an update was provided that WDB staff was looking into implementing a BRN at a scale achievable with local funding levels. On April 7, 2021, the BS/CEDS Committee received another update and approved pursuing the development of BRN, serve as the Advisory Board, agree to dedicate staff and resources to complete the agreed upon approach, and commit to the ongoing update and management of the program.

Update: Staff has been working with Full Capacity Marketing (FCM) since Spring 2021 developing a strategic communication plan for Workforce Santa Cruz County. As part of this process, FCM informed staff of a new platform that FCM was partnering to develop called Behind Every Employer. The focus of the national Behind Every Employer platform is to strategically connect employers with education and workforce organizations that provide solutions to their workforce challenges. The [Behind Every Employer](#) website houses a locator map that allows employers to search for local educators and workforce professionals. Through an Appointment Lab, Behind Every Employer manages inquiries generated through a marketing campaign and forwards the leads generated to local staff. The Behind Every Employer platform allows organizations to leverage the brand and work with FCM to create a local lead generation campaign. Staff engaged FCM to deploy a localized campaign for the BRN to grow market penetration for our local business-serving partners.

On February 1, 2022, Behind Every Employer Santa Cruz County campaign was launched serving as the platform for our local BRN. The launch includes a social media campaign on LinkedIn and Twitter through Workforce Santa Cruz County as well as a survey sent to over 600 targeted businesses countywide. The messaging directs interested employers to the [Behind Every Employer Santa Cruz County](#) landing page to submit an interest form to the Appointment Lab. The landing page offers services for talent recruitment, workforce training, business advising, doing business in Santa Cruz County and financing. Leads with employers generated through the Appointment Lab will be funneled through the WDB Business Services Manager and directed to the appropriate local partners for follow up.

Over the coming months, the marketing campaign will continue, and partners will be asked to update their webpages and marketing materials in support of the Behind Every Employer BRN platform and campaign. Staff will be working with FCM to add partners to the locator map. The [Workforce Santa Cruz County LinkedIn](#) page offers an example of how BRN partners will promote Behind Every Employer Santa Cruz County locally. Partners are asked to follow Workforce Santa Cruz County's social media platforms and share posts frequently.

Information Item 5: Comprehensive Economic Development Strategy 5-Year Plan/ Committee Member-Jurisdictional Roundtable

(No vote required) - Peter Detlefs

Background:

The Comprehensive Economic Development Strategy 5-Year Plan (CEDS Plan) for Santa Cruz County was submitted to the United States Economic Development Administration (EDA) in May 2020. The CEDS Plan includes a Summary Assessment of Current Economic Conditions, SWOT Analysis, Strategic Action Plan, and Evaluation Framework Indicators and Performance Measures. The link for the CEDS Plan can be found here: <https://bit.ly/3kJtjHB>

The Strategic Action Plan section outlines four goals and associated objectives for each. The Evaluation Framework Indicators and Performance Measures section further identifies the regional partners associated with the objectives and metrics for evaluating success. The Attachment provides a summary for reference.

Update: This item focuses on Goal 4: Invest in Infrastructure & Programs that Promote Regional Economic Vitality & Enhance Quality of Life. The discussion focus will be on partner activities currently underway, future activities planned, and identifying other opportunities. Committee members will also 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.

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 1: STRENGTHEN REGIONAL TALENT PIPELINES AND TALENT RETENTION

Objectives	Regional Partners	Metrics
1a: Develop and strengthen partnerships between educational institutions and regional employers.	UCSC, Community Colleges, Vocational Schools, Cities, County	Graduate retention rates
1b: Retain UCSC and Cabrillo College graduates within the County workforce.	Cities, County, School Districts	
1c: Initiate high school curriculum and experiential learning opportunities with regional programs to promote career navigation and introduce career pathways.		
1d: Support internships and course co-development with regional employers.	UCSC, Community Colleges, Vocational Schools, Cities, County, School Districts	Internship placement rates
1e: Leverage existing workforce to attract relevant and high-wage employers.	UCSC, Community Colleges, Vocational Schools, Economic Development Boards, incubators	New employers to the County

GOAL 2: ENHANCE ECONOMIC DIVERSITY AND RESILIENCE

Objectives	Regional Partners	Metrics
2a: Support regional and local analyses to determine vulnerabilities and opportunities to better develop and implement economic resilience plans, projects, and policies	Economic Development Boards, Cities, County	Number of new and existing businesses in key industry clusters
2b: Collaborate with local governments and organizations to identify key employers in budding industry clusters (such information and communication technology; finance, insurance, banking, and real estate; and sporting goods manufacturing) for targeted expansion and retention efforts		Number of graduates from upskilling training providers
2c: Develop and support programs that upskill the existing workforce.	Workforce Development Boards, UCSC, community colleges	Unemployment rate, industry cluster specific if possible
2d: Support programs that help companies find customers and markets outside the County.	Business associations, Economic Development Boards, incubators, Cities, County	Gross Regional Product, by industry cluster if possible
2e: Prioritize industry clusters with higher-skill and higher-paying jobs and realistic career pathways for the existing workforce.	Workforce Development Boards, Cities, County	Number of patents related to agricultural technology
2f: Support and encourage technology development programs with UCSC and other research institutions to support the expansion of agricultural technology industries.	UCSC, agriculture commissioner, Cities, County	Grants for agricultural technology development

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 3: SUPPORT AND FOSTER ENTREPRENEURIALISM AND SMALL BUSINESSES

Objectives	Regional Partners	Metrics
3a: Support incubators and coworking space in the County.	Economic Development Boards, Cities, County	Number of Incubators and coworking spaces
3b: Host innovation competitions in key industry clusters.		Utilization of incubators and coworking spaces
3c: Unify and strengthen coalitions to effectively support developing businesses and their workforces.		Number of new businesses and previous locations
3d: Market Santa Cruz County as an alternative to Silicon Valley.		Number of inter-regional events and collaborations
3e: Identify and assess opportunities to partner with other regions to increase awareness and connectivity to Santa Cruz County's innovation and entrepreneurs.		
3f: Explore potential program to match and partially fund entrepreneurs and small businesses with local students interested in internships or part-time work.	UCSC, Community Colleges, Workforce Development Board, Economic Development Board, Cities, County	Number of students interning or working part-time at local businesses relevant to their course of study

GOAL 4: INVEST IN INFRASTRUCTURE & PROGRAMS THAT PROMOTE REGIONAL ECONOMIC VITALITY & ENHANCE QUALITY OF LIFE

Objectives	Regional Partners	Metrics
4a: Ensure adequate infrastructure is in place for new and existing businesses. This includes improving transit, as well as providing fast internet and reliable water and sewage.	Parks and Recreation Departments, Cities, County	Average Internet speeds Internet Accessibility Commute Times Water and Sewer Complaints
4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wildness.	Parks and Recreation Departments, Cities, County	Number of visitors to public recreational attractions
4c: Maintain public services and recreation centers, such as parks, libraries, and beaches.		
4d: In addition to Measure D, consider additional transportation and traffic congestion mitigation efforts and initiatives.	Residents, Department of Public Works, Cities and County	Public Opinion