



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, April 13, 2022 @ 3:00 p.m.

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

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Call in: (916) 318-9542

Meeting ID: 909 706 384#

Call to Order/Welcome

Non-agenda public comment

Chairperson's Report

Action Items (vote required) :

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2. Approval of Minutes: February 9, 20225-8

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Committee Member Announcements

Adjournment

**Next Meeting: Workforce Development Board-Business Services/CEDS Committee
TBD @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 April 13, 2022, the Santa Cruz County Workforce Development Board-Business Services/CEDS Committee held a subsequent 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 13 day of April , 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 February 9, 2022 Meeting Minutes

(Action required)

Recommendation

Approve the February 9, 2022 Business Services/CEDS Committee meeting minutes as attached.

Suggested motion

I move to approve the February 9, 2022 Business Services/CEDS Committee meeting minutes.



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, February 9, 2022, 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.

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

- Beyer, Casey
- Delk, Marshall - Chair
- Elliott, Candice
- Herlihy, Katie
- Lipscomb, Bonnie (sent Rebecca Unitt)
- Mason, Barbara (sent Elissa Benson)
- Morse, Rob
- Vereker, Dustin – Vice Chair

Committee Members Absent

- Brady, Gerlinde
- Destout, Elyse
- Ham, Emily

Staff in Attendance

- Detlefs, Peter – WDB Business Services Manager
- Gray, Lacie – WDB Sr. Analyst
- Gutierrez, Elizabeth – WDB Administrative Aide
- Stone, Andy – WDB Director
- Villalobos, Marcy – WDB Office Assistant

Guests

- Holmquist-Gomez, Laura – WDB Board Member
- Napoli, Brandon
- Winter, Amanda

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
- Emily Ham**
Santa Cruz Business Council
- Katie Herlihy**
City of Capitola
- 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.

Subject: Chairperson's Report

None.

Subject: Action Items:

Item 1 – Findings Authorizing Teleconference Meetings

Action: It was moved 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.

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

Item 2 - Approval of the August 4, 2021 Meeting Minutes

Action: It was moved to approve the August 4, 2021 Business Services/CEDS Committee meeting minutes.

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

Subject: Report Items:

Item 3 – WDB Staff Updates

WDB Business Services Manager, Peter Detlefs, informed the committee on the launch of the Workforce Development Board Facebook page and a series of paid advertisements on Facebook and Instagram directing potential clients to workforce services. He also spoke of the progress of the new Workforce web page which currently has a page dedicated for board and committee meeting minutes and agendas with more additions underway. Lastly, a brief update was given on the 2022 State of the Workforce and the Health Improvement Partnership, which is in the process of interviewing individuals from the healthcare sector to serve on a council to make recommendations on how to better support the workforce sector.

Action: No action taken, informational item only.

Item 4 – Business Resource Network Update

WDB Business Services Manager, Peter Detlefs, provided an update to the committee on the Business Resource Network which included an introduction to a new platform called Behind Every Employer.

Action: No action taken, informational item only.

Item 5 – Comprehensive Economic Development Strategy 5-Year Plan

WDB Director, Andy Stone, asked that the committee members report out on of any updates that align with Goal 4: *Invest in Infrastructure & Programs that Promote Regional Economic Vitality & Enhance Quality of Life* of the strategic plan. Members of the committee took turns and reported on latest developments including the City of Capitola’s assistance to local businesses that employ low-income individuals and a regional bike share project; the County of Santa Cruz Economic Development Department working on supporting small businesses in the early childhood education sector and investing in more pre-apprenticeship programs; the City of Santa Cruz reported on the downtown library mixed-use project which includes a parking garage, new downtown library, and affordable housing units.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Committee members were given the opportunity to share announcements with the group. Some of the members that spoke out were Chair Marshall Delk who mentioned that Santa Cruz County Bank opened a branch in Monterey and will soon open a branch in Salinas; Vice Chair Dustin Vereker spoke on the issues of retail cost increases across the board and the expensive cost of living in Santa Cruz County.

Meeting adjourned at 4:01 p.m.

**Next Meeting: Business Services/CEDS Committee Meeting
Wednesday, April 6, 2022 @ 3:00pm
Watsonville Career Center **Virtual****

Report Item 3: Workforce Development Board Staff Updates

(No vote required) – Peter Detlefs

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

Information Item 4: Behind Every Employer Update

(No vote required) - Peter Detlefs

Background:

A Business Resource Network (BRN) helps business owners navigate through the disjointed web of services and programs. The BRN connects businesses with the resources necessary to grow, improve, or expand. On April 7, 2021, the BS/CEDS Committee approved pursuing the development of BRN, serving as the BRN advisory board, and committing to the ongoing update and management of the program. The Business Resource Network was launched on February 1, 2022 as Behind Every Employer Santa Cruz County.

Update: Since the launch of Behind Every Employer Santa Cruz County, a total of 13 leads have been generated as of March 28, 2022. Of the 13 leads, Workforce Santa Cruz County responded to 12 and one (1) was forwarded to El Pajaro Community Development Corporation for business advisory services. Overall, recruitment assistance remains the top need from those businesses that responded.

Budgeted direct outreach efforts through Full Capacity Marketing are winding down for fiscal year 2021-22. Staff will continue to promote Behind Every Employer Santa Cruz County of social media channels.

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 1: Strengthen Regional Talent Pipelines and Talent Retention. 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.

Partners:

- City of Capitola
- City of Santa Cruz
- City of Scotts Valley
- City of Watsonville
- Santa Cruz Chamber
- Business representatives

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