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, October 6, 2021 @ 3:00 p.m.

Click Here to Join the Meeting Online
If you don’t have Microsoft Teams: Select the “continue on this browser” option

Call in: (916) 318-9542  
Meeting ID: 762 095 097#

Call to Order/Welcome
Non-agenda public comment
Chairperson’s Report

Action Items (vote required):
1. Approval of minutes: August 4, 2021 ..................................................2-5

Report Items (no vote required):
2. WDB Staff Updates.................................................................6

Information Items (no vote required):
3. CEDS 5-Year Plan / Committee Member/Jurisdictional Roundtable..........................7-9

Committee Member Announcements

Adjournment
Next Meeting: Workforce Development Board-Business Services/CEDS Committee  
February 9, 2022 @3:00pm
<table>
<thead>
<tr>
<th>Action Item 1: Approval of August 4, 2021 Meeting Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Action required)</td>
</tr>
</tbody>
</table>

**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.
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
Detlef, 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-Raator, Desha

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 2: Workforce Development Board Staff Updates
(No vote required) – Peter Detlefs

1. Downtown Walkabout Job Fair
2. Career Services Webpage/Marketing Update
3. Business Resource Network
Information Item 3: Comprehensive Economic Development Strategy 5-Year Plan/Committee Member-Jurisdictional Roundtable
(No vote required) - Peter Detlefs

**Background:**

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.
### GOAL 1: STRENGTHEN REGIONAL TALENT PIPELINES AND TALENT RETENTION

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

### GOAL 2: ENHANCE ECONOMIC DIVERSITY AND RESILIENCE

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Regional Partners</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>2a: Support regional and local analyses to determine vulnerabilities and opportunities to better develop and implement economic resilience plans, projects, and policies</td>
<td>Economic Development Boards, Cities, County</td>
<td>Number of new and existing businesses in key industry clusters</td>
</tr>
<tr>
<td>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</td>
<td>Workforce Development Boards, UCSC, community colleges</td>
<td>Number of graduates from upskilling training providers</td>
</tr>
<tr>
<td>2c: Develop and support programs that upskill the existing workforce.</td>
<td>Business associations, Economic Development Boards, incubators, Cities, County</td>
<td>Unemployment rate, industry cluster specific if possible</td>
</tr>
<tr>
<td>2d: Support programs that help companies find customers and markets outside the County.</td>
<td>Workforce Development Boards, Cities, County</td>
<td>Gross Regional Product, by industry cluster if possible</td>
</tr>
<tr>
<td>2e: Prioritize industry clusters with higher-skill and higher-paying jobs and realistic career pathways for the existing workforce.</td>
<td>Workforce Development Boards, Cities, County</td>
<td>Number of patents related to agricultural technology</td>
</tr>
<tr>
<td>2f: Support and encourage technology development programs with UCSC and other research institutions to support the expansion of agricultural technology industries.</td>
<td>UCSC, agriculture commissioner, Cities, County</td>
<td>Grants for agricultural technology development</td>
</tr>
</tbody>
</table>
### GOAL 3: SUPPORT AND FOSTER ENTREPRENEURIALISM AND SMALL BUSINESSES

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

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

<table>
<thead>
<tr>
<th>Objectives</th>
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<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Parks and Recreation Departments, Cities, County</td>
<td>Average Internet speeds</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Internet Accessibility</td>
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<tr>
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<td></td>
<td>Commute Times</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Water and Sewer Complaints</td>
</tr>
<tr>
<td>4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wildness.</td>
<td>Parks and Recreation Departments, Cities, County</td>
<td>Number of visitors to public recreational attractions</td>
</tr>
<tr>
<td>4c: Maintain public services and recreation centers, such as parks, libraries, and beaches.</td>
<td>Parks and Recreation Departments, Cities, County</td>
<td>Number of visitors to public recreational attractions</td>
</tr>
<tr>
<td>4d: In addition to Measure D, consider additional transportation and traffic congestion mitigation efforts and initiatives.</td>
<td>Residents, Department of Public Works, Cities and County</td>
<td>Public Opinion</td>
</tr>
</tbody>
</table>