



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, 20212-5

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**

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 Item 1: 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-Raator, 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 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 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