Call to Order/Welcome

Non-agenda public comment

Chairperson’s Report

Action Items (vote required):
1. Approval of minutes: April 7, 2021 .................................................................2-5

Report Items (no vote required):
2. WDB Staff Updates...............................................................................................6
3. Contracted Service Provider Report: SBDC ..........................................................7

Information Items (no vote required):
4. CEDS 5-Year Plan.................................................................................................8-10
5. Committee Member/Jurisdictional Roundtable .....................................................11

Committee Member Announcements

Adjournment

Next Meeting: Workforce Development Board-Business Services/CEDS Committee  
October 6, 2021 @3:00pm
Action Item 1: Approval of April 7, 2021 Meeting Minutes

(Action required)

Recommendation
Request approval of the April 7, 2021 Business Services/CEDS Committee meeting minutes as attached.

Suggested motion
I move to approve the April 7, 2021 Business Services/CEDS Committee meeting minutes.
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 3:03 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance
Beyer, Casey
Delk, Marshall - Chair
Destout, Elyse – Vice Chair
Elliott, Candice
Herlihy, Katie
Lipscomb, Bonnie
Mason, Barbara
Raunel (In for Matt Huffaker, representing)

Committee Members Absent
Brady, Gerlinde
Friend, Tina
Huffaker, Matt (sent Raunel in his place, for voting)
Morse, Rob
Siegel, Carol

Staff in Attendance
Detlefs, Peter – Incoming Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Petersen, Kimberly – EBSD Director
Stone, Andy – WDB Director
Marcy Villalobos – WDB Office Assistant

Guests
Brown, David – CAO Sr. Analyst
Napoli, Brandon – Small Business Development Center

Subject: II. Public Comment

There was no public comment, however meeting guests introduced themselves.
Subject: III. Business Services Manager Report

WDB Business Services Manager Peter Detlefs noted that he was looking forward to discussing the A.2 and A.3 agenda items and recapped status of current projects.

Subject: IV. Service Provider Activity Reports

SBDC Director Brandon Napoli stated that in Q3 they retained 200 jobs and were better serving the community with the hiring of more bilingual and women advisors.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures from EDD, for February 2021. The unemployment rate in Santa Cruz County was 8.4 percent in February 2021, down from a revised 8.7 percent in January 2021, and above the year-ago estimate of 6.4 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.6 percent for the nation during the same period.

Subject: VI. Consent Items:

C.1 – Approval of Minutes from February 10, 2021 Meeting
C.2 – Contractor Financial and Performance Report

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Katie Herlihy
Motion Seconded: Bonnie Lipscomb
Abstentions: None
Committee Action: All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 CEDS 5-Year Plan Review

WDB Business Services Manager Peter Detlefs and WDB Director Andy Stone discussed components of the CEDS 5-Year Plan with the committee, including outlining goals and objectives, and enhancing Economic Diversity and Resilience. Director Stone stated that they looked for input from the committee regarding efforts to upscale employees.

Action: No action taken, discussion only.
A.2 Business Resource Network Update

WDB Business Services Manager Peter Detlefs gave the committee an update as to the current status in creating a Business Resource Network. He and Andy Stone discussed ideas with the committee regarding funding sources, goals, and staffing/management of a potential program.

Action: It was moved to approved the development of a Business Resource Network, 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.

Status: Motion to Approve: Bonnie Lipscomb
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, unanimous vote.

A.3 Committee Member/Jurisdictional Roundtable

Jurisdictional representatives presented discussed their ongoing current projects and status of projects that were previously on hold due to the COVID-19 pandemic. It was generally noted amongst committee members that economic activity was picking up at this time.

Action: No action taken, discussion only.

Subject:

VIII. Chairperson’s Report:

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

Meeting adjourned at 4:04 p.m.

Next Meeting: Workforce Development Board Meeting
Wednesday, May 26, 2021 @ 8:30 am
Watsonville Career Center **Virtual**

Business Services Committee Meeting
Date and Time TBD
Watsonville Career Center **Virtual**
Report Item 2: Workforce Development Board Staff Updates
(No vote required)

1. Career Services Webpage
2. Marketing Update
3. Business Resource Network
4. American Rescue Plan Act Funding
5. WIOA Request for Proposals (RFP)
Report Item 3: Contracted Service Provider Activity Report
(No vote required)

Brandon Napoli, Executive Director of the Small Business Development Center, will provide a summary of the Layoff Aversion contracted service provider activities.
Information Item 4: Comprehensive Economic Development Strategy 5-Year Plan
(No vote required)

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 3: Support and Foster Entrepreneurialism and Small Business. The discussion focus will be on partner activities currently underway, future activities planned, and identifying other opportunities.
## 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>Internship placement rates</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>New employers to the County</td>
</tr>
</tbody>
</table>

## GOAL 2: ENHANCE ECONOMIC DIVERSITY AND RESILIENCE

<table>
<thead>
<tr>
<th>Objectives</th>
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<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>Workforce Development Boards, UCSC, community colleges</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>Business associations, Economic Development Boards, incubators, 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>
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</tr>
</thead>
<tbody>
<tr>
<td>3a: Support incubators and coworking space in the County.</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>3b: Host innovation competitions in key industry clusters.</td>
<td>Economic Development Boards, Cities, County</td>
<td>Number 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>Utilization of incubators and coworking spaces</td>
</tr>
<tr>
<td>3d: Market Santa Cruz County as an alternative to Silicon Valley.</td>
<td></td>
<td></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></td>
<td>Number of inter-regional events and collaborations</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></td>
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## 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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</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>
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<td>Internet Accessibility</td>
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<td>Commute Times</td>
</tr>
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<td></td>
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<td>Water and Sewer Complaints</td>
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<tr>
<td>4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wilderness.</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></td>
<td></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>
Report Item 5: Committee Member/Jurisdictional Roundtable
(No vote required)

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.