Workforce Development Board
Business Services/CEDS Committee
Wednesday, October 7, 2020
18 W. Beach Street, Watsonville
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: 460 647 951#

Agenda

I. Call to Order/Welcome

II. Public Comment

III. Business Services Manager Report

IV. Service Provider Activity Report
   SBDC (Layoff Aversion)

V. Informational Item
   I.1 Labor Market Information…………………………………………………

VI. Consent Items
   C.1 Approval of Minutes from August 5, 2020 Meeting…………………
   C.2 Contractor Financial and Performance Report ……………………

VII. Administration
   A.1 Committee Member/Jurisdictional Roundtable ……………………

VIII. Chairperson’s Report

IX. Adjournment

Next Meeting: Workforce Development Board Meeting
September 16, 2020 @ 8:30 a.m.
Watsonville Career Center
18 W. Beach Street, Watsonville, CA.

Next Committee Meeting:
February 10, 2021

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.
I.1 Labor Market Information

COMMITTEE: Business Services/CEDS Committee
MEETING DATE: October 7, 2020

STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide

SUMMARY:

The current unemployment rate in Santa Cruz County was 8.6 percent in August 2020, down from a revised 11.3 percent in July 2020, and above the year ago estimate of 3.9 percent. This compares with an unadjusted unemployment rate of 11.6 percent for California and 8.5 percent for the nation during the same period.

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A
The unemployment rate in the Santa Cruz County was 8.6 percent in August 2020, down from a revised 11.3 percent in July 2020, and above the year-ago estimate of 3.9 percent. This compares with an unadjusted unemployment rate of 11.6 percent for California and 8.5 percent for the nation during the same period.

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total, All Industries</td>
<td>94,800</td>
<td>97,600</td>
<td>2,800</td>
<td>116,300</td>
<td>97,600</td>
<td>(18,700)</td>
</tr>
<tr>
<td>Total Farm</td>
<td>5,000</td>
<td>4,800</td>
<td>(200)</td>
<td>11,800</td>
<td>4,800</td>
<td>(7,000)</td>
</tr>
<tr>
<td>Total Nonfarm</td>
<td>89,800</td>
<td>92,800</td>
<td>3,000</td>
<td>104,500</td>
<td>92,800</td>
<td>(11,700)</td>
</tr>
<tr>
<td>Mining, Logging, and Construction</td>
<td>4,700</td>
<td>4,700</td>
<td>0</td>
<td>4,600</td>
<td>4,700</td>
<td>100</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6,300</td>
<td>6,300</td>
<td>0</td>
<td>7,200</td>
<td>6,300</td>
<td>(900)</td>
</tr>
<tr>
<td>Trade, Transportation &amp; Utilities</td>
<td>15,500</td>
<td>15,500</td>
<td>0</td>
<td>16,900</td>
<td>15,500</td>
<td>(1,400)</td>
</tr>
<tr>
<td>Information</td>
<td>500</td>
<td>500</td>
<td>0</td>
<td>600</td>
<td>500</td>
<td>(100)</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>3,400</td>
<td>3,400</td>
<td>0</td>
<td>3,600</td>
<td>3,400</td>
<td>(200)</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>10,200</td>
<td>10,200</td>
<td>0</td>
<td>11,300</td>
<td>10,200</td>
<td>(1,100)</td>
</tr>
<tr>
<td>Educational &amp; Health Services</td>
<td>14,700</td>
<td>14,800</td>
<td>100</td>
<td>17,900</td>
<td>14,800</td>
<td>(3,100)</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>12,100</td>
<td>11,700</td>
<td>(400)</td>
<td>15,500</td>
<td>11,700</td>
<td>(3,800)</td>
</tr>
<tr>
<td>Other Services</td>
<td>4,400</td>
<td>4,400</td>
<td>0</td>
<td>5,200</td>
<td>4,400</td>
<td>(800)</td>
</tr>
<tr>
<td>Government</td>
<td>18,000</td>
<td>21,300</td>
<td>3,300</td>
<td>21,700</td>
<td>21,300</td>
<td>(400)</td>
</tr>
</tbody>
</table>

Notes: Data not adjusted for seasonality. Data may not add due to rounding. Labor force data are revised month to month. Additional data are available online at www.labormarketinfo.edd.ca.gov
C.1 Approval of Meeting Minutes

COMMITTEE: Business Services/CEDS
MEETING DATE: October 7, 2020

STAFF NAME: Andy Stone, WDB Director; Laurel Gazza, Administrative Aide

SUMMARY:
Requesting Consent approval of the August 5, 2020 Business Services/CEDS meeting minutes.

Attachment(s)

SUGGESTED MOTION: (if applicable)
I move to approve the August 5, 2020 Business Services/CEDS meeting minutes.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
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<tbody>
<tr>
<td></td>
<td>□ Yes   □ No □ Other:</td>
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<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
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<tr>
<td></td>
<td>□ Yes   □ No □ Other:</td>
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</table>
Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Room 2
Wednesday, August 5, 2020, 3:00 p.m.

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 3:00 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance
Beyer, Casey – Santa Cruz Chamber of Commerce
Delk, Marshall – Chair
Destout, Elyse – Vice Chair
Friend, Tina – City of Scotts Valley
Mason, Barbara – for County Economic Development
Morse, Rob – PG&E
Siegel, Carol – SC Seaside Company
Unitt, Rebecca – City of Santa Cruz (in for Bonnie Lipscomb)

Committee Members Absent
Brady, Gerlinde – Cabrillo College
Elliott, Candice – Fortress and Flourish
Herlihy, Katie – City of Capitola
Huffaker, Matt – City of Watsonville

Staff in Attendance
Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests
Napoli, Brandon – Cabrillo College SBDC
Subject: II. Public Comment

There was no public comment.

Subject: III. Business Services Manager Report

Subject: IV. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center (SBDC) at Cabrillo College, discussed their statistics for PY 19/20 contract, and the effects of the COVID-19 pandemic. Total At-Risk Businesses Served: 135; Total Jobs Retained: 115.

Subject: V. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone gave an update on the latest unemployment figures for June 2020.

Subject: VI. Consent Items:

C.1 – Approval of Minutes from April 7, 2020 Meeting
C.2 – Committee Dashboard
C.3 – Contractor Financial and Performance Report
C.4 – WIOA Program Monitoring PY 2019/20

Action: It was moved to approve the Consent Agenda Items

Status: 
Motion to Approve: Carol Siegel
Motion Seconded: Casey Beyer
Abstentions: None
Committee Action: All in favor, unanimous vote.

Subject: VII. Administration Items:

A.1 Committee Member Jurisdictional Roundtable

Committee members present from City and County jurisdictions (City of Scotts Valley, County of Santa Cruz, City of Santa Cruz, Santa Cruz Chamber of Commerce, and business sector members gave a report out on their current projects and how the COVID-19 pandemic is still affecting their respective areas.
Action: No action taken, discussion only.

Subject: VIII. Chairperson’s Report – Chair Marsall Delk gave a report on the perspective in the banking industry during COVID-19, and the status of PPP in the local economy. He also mentioned upcoming Santa Cruz County Bank expansion plans for Monterey County.

Meeting adjourned at 4:05 p.m.

Next Meeting:  
Workforce Development Board Meeting  
Wednesday, September 16, 2020 @ 8:30 a.m.  
Watsonville Career Center **Virtual**

Business Services Committee Meeting  
Wednesday, October 7, 2020 @ 3:00 pm  
Watsonville Career Center **Virtual**
C.2 Contractor Budget & Performance

COMMITTEE: BS/CEDS Committee
MEETING DATE: October 7, 2020

STAFF NAME: Andy Stone, Workforce Development Board Director

SUMMARY:
Report attached tracking Small Business Development Center (SBDC) spend and performance for layoff aversion. SBDC exceeded annual targets.

Attachment(s)

SUGGESTED MOTION: (if applicable)
Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures
(Through 6/30/2020)

<table>
<thead>
<tr>
<th>SBDC Layoff Aversion</th>
<th>Actual</th>
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<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>$44,000</td>
</tr>
<tr>
<td><strong>Invoiced Amount</strong></td>
<td>$44,000</td>
</tr>
<tr>
<td><strong>Percent Invoiced</strong></td>
<td>100%</td>
</tr>
<tr>
<td><strong>Remaining Budget</strong></td>
<td>$0</td>
</tr>
</tbody>
</table>

SBDC - Contract Performance Objectives (Through 6/30/2020)

<table>
<thead>
<tr>
<th>SBDC Layoff Aversion Contract Outcomes</th>
<th>Actual</th>
<th>Annual Goal</th>
<th>% Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of new at-risk businesses to be served</td>
<td>135</td>
<td>40</td>
<td>337.5%</td>
</tr>
<tr>
<td>Number of actual jobs retained or layoffs averted</td>
<td>115</td>
<td>60</td>
<td>191.7%</td>
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SBDC exceeded Layoff Aversion annual targets.
### A.1 Committee Member/Jurisdictional Roundtable

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| STAFF NAME: | Andy Stone, WDB Director |

**SUMMARY:**

In order 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.

**Industry:**

* Financial Activities
* Hospitality
* Professional Services
* Trade

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**SUGGESTED MOTION: (if applicable)**

N/A

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