Workforce Development Board  
Business Services Committee  
Comprehensive Economic Development Strategy (CEDS) Committee  
Wednesday, August 8, 2018  
Sheriff’s Dept. – Community Room  
5200 Soquel Ave, Santa Cruz  
3:00 p.m.

Agenda

I. Call to Order/Welcome

II. Public Comment

III. Comments by Chair and WDB Director  
Business Services and CEDS Committee Merger Philosophy

IV. Approval of Minutes from January 17, 2018 Business Services Committee and May 16, 2018 CEDS Committee ............2-7

V. Service Provider Activity Report  
Eckerd (Workforce Services for Business)  
SBDC (Layoff Aversion)

VI. Consent Items  
C.1 Committee Dashboard.............................................................8  
C.2 Labor Market Information ......................................................9-10  
C.3 AJCC Hallmarks of Excellence.............................................11

VII. Administration  
A.1 Business Services and CEDS Committee Merger/Goals ........12  
A.2 CEDS Budget Update............................................................13-14  
A.3 Committee Member Recruitment .........................................15  
A.4 Committee Member/Jurisdictional Roundtable .......................16

VIII. Chairperson’s Report

IX. Adjournment

Next WDB Meeting:  
Workforce Development Board Meeting  
September 11, 2018 @ 8:30 a.m.  
Best Western Seacliff Inn  
7500 Old Dominion Ct.  
Aptos, CA 95003

Next Committee Meeting:  
October 10, 2018 @ 3:00 pm  
1000 Emeline Ave, Executive Conference Room  
Santa Cruz, CA 95060
The Chair called the meeting to order at 3:10 p.m., and a quorum was established.

Committee Members in Attendance
Delk, Marshall
Destout, Elyse
Morse, Rob
Van Valer, Andy
Denise Moss (Cabrillo College designate, in for Gerlinde Brady)

Committee Members Absent
Siegel, Carol
Slack, Ron
Hood, Dave

Staff in Attendance
Gazza, Laurel – WDB Administrative Aide
Stone, Andy – WDB Director

Guests
Mike Quiroz – Division of Apprenticeship, State of California
Alicia A. Sibaja – Division of Apprenticeship Standards, State of California
Teresa Thomae – Small Business Development Council, Cabrillo College
Sharolynn Ullestad – WFSCC, Goodwill Central Coast

Subject: Call to Order/Welcome
Discussion: Business Services Committee Chair Marshall Delk called the meeting to order.

Subject: Approval of Agenda
Action: It was moved to approve the January 17, 2018 Agenda.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Andy Van Valer
Abstentions: None
Committee Action: All in favor, motion passed.
Subject: Public Comment

No comments from the public, but WDB Director Andy Stone mentioned that there were two new attendees, Denise Moss, from Cabrillo College, in for Gerlinde Brady; and Mike Quiroz, from the Division of Apprenticeship, State of California. Both briefly discussed their respective programs and mission.

Subject: Approval of September 20, 2017 Meeting Minutes

Action: It was moved to approve the September 20, 2017 Meeting Minutes.

Status:
- Motion to Approve: Elyse Destout
- Motion Seconded: Rob Morse
- Abstentions: Andy Van Valer
- Committee Action: All in favor (minus Van Valer), motion passed.

Subject: V. Contractor Activity Report:

Sharolynn Ullestad from WFSCC GCC gave Mid-Year Report update, including the latest hiring events such as Access to Employment, and expressed that there had been better media outreach. She also shared a success story from small business The Open Hearth. Denise Moss from Cabrillo College discussed their Apprenticeship Program, and together with Andy Stone, discussed how the program could work better. Teresa Thomae, from Cabrillo College Small Business Development Council, recapped and summarized her program and discussed challenges in tracking metrics of Sole Proprietorship/Entrepreneurship, and helping businesses find employees to work at minimum wages. She also mentioned their last quarter monitoring had been done and that their fiscal audit was still in process. She recounted a success story from small business Drapery Enterprises, regarding their downsizing/transition to new owner.

Subject: VI. Administration Items:

A.1 – Committee Dashboard

Director Andy Stone presented the Committee Dashboard, for Quarter 1 statistics.

A.2 – Labor Market Information

Director Andy Stone presented the current Labor Market information, showing continued job growth, and discussed the local unemployment figures, trends, and new developments such as AB168.

A.3 – Committee Member Roundtable

Director Andy Stone asked the committee members for a round-robin style report out on their current business conditions. Marshall Delk (banking/financial) stated that business was generally doing very well, with
the exception of retail. Rob Morse (Utilities) reported lots of challenges as a utility due to strict liability laws in California, and changes within the industry. They are looking into how to address economic development issues.

A.4 – Business Engagement Strategy

Director Andy Stone highlighted various portions of this item, from the attached Business Engagement Strategic Plan.

Action was deferred on this item.

A.5 – Committee Member Recruitment

Each committee member discussed possible options for new committee members, and Elyse Destout mentioned new referral Erica Manfre, from Monterey Mushrooms, who wasn’t able to attend this meeting. Focus of discussion was each member coming up with the name of a referral and how to convince the prospective member of the benefits of their joining the committee. Marshall Delk asked that January 31 be the deadline to come up with recruitment referrals.

Subject: VII. Chairperson’s Report

No report given, however Director Andy Stone announced the February 1, 2018 Special Meeting of the WDB Full Board, in which they will discuss the merger between the WDB and Employment Benefits Services Division.

Meeting adjourned at 4:58 p.m.

Next Meeting: Workforce Investment Board Meeting
Wednesday, February 28, 2018 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003

Business Services Committee Meeting
Wednesday, April 18, 2018 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St.
Watsonville, CA 95076
MINUTES

The Chair Carol Siegel called the meeting to order at 3:00 pm.

Committee Members in Attendance:
Katie Herlihy – City of Capitola (replaced Jamie Goldstein)
Barbara Mason – Santa Cruz County Economic Development Dept. (Alt.)
Carol Siegel – Santa Cruz Seaside Co. (Chair)
Rob Morse – Pacific Gas and Electric (Vice Chair)
Casey Beyer – Santa Cruz Chamber of Commerce
Peter Detlefs – County of Santa Cruz Economic Development Dept. (Alt.)

Committee Members Absent:
Andy Constable – Santa Cruz County Economic Development Dept.
Bonnie Lipscomb – City of Santa Cruz
Jo Anne Dlott – Sure Harvest
Matt Huffaker – City of Watsonville

Staff in Attendance:
Andy Stone – Director, Workforce Development Board – Santa Cruz County
Laurel Gazza – Senior Board Clerk – Clerk of the Board, Santa Cruz County

Guests
Sharolynn Ullestad

I. Subject: Welcome/Introductions

Discussion: Chair Carol Siegel welcomed everyone, and members introduced themselves

II. Subject: Public Comment

There was no public comment.
III. **Subject: Chair/WDB Director Comments**

WDB Director Andy Stone announced that the WDB’s Business Services Manager posted position would be closing on May 18th. The position would be a liaison between the WDB and local businesses. He also mentioned the State of the Workforce Report was due at the end of June.

IV. **Subject: Approval of January 18, 2017 Meeting Minutes**

**Discussion:** None

**Action:** Approved the January 18, 2017 meeting minutes

**Motion:** Rob Morse  
**Second:** Barbara Mason  
**Vote:** Rob Morse, Barbara Mason, Carol Siegel and Katie Herlihy all in favor  
**Abstentions:** Casey Beyer

V. **Discussion and Action Items:**

**Subject: D.1 – Review of CEDS Goals:**

**Discussion:** WDB Director Andy Stone directed the committee to think about what goals they would like CEDS to prioritize in the future, and would set the next meeting agenda with those in mind. Members suggested building collaboration between government and other sectors, focusing on infrastructure, living wages, housing, employee retention.

**Action:** None, discussion item.

**Discussion and Action Items:**

**Subject: D.2 – Potential CEDS expansion**

**Discussion:** Director Andy Stone discussed the possibility of merging the CEDS Committee with the Business Services Committee and provided pros and cons to the committee, and allocation of resources. Members indicated they would be willing to try the merger of the two committees on an initial basis.

**Action:** None, discussion only item.
Discussion and Action Items:

Subject: D.3 – Future CEDS Meeting Schedule and Location

Discussion: The committee discussed potential new CEDS committee meeting dates for the FY 2018-19, as though it would be merged with the Business Services Committee. Dates accepted were: August 8, 2018; October 10, 2018; February 13, 2019; and April 10, 2019. These dates were thought to be more accommodating to committee members who previously had not been able to attend. Possible locations were briefly discussed, and meeting times were kept at 3:00 pm.

Action: Accepted proposed meeting dates for FY 2018-19 CEDS Committee meetings: August 8, 2018; October 10, 2018; February 13, 2019, and April 10, 2019.

Motion: Rob Morse
Second: Katie Herlihy
Vote: Unanimous

Discussion Item:

Subject: D.4 – Labor Market Information

Action: N/A – Discussion only of the current labor market report, through March 2018.

Discussion Item:

Subject: A.1 – Labor Market Information

Action: N/A – Committee discussed trends of the current labor market report.

Chair Carol Siegel adjourned the meeting at 4:20 pm.

Next Meeting: August 8, 2018 at 3:00 pm
Location: TBD
C.1 Dashboard

Program Year 2017-2018
July 1, 2017 - June 30, 2018

Hiring Events

PY 17/18 Hiring Events thru Q4

Job Orders

Job Orders

Q1 Total=0
Q2 Total=16
Q3 Total=16
Q4 Total=0
Annual Goal= 15

PY 17/18 Goal/Actual= 15/14   93%

OJT Contracts

ADULT

PY 17/18 Number of At-Risk Businesses

Q1= 8
Q2= 9
Q3= 11

Lay offs Averted

PY 17/18 Goal/Actual= 15/14   93%
C.2 Labor Market Information

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>MEETING DATE:</th>
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<tbody>
<tr>
<td>Business Services/CEDS Committee</td>
<td>August 8, 2018</td>
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<table>
<thead>
<tr>
<th>STAFF NAME:</th>
</tr>
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<tbody>
<tr>
<td>Andy Stone - WDB Director, Laurel Gazza - Administrative Aide</td>
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**SUMMARY:**

The unemployment rate in the Santa Cruz County was 4.5 percent in June 2018, up from a revised 4.3 percent in May 2018, and below the year ago estimate of 4.9 percent. This compares with an unadjusted unemployment rate of 4.5 percent for California and 4.2 for the nation during the same period.

**Attachment(s)**

**SUGGESTED MOTION: (if applicable)**

N/A

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<tr>
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<th>BOARD DATE</th>
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</table>
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### Unemployment Rate Historical Trend

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
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<tbody>
<tr>
<td>2016</td>
<td>4.0%</td>
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<tr>
<td>2017</td>
<td>4.0%</td>
</tr>
<tr>
<td>2018</td>
<td>4.5%</td>
</tr>
<tr>
<td>2019</td>
<td>5.0%</td>
</tr>
<tr>
<td>2020</td>
<td>5.5%</td>
</tr>
<tr>
<td>2021</td>
<td>6.0%</td>
</tr>
<tr>
<td>2022</td>
<td>6.5%</td>
</tr>
<tr>
<td>2023</td>
<td>7.0%</td>
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### Industry Employment

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Total, All Industries</td>
<td>116,100</td>
<td>119,700</td>
<td>3,600</td>
<td>116,800</td>
<td>119,700</td>
<td>2,900</td>
</tr>
<tr>
<td>Total Farm</td>
<td>9,300</td>
<td>11,200</td>
<td>1,900</td>
<td>11,300</td>
<td>11,200</td>
<td>(100)</td>
</tr>
<tr>
<td>Total Nonfarm</td>
<td>106,800</td>
<td>108,500</td>
<td>1,700</td>
<td>105,500</td>
<td>108,500</td>
<td>3,000</td>
</tr>
<tr>
<td>Mining, Logging, and Construction</td>
<td>5,100</td>
<td>5,100</td>
<td>0</td>
<td>4,900</td>
<td>5,100</td>
<td>200</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,000</td>
<td>7,300</td>
<td>300</td>
<td>7,000</td>
<td>7,300</td>
<td>300</td>
</tr>
<tr>
<td>Trade, Transportation &amp; Utilities</td>
<td>17,100</td>
<td>17,300</td>
<td>200</td>
<td>17,400</td>
<td>17,300</td>
<td>(100)</td>
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<tr>
<td>Information</td>
<td>800</td>
<td>800</td>
<td>0</td>
<td>800</td>
<td>800</td>
<td>0</td>
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<tr>
<td>Financial Activities</td>
<td>3,500</td>
<td>3,500</td>
<td>0</td>
<td>3,600</td>
<td>3,500</td>
<td>(100)</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>10,500</td>
<td>10,600</td>
<td>100</td>
<td>10,600</td>
<td>10,600</td>
<td>0</td>
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<tr>
<td>Educational &amp; Health Services</td>
<td>18,300</td>
<td>18,300</td>
<td>0</td>
<td>17,900</td>
<td>18,300</td>
<td>400</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>15,000</td>
<td>15,800</td>
<td>800</td>
<td>15,300</td>
<td>15,800</td>
<td>500</td>
</tr>
<tr>
<td>Other Services</td>
<td>5,000</td>
<td>5,200</td>
<td>200</td>
<td>4,900</td>
<td>5,200</td>
<td>300</td>
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<tr>
<td>Government</td>
<td>24,500</td>
<td>24,600</td>
<td>100</td>
<td>23,100</td>
<td>24,600</td>
<td>1,500</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 on line at www.labormarketinfo.edd.ca.gov
C.3 AJCC Cert.-Hallmarks of Excellence

COMMITTEE: Business Services Committee
MEETING DATE: August 8, 2018

STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst

SUMMARY:
Under WIOA, local boards are responsible for maintaining a network of high-quality, effective AJCCs. AJCCs are to follow the criteria and procedures established by the State Board once every three years when certifying the AJCCs. To this end, this board at its May 30, 2018 meeting approved the AJCC Hallmarks of Excellence independent review conducted by Racy Ming and was submitted to the State Workforce Board as required under WIOA. To recap, the AJCC Hallmarks of Excellence certification is intended to ensure that every comprehensive AJCC is in compliance with key WIOA statutory and regulatory requirements.

The AJCC Hallmarks of Excellence Report accessible as indicated below, includes continuous improvement goals and recommendations. The Career Services Committee of this Board is overseeing the implementation of the Hallmarks of Excellence Action Plan and the areas and rankings of the certification that are business related are listed below for your information:

5. The AJCC is an on-ramp for skills development and the attainment of industry-recognized credentials which meet the needs of targeted regional sectors and pathways. Ranking: 3
Continuous Improvement Goals/Recommendations:
*Provide staff training on labor market information, targeted sectors and career pathways- and how to use this information in working with customers; Ensure this training is ongoing and regular; Organize job center information/displays to include priority sectors and related information.

6. The AJCC actively engages industry and labor and supports regional sector strategies through an integrated business services strategy and focuses on quality jobs. Ranking: 4
Continuous Improvement Goals/Recommendations:
*Examine the points at which business customers feedback is solicited and determine how this can be strengthened.

The progress on the certification areas is available to this committee upon request.

AJCC Hallmarks of Excellence Report accessible as follows:
http://bit.do/epmYd

I move to approve the AJCC Hallmarks of Excellence action plan as outlined by WDB staff and direct staff to implement said actions and report back to committee regularly on status.

COMMITTEE DATE
COMMITTEE APPROVAL:
☐ Yes ☐ No Other:

BOARD DATE
BOARD APPROVAL:
☐ Yes ☐ No Other:
A.1 CEDS and Business Services

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
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<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director</td>
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SUMMARY:

At the Workforce Development Board’s (WDB) February 28, 2018, meeting, the WDB voted to merge the WIOA with CalWORKs program oversight and, as a subset of this merger, combine the Business Services Committee with the Comprehensive Economic Development Strategy (CEDS) Committee. At today's meeting, your Committee will discuss merging the two Committee's charges.

To assist with this discussion, here is some background on the CEDS Committee and Plan: The CEDS Committee was established to develop a strategy-driven plan for regional (county-wide) economic development. Regions are required to update their CEDS at least every five years to qualify for Economic Development Agency (EDA) grants. At its quarterly meetings, the CEDS Committee, consisting of private sector and economic development representatives, identifies opportunities for regional economic development activities. The most recent CEDS plan can be found at: [http://bit.do/eta98](http://bit.do/eta98). An EDA developed summary of the CEDS can be found at: [http://bit.do/etbaD](http://bit.do/etbaD).

The Business Engagement Plan developed for the Business Services Committee can be found at: [http://bit.do/eta9E](http://bit.do/eta9E). Page 6 of the Strategic Plan has a summary of a draft Committee Mission and Vision. The Mission: Workforce Santa Cruz County is responsive to the needs of industry by providing a robust portfolio of services, solutions and strategies that support the retention and growth of businesses in Santa Cruz County, spurring increased employment opportunities and job seeker success.

N/A

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A
A.2 CEDS Budget Update

COMMITEE: Business Services/CEDS Committee

MEETING DATE: August 8, 2018

STAFF NAME: Andy Stone, WDB Director

SUMMARY:

The current Five-Year CEDS Plan is good through 2019. The next CEDS Five-Year Plan is due to the Economic Development Administration (EDA) in May 2020.

The WDB Director is recommending a CEDS-funded budget for 2019-20 of $40,000, including $35,000 to contract to develop the next CEDS Five-Year Plan and $5,000 for WDB staffing. The staff funds are composed of $2,500 for meetings management and $2,500 for contract and CEDS Plan oversight.

The recommended budget is attached. Ratios were apportioned to specific jurisdictions based on relative population size (according to the 2010 United States Census). No contributions are required for this fiscal year.

SUGGESTED MOTION: (if applicable)

I move to accept the recommended 2019-20 budget and to take any necessary steps to allocate the funds apportioned to my jurisdiction.

Attachment(s)

Committee Date: 08/08/18

Committee Approval:

☐ Yes  ☐ No  Other:

Board Date

Board Approval:

☐ Yes  ☐ No  Other:
## Program Year 2019-20 Proposed CEDS Budget
(July 1, 2019 - June 30, 2020)

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Population (Census 2010)</th>
<th>% of County Population-(Based on 2000 Census population data)</th>
<th>19/20 Approved Contributions (Based on 2000 Census population data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Capitola</td>
<td>9,918</td>
<td>3.78%</td>
<td>$1,511.99</td>
</tr>
<tr>
<td>County of Santa Cruz</td>
<td>129,739</td>
<td>49.45%</td>
<td>$19,778.64</td>
</tr>
<tr>
<td>City of Santa Cruz</td>
<td>59,946</td>
<td>22.85%</td>
<td>$9,138.74</td>
</tr>
<tr>
<td>City of Scotts Valley</td>
<td>11,580</td>
<td>4.41%</td>
<td>$1,765.37</td>
</tr>
<tr>
<td>City of Watsonville</td>
<td>51,199</td>
<td>19.51%</td>
<td>$7,805.26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>262,382</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>$40,000</strong></td>
</tr>
</tbody>
</table>

### Proposed 2019-20 CEDS Operations Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Staff Services</td>
<td>5,000.00</td>
</tr>
<tr>
<td>CEDS Plan Development (contract)</td>
<td>35,000.00</td>
</tr>
<tr>
<td><strong>Total Budgeted Expenditures</strong></td>
<td><strong>40,000.00</strong></td>
</tr>
</tbody>
</table>
A.3 Committee Member Recruitment

As you may recall from the BSC meeting on September 20, 2017 the Workforce Innovation and Opportunity Act (WIOA) WDB established standing committees must include other individuals appointed by the Local WDB who are not members of the Local WDB and who have demonstrated contributions, experience and expertise in the field of workforce development and as determined by the local WDB.

At this meeting, the Committee will continue to discuss potential strategies and actions to ensure that the WDB meets the standing committee membership requirements of WIOA.

I move to accept the Committee Member Recruitment update.
A.4 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee
MEETING DATE: August 8, 2018

STAFF NAME: Andy Stone, WDB Director

SUMMARY:
In order to determine its local focus and actionable items, committee members will conduct a round robin report out on their respective 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

SUGGESTED MOTION: (if applicable)
N/A

□ Attachment(s)

COMMITTEE DATE
□ Yes □ No Other:

COMMITTEE APPROVAL:

BOARD DATE
□ Yes □ No Other:

BOARD APPROVAL: