Agenda

I. Call to Order/Welcome

II. Public Comment

III. Service Provider Activity Report
   SBDC ( Layoff Aversion )

IV. Informational Item
   I.1 Labor Market Information ........................................... 2-3

V. Consent Items
   C.1 Approval of Minutes from August 7, 2019 Meeting ............ 4-7
   C.2 Business Resource Network Update ............................... 8

VI. Administration
   A.1 CEDS 5 Year Plan Kickoff/Josh Williams ..................... 9
   A.2 Committee Member/Jurisdictional Roundtable ................. 10

VII. Chairperson’s Report

VIII. Adjournment

Next Meeting:  Workforce Development Board Meeting
   December 5, 2019 @ 8:30 a.m.
   Best Western Seacliff Inn
   7500 Old Dominion Court
   Aptos, CA 95003

Next Committee Meeting:
   February 12, 2020 @ 3:00 p.m.
   Sesnon House, Cabrillo College
I.1 Labor Market Information

COMMITTEE: Business Services/CEDS Committee  MEETING DATE: October 9, 2019

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

SUMMARY:

The current unemployment rate in Santa Cruz County was 3.9 percent in August 2019, down from a revised 4.3 percent in July 2019 (summary also attached), and below the year ago estimate of 4.0 percent. This compares with an unadjusted unemployment rate of 4.2 percent for California and 3.8 for the nation during the same period.

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Yes □ No Other:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Yes □ No Other:</td>
</tr>
</tbody>
</table>
IMMEDIATE RELEASE
SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)
(Santa Cruz County)

The unemployment rate in the Santa Cruz County was 3.9 percent in August 2019, down from a revised 4.3 percent in July 2019, and below the year-ago estimate of 4.0 percent. This compares with an unadjusted unemployment rate of 4.2 percent for California and 3.8 percent for the nation during the same period.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, All Industries</td>
<td>116,600</td>
<td>116,000</td>
<td>(600)</td>
<td>113,300</td>
<td>116,000</td>
<td>2,700</td>
</tr>
<tr>
<td>Total Farm</td>
<td>11,900</td>
<td>11,700</td>
<td>(200)</td>
<td>11,500</td>
<td>11,700</td>
<td>200</td>
</tr>
<tr>
<td>Total Nonfarm</td>
<td>104,700</td>
<td>104,300</td>
<td>(400)</td>
<td>101,800</td>
<td>104,300</td>
<td>2,500</td>
</tr>
<tr>
<td>Mining, Logging, and</td>
<td>4,700</td>
<td>4,700</td>
<td>0</td>
<td>4,500</td>
<td>4,700</td>
<td>200</td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,700</td>
<td>7,700</td>
<td>0</td>
<td>7,500</td>
<td>7,700</td>
<td>200</td>
</tr>
<tr>
<td>Trade, Transportation &amp;</td>
<td>17,200</td>
<td>17,200</td>
<td>0</td>
<td>17,000</td>
<td>17,200</td>
<td>200</td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td>600</td>
<td>600</td>
<td>0</td>
<td>700</td>
<td>600</td>
<td>(100)</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>3,600</td>
<td>3,600</td>
<td>0</td>
<td>3,600</td>
<td>3,600</td>
<td>0</td>
</tr>
<tr>
<td>Professional &amp; Business</td>
<td>10,900</td>
<td>10,900</td>
<td>0</td>
<td>10,300</td>
<td>10,900</td>
<td>600</td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational &amp; Health Services</td>
<td>18,000</td>
<td>18,000</td>
<td>0</td>
<td>17,700</td>
<td>18,000</td>
<td>300</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>16,300</td>
<td>16,100</td>
<td>(200)</td>
<td>15,500</td>
<td>16,100</td>
<td>600</td>
</tr>
<tr>
<td>Other Services</td>
<td>5,600</td>
<td>5,600</td>
<td>0</td>
<td>5,300</td>
<td>5,600</td>
<td>300</td>
</tr>
<tr>
<td>Government</td>
<td>20,100</td>
<td>19,900</td>
<td>(200)</td>
<td>19,700</td>
<td>19,900</td>
<td>200</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

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>Business Services/CEDS</th>
<th>MEETING DATE:</th>
<th>October 9, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director; Laurel Gazza, Administrative Aide</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SUMMARY:

Requesting Consent approval of the August 7, 2019 Business Services/CEDS meeting minutes.

SUGGESTED MOTION: (if applicable)

I move to approve the August 7, 2019 Business Services/CEDS meeting minutes.

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Yes   □ No   Other:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Yes   □ No       Other:</td>
</tr>
</tbody>
</table>
MINUTES

Chair Marshall Delk called the meeting to order at 3:02 pm, and a quorum was established. Members, staff and guests introduced themselves.

Committee Members in Attendance
Brady, Gerlinde
Beyer, Casey
Delk, Marshall - Chair
Destout, Elyse – Vice Chair
Mason, Barbara
Morse, Rob
Siegel, Carol
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

Committee Members Absent
Constable, Andy
Friend, Tina
Herlihy, Katie
Huffaker, Matt
Lipscomb, Bonnie

Staff in Attendance
Barr, Belinda - WDB Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Stone, Andy – WDB Director

Guests
Burr Guthrie – Watsonville/Aptos/Santa Cruz Adult Education
Amy Nama – Cabrillo College SBDC
Amanda Winter – Career Center Operator
Todd Livingston – Watsonville/Aptos/Santa Cruz Adult Education

Subject: II. Public Comment
There was no public comment.

Subject: III. Service Provider Activity Reports
Belinda Barr, Business Services Manager for Workforce Santa Cruz County gave an update on the final performance statistics from the Eckerd contract, which was not renewed for the PY2019/20. She stated that they were unable to fulfill all of their goals.
mainly due to staffing shortages. Amy Nama, from SBDC-Cabrillo College gave a report on their latest performance statistics, mentioning that they had met 100% of their goals and had retained 61 jobs.

Subject: IV. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone noted that the local employment rate for June 2019 was 4.2%, below the year ago estimate of 4.4%.

Subject: V. Consent Items:

C.1 – Approval of Minutes from April 10, 2019 Meeting 
C.2 – Committee Dashboard 
C.3 – Business Services Financial and Performance Report 
C.4 – Incumbent Worker Training Policy Update 

Action: It was moved to approve the Consent Agenda Items 

Status: Motion to Approve: Carol Siegel 
Motion Seconded: Rob Morse 
Abstentions: None 
Committee Action: All in favor, motion passed 

Subject: VI. Administration Items:

A.1 – Business Services Redesign 

Workforce Santa Cruz County Business Services Manager Belinda Barr introduced the idea for a Business Resource Network to be developed and implemented so that county businesses could have a single point of contact to find out how to navigate government processes needed to establish/maintain/grow their businesses. She gave an overview of how the process might work and invited feedback from committee members and direction on moving the process forward.

Action: It was moved to direct staff to proceed with the development of a Business Resource Network and seek volunteers to assist with implantation.

Status: Motion to Approve: Carol Siegel 
Motion Seconded: Elyse Destout 
Abstentions: None 
Committee Action: All in favor, motion passed
A.2 – CEDS Plan Update

WDB Director Andy Stone stated that the County CEDS Plan was last updated in 2015 and that it was now due for another update, to be good for the next 5 years and enable the county to qualify for grants. He also noted that in August of 2018 the BS/CEDS Committee approved a $35,000 contract to develop the next CEDS 5 Year Plan and $5000 for WDB staffing.

Action: It was moved to accept the PY 19/20 CEDS budget report/Plan Update.

Status:

- Motion to Approve: Barbara Mason
- Motion Seconded: Elyse Destout
- Abstentions: None
- Committee Action: All in favor, motion passed

A.3 – Committee Member Jurisdictional Roundtable

Committee members from various jurisdictions within the county gave updates on current and future building projects and challenges in their respective areas. General concerns were security at large crowd events, interest rates, and general financial picture for the future.

Action: None – Informational item only.

Subject: VII. Chairperson’s Report – None given

Meeting adjourned at 4:42 p.m.

Next Meeting: Workforce Development Board Meeting
Wednesday, September 11, 2019 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA  95003

Business Services Committee Meeting
October 9, 2019 @ 3:00 pm
Sesnon House – Cabrillo College, Aptos
The WDB staff has proceeded with the development of a Business Resource Network and currently seeking volunteers to assist with implementation. The Ohio Business Resource Network team will host a webinar on October 23, 2019 at 11AM for interested parties to ask questions.

I move to accept the Business Resource Network update.
A.1 CEDS 5 Year Plan

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>BS/CEDS Committee</th>
<th>MEETING DATE:</th>
<th>October 9, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAFF NAME:</td>
<td>Belinda Barr, Business Services Manager</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SUMMARY:**


The CEDS Plan project kick-off will commence at this Committee Meeting and please come prepared to discuss the following key issues and questions:

What are optimal economic outcomes for Santa Cruz County - what do we want to work towards and measure?

What are the areas of the County's economy that offer the best opportunities for economic development (need + ability to change) over the next 5 years?
- Growing and expanding local businesses
- Workforce development and talent attraction
- Attraction and retention of businesses
- Quality of life components
- Infrastructure and related issues

What were the strengths and weaknesses of the last Santa Cruz County CEDS Plan (2015), available here: https://bit.ly/2nodnjr


**SUGGESTED MOTION:** (if applicable)

N/A

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Yes □ No Other:</td>
</tr>
<tr>
<td>BOARD DATE</td>
<td>BOARD APPROVAL:</td>
</tr>
<tr>
<td></td>
<td>□ Yes □ No Other:</td>
</tr>
</tbody>
</table>
A.2 Committee Member/Jurisdictional Roundtable

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>Business Services/CEDS Committee</th>
<th>MEETING DATE:</th>
<th>October 9, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAFF NAME:</td>
<td>Andy Stone, WDB Director</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

☐ Attachment(s)

SUGGESTED MOTION: (if applicable)
N/A

<table>
<thead>
<tr>
<th>COMMITTEE DATE</th>
<th>COMMITTEE APPROVAL:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐ Yes ☐ No Other:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOARD DATE</th>
<th>BOARD APPROVAL:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☐ Yes ☐ No Other:</td>
<td></td>
</tr>
</tbody>
</table>