Join the Meeting Online: 
https://zoom.us/j/370627070?pwd=YlUnclheVnhMNnc3cFdUTTBZnBNd09
Call in: (669) 900 6833
Meeting ID: 370 627 070

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
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VI. Consent Items
C.1 Approval of Minutes from February 12, 2020 Meeting ............... 4-8
C.2 Committee Dashboard ................................................................. 9-10
C.3 Contractor Financial and Performance Report ..................... 11-12

VII. Administration
A.1 CEDS 5-Year Plan/Public Comment Review/Josh Williams .... 13
A.2 Committee Member/Jurisdictional Roundtable .................... 14

VIII. Chairperson’s Report

IX. Adjournment

Next Meeting: 
Workforce Development Board Meeting
May 27, 2020 @ 8:30 a.m.
Best Western Seaciff Inn
7500 Old Dominion Court
Aptos, CA 95003

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: April 7, 2020

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

SUMMARY:

The current unemployment rate in Santa Cruz County was 6.2 percent in January 2020, up from a revised 4.8 percent in December 2019 (summary also attached), and below the year ago estimate of 6.6 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 4.0 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 6.2 percent in January 2020, up from a revised 4.8 percent in December 2019, and below the year-ago estimate of 6.6 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 4.0 percent for the nation during the same period.

Unemployment Rate Historical Trend
(Historical data will be available later this month.)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total, All Industries</td>
<td>108,900</td>
<td>106,500</td>
<td>(2,400)</td>
<td>104,200</td>
<td>106,500</td>
<td>2,300</td>
</tr>
<tr>
<td>Total Farm</td>
<td>4,700</td>
<td>4,100</td>
<td>(600)</td>
<td>3,900</td>
<td>4,100</td>
<td>200</td>
</tr>
<tr>
<td>Total Nonfarm</td>
<td>104,200</td>
<td>102,400</td>
<td>(1,800)</td>
<td>100,300</td>
<td>102,400</td>
<td>2,100</td>
</tr>
<tr>
<td>Mining, Logging, and Construction</td>
<td>4,500</td>
<td>4,300</td>
<td>(200)</td>
<td>4,100</td>
<td>4,300</td>
<td>200</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,200</td>
<td>7,200</td>
<td>0</td>
<td>6,800</td>
<td>7,200</td>
<td>400</td>
</tr>
<tr>
<td>Trade, Transportation &amp; Utilities</td>
<td>17,200</td>
<td>16,500</td>
<td>(700)</td>
<td>16,300</td>
<td>16,500</td>
<td>200</td>
</tr>
<tr>
<td>Information</td>
<td>600</td>
<td>600</td>
<td>0</td>
<td>600</td>
<td>600</td>
<td>0</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>3,600</td>
<td>3,500</td>
<td>(100)</td>
<td>3,500</td>
<td>3,500</td>
<td>0</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>10,800</td>
<td>10,900</td>
<td>100</td>
<td>10,700</td>
<td>10,900</td>
<td>200</td>
</tr>
<tr>
<td>Educational &amp; Health Services</td>
<td>17,700</td>
<td>17,300</td>
<td>(400)</td>
<td>17,900</td>
<td>17,300</td>
<td>(600)</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>13,200</td>
<td>13,200</td>
<td>0</td>
<td>13,200</td>
<td>13,200</td>
<td>0</td>
</tr>
<tr>
<td>Other Services</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>Government</td>
<td>24,300</td>
<td>23,800</td>
<td>(500)</td>
<td>22,300</td>
<td>23,800</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 online at www.labormarketinfo.edd.ca.gov
C.1 Approval of Meeting Minutes

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

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

SUMMARY:
Requesting Consent approval of the February 12, 2020 Business Services/CEDS meeting minutes.

SUGGESTED MOTION: (if applicable)
I move to approve the February 12, 2020 Business Services/CEDS meeting minutes.

COMMITTEE DATE  COMMITTEE APPROVAL:
☐ Yes  ☐ No  Other:

BOARD DATE  BOARD APPROVAL:
☐ Yes  ☐ No  Other:
Chair Marshall Delk called the meeting to order at 3:07 pm, and a quorum was established.

Committee Members in Attendance
Beyer, Casey
Delk, Marshall – Chair
Friend, Tina
Mason, Barbara – for County Economic Development
Morse, Rob
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

Committee Members Absent
Brady, Gerlinde
Destout, Elyse – Vice Chair
Elliott, Candice
Herlihy, Katie
Huffaker, Matt
Lipscomb, Bonnie
Siegel, Carol

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

Guests
Hunt, Nate – BW Research
Napoli, Brandon – Cabrillo College SBDC
Williams, Josh – BW Research

Subject: II. Public Comment
There was no public comment.
Subject: III. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center at Cabrillo College gave an update on 1st Quarter performance and stated that they had helped 18 businesses and brought on new bilingual business advisors. WDB Director Andy Stone also mentioned that WDB was focusing on a new layoff aversion strategy, specializing in retiring business owners transferring ownership to existing employees, rather than closing down the business.

Subject: IV. Informational Item

I.1 – Labor Market Information

Chair Marshall Delk and WDB Director Andy Stone summarized the latest labor market information for Santa Cruz County, and noted that the local employment rate for December 2019 was 4.9%, up from a revised 3.9% in November 2019, and below the year ago estimate of 5.3%.

Subject: V. Consent Items:

C.1 – Approval of Minutes from October 9, 2019 Meeting
C.2 – Committee Dashboard
C.3 – Contractor Financial and Performance Report
C.4 – Re-Contracting PY 20/21 Business Services

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Rebecca Unitt
Motion Seconded: Rob Morse
Abstentions: None
Committee Action: All in favor, motion passed
C.1 Attachment

Subject: VI. Administration Items:

A.1 Business Resource Network Update

Business Services Manager Belinda Barr gave an update on the plan for the new Business Resource Network, and noted that it would be implemented in pieces, with the Workforce Employer Services the main component that would be built first.

**Action:** It was moved to accept the Business Resource Network update.

**Status:**
- Motion to Approve: Rob Morse
- Motion Seconded: Rebecca Unitt
- Abstentions: None
- Committee Action: All in favor, motion passed

A.2 CEDS 5 Year Plan Update/Josh Williams – BW Research

Guest speaker Josh Williams, of BW Research reviewed current draft of the proposed 5 Year CEDS Plan and noted that it needed to be finalized by the April 7, 2020 Business Services/CEDS meeting, in order to be ready to present to the full board in May. Committee members gave input as to what they would like to see added in for the final plan.

**Action:** No action taken, discussion only.

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.

**Action:** No action taken, discussion only.

Subject: VII. Chairperson’s Report – No report given
Meeting adjourned at 4:41 p.m.

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

Business Services Committee Meeting
Tuesday, April 7, 2020 @ 3:00 pm
Sesnon House – Cabrillo College, Aptos
C.2 Business Services Dashboard

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

STAFF NAME: Belinda Barr, Business Services Manager

SUMMARY:

In addition to the Data Dashboard, Workforce Santa Cruz County identified and responded to 279 layoffs through PY 19/20 Q2, as specified below (by Layoffs/Industry/Employer/Location/Reason):

(93) Accommodation and Food Services, Chaminade, Santa Cruz, Temporary Termination to Renovate Property
(3) Administrative and Support and Waste Management and Remediation, rePLANET Recycling, Aptos, Increased Cost
(2) Administrative and Support and Waste Management and Remediation, Inter-Con Security, Capitola, Lost Contract
(48) Arts Entertainment and Recreation, Active Sports Clubs, Scotts Valley, Lease not Renewed by Building Owner
(2) Arts Entertainment and Recreation, Segway Santa Cruz Tours, Santa Cruz, New Venture
(55) Healthcare and Social Assistance, Coastline Support Inc, Santa Cruz, Increased Cost with Fixed Rates
(31) Other Services Except Public Administration, Emerald Textiles, Watsonville, Business Relocation to Livingston, CA
(7) Other Services Except Public Administration, Scotts Valley Sprinkler & Pipe Supply, Scotts Valley, Business Closure
(32) Retail Trade, Kmart, Scotts Valley, Store Closure
(3) Retail Trade, Andy's Auto Supply, Santa Cruz, Retiring Business Owner
(2) Retail Trade, Hannah's Home Furnishings, Capitola, Retiring Business Owner
(1) Retail Trade, Arteak Interiors, Santa Cruz, Retiring Business Owner

Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE COMMITTEE APPROVAL: ☐ Yes ☐ No Other:

BOARD DATE BOARD APPROVAL: ☐ Yes ☐ No Other:
Business Services Dashboard
Program Year 2019 - 2020 (through Q2)

Business Services\(^{(1)}\)
- Rapid Response/Business Downsizing Assistance\(^{(2,3,4)}\) 62
- Employer Information and Support Services\(^{(5)}\) 55
- Workforce Recruitment Assistance\(^{(6)}\) 48
- Incumbent Worker Training Services/Training Services 2

Business Services by Location
- Santa Cruz 37%
- Watsonville
- Scotts Valley
- Capitola

Top 5 Job Ads by Company (Q2 Only)\(^{(7)}\)
- University of California, Santa Cruz 579
- Dignity Health 264
- Sutter Health 120
- 96 Pajaro Valley Unified School District 94
- Joby Aviation

Layoffs Averted by Sector & Location\(^{(4)}\)
- Healthcare and Social Assistance 12
- Other Services Except Public Administration 3
- Retail Trade 3
- Management of Companies and Enterprises 2

Footnotes:
(1) Served 102 businesses and activities are organized by new EDD Reporting Categories for employer services.
(2) Contacted 30 businesses and confirmed 279 layoffs (Q1-10 and Q2-269) with 13 business and provided 5 Rapid Response Orientations per business request. Layoffs by EDD industry categories were Accommodation and Food Services (93), Healthcare and Social Assistance (55), Arts Entertainment and Recreation (50), Other Services Except Public Administration (38), Retail Trade (38), and Administrative and Support and Waste Management and Remediation (5).
(3) Connected with 32 businesses to avert layoffs related to Business Operations Improvements (20), Hiring Layoffs (8), Downsizing (2) & Business Succession Planning (2).

(4) SBDC served 20 new businesses & averted 22 layoffs, on track to meet annual goal of serving 40 new at-risk businesses & averting 60 layoffs.
(5) Employer information and support services includes Networking (46), Labor Market Information (6) & Community Resource Referrals (3).
(6) Recruitment services includes Job Listings & Candidate Referrals (30), Job Fairs at Watsonville Career Center (10), CalJOBS Assistance (6) & Job Fairs at Capitola Career Center (2).
(7) Online job postings in PY 19/20 Q2 per JobsEQ.
(8) Surveyed 70 employers of services provided through Q2 and 29% of employers surveyed rated service. One respondent provided a low rating of Business Services due to the offering not being a priority for them at the moment but they will consider additional services in the future.

9 out of 10 surveyed employers would recommend Business Services to a colleague or are satisfied with service\(^{(8)}\)
C.3 Contractor Budget & Performance

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

Attachment(s)

SUGGESTED MOTION: (if applicable)
Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures
(Through 12/31/2019)

<table>
<thead>
<tr>
<th>SBDC Layoff Aversion</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Budget</td>
<td>$44,000</td>
</tr>
<tr>
<td>Invoiced Amount</td>
<td>$24,614</td>
</tr>
<tr>
<td>Percent Invoiced</td>
<td>55.9%</td>
</tr>
<tr>
<td>Remaining Budget</td>
<td>$19,386</td>
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</tbody>
</table>

SBDC - Contract Performance Objectives (Through 12/31/2019)

<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>20</td>
<td>40</td>
<td>50.0%</td>
</tr>
<tr>
<td>Number of actual jobs retained or layoffs averted</td>
<td>22</td>
<td>60</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

SBDC expects to meet Layoff Aversion annual targets.
A.1 CEDS 5-Year Plan

COMMITTEE: BS/CEDS Committee

MEETING DATE: April 7, 2020

STAFF NAME: Belinda Barr, Business Services Manager

SUMMARY:

The Comprehensive Economic Development Strategy (CEDS) 5-Year Plan for Santa Cruz County will be submitted to the United States Economic Development Administration (EDA) in May 2020. The CEDS Plan will make Santa Cruz County eligible for EDA grants. The CEDS Plan includes a Summary Background, SWOT Analysis, Action Plan, Performance Measures, and Economic Resilience. BW Research will present the CEDS 5-Year Plan for Santa Cruz County and review public comments.

The link for the CEDS 5-Year Plan can be found here: https://bit.ly/3dRG4uz

SUGGESTED MOTION: (if applicable)

I move to approve the 5-Year CEDS Plan.
A.2 Committee Member/Jurisdictional Roundtable

<table>
<thead>
<tr>
<th>COMMITTEE:</th>
<th>MEETING DATE:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Business Services/CEDS Committee</td>
<td>April 7, 2020</td>
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<table>
<thead>
<tr>
<th>STAFF NAME:</th>
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<tbody>
<tr>
<td>Andy Stone, WDB Director</td>
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</tbody>
</table>

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

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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

14