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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY  
(CEDS) COMMITTEE MEMBERS:

**Ron Slack, Chair**  
Fine Print Graphic Design  
**Carol Siegel, Vice-Chair**  
Santa Cruz Seaside Company  
**Steve Ando, City Manager**  
City of Scotts Valley  
**Jo Anne Dlott, Vice President, Human Resources**  
SureHarvest  
**Jamie Goldstein, City Manager**  
City of Capitola  
**Jon Gundersgaard, Senior Technical Recruiter**  
Seagate Technology  
**Bonnie Lipscomb, Executive Director**  
City of Santa Cruz Economic Development  
**Kurt Overmeyer, Economic Development Manager**  
City of Watsonville  
**Kathy Previsich, Planning Director**  
County of Santa Cruz  
**William Tysseling, Executive Director**  
Santa Cruz Area Chamber of Commerce

Alternates:

**Carol Berg, Housing & Community Dev. Manager**  
City of Santa Cruz  
**Joe Hall, Management Professional**  
City of Santa Cruz  
**Corrie Kates, Deputy City Manager**  
City of Scotts Valley  
**Barbara Mason, Economic Development Coordinator**  
County of Santa Cruz

Director:  
Andy Stone

Workforce Investment Board  
**Comprehensive Economic Development  
Strategy Committee**

January 20, 2016 @ 3:00 pm

Human Services Department

1000 Emeline Ave., Santa Cruz, CA

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**The Chair Ron Slack called the meeting to order at 3:03 pm.**

**Committee Members in Attendance**

Slack, Ron – Chair – Owner, Fine Print Graphics  
Goldstein, Jamie – City Manager, City of Capitola  
Mason, Barbara – Econ Dev. Coordinator, County of Santa Cruz  
Overmeyer, Kurt – Econ Development Mgr, City of Watsonville  
Tysseling, Bill – Exec. Director, Santa Cruz Chamber of Commerce

**Committee Members Absent**

Siegel, Carol- *Vice Chair* – Employment Mgr, Santa Cruz Seaside Co.  
Ando, Steve – City Manager, City of Scotts Valley  
Dlott, JoAnn – VP, Human Resources, Sure Harvest  
Gundersgaard, Jon – Sr. Technical Recruiter, Seagate  
Lipscomb, Bonnie – Exec Dir, City of Santa Cruz Econ Dev.  
Previsich, Kathy – Director, County of Santa Cruz Planning Dept.

**Staff in Attendance**

Stone, Andy	WIB Director
Gray, Lacie	Sr. Analyst
Zeller, Brenda	Typist Clerk III

**Guests**

Constable, Andy – County Economic Development Manager  
Detlefs, Peter – County Administrative Office Associate Analyst  
Ullestad, Sharolynn – Goodwill Central Coast

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**Subject: Welcome/Introductions**

**Discussion:** Chair Ron Slack welcomed everyone.

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**Subject: Changes to Agenda**

There were no changes to the Agenda.

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**Subject: Public Comment**

There was no public comment.

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**Subject: Chair / WIB Director Comments**

Andy Stone, WIB Director, noted that most of the agenda items in the meeting packet were also on the September 16, 2015, meeting agenda but since there wasn't a quorum, no votes were taken at that time.

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**Subject: Approval of the May 6, 2015 and September 16, 2015 Meeting Minutes**

**Discussion:** Jamie Goldstein noted that on Item D.2 Status of the CEDS Five-Year Plan of the May 6, 2015, minutes, he made the motion.

**Action: Approve the May 6, 2015 Meeting Minutes with the amendment noted above.**

**Status:** Motion to Approve: Jamie Goldstein  
Motion Seconded: Kurt Overmeyer  
Abstentions: None  
Committee Action: Approved

**Action: Approve the September 16, 2015 Meeting Minutes.**

**Status:** Motion to Approve: Bill Tysseling  
Motion Seconded: Barbara Mason  
Abstentions: None  
Committee Action: Approved

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**Discussion and Action Items:**

**Subject: D.1 Status of 2014 CEDS Five-Year Plan**

**Discussion:** Director Andy Stone gave a brief update on the Plan, including noting that it was approved by the Economic Development Administration (EDA) on May 28, 2015.

**Action: Accept the Status Report on the 2014 Five-Year Comprehensive Economic Development Strategy (CEDS) Plan as presented.**

**Status:** Motion to Approve: Barbara Mason  
Motion Seconded: Bill Tysseling  
Abstentions: None  
Committee Action: Approved

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**Subject: D.2 Plan for CEDS Updates**

**Discussion:** The group briefly discussed the new proposed schedule for developing CEDS Plan Updates. WIB Staff will check in with EDA staff to verify that a letter of compliance from the County is only required if the project is not identified in the CEDS Plan and a jurisdiction will be applying for EDA funds for that project. Also, WIB staff will verify that a letter of compliance with the goals in the Five-Year Plan is needed rather than a letter of support (the latter might imply that a formal letter from the Board of Supervisors is required).

**Action:** Approve the recommendation to complete Updates for 2016 and 2018 and the next Five-Year CEDS Plan for 2019. Review the 2015-16 CEDS Budget; and Direct staff to return with data points and specific goals for the 2016 and 2018 Updates at a 2016 meeting.

**Status:** Motion to Approve: Bill Tysseling  
Motion Seconded: Kurt Overmeyer  
Abstentions: None  
Committee Action: Approved

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**SUBJECT: D.3 Jurisdiction Projects/ EDA Applications**

**Discussion:** The Chair opened the floor for jurisdictions to note any upcoming applications to EDA. None were noted.

**Action:** N/A

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: N/A  
Committee Action: N/A

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**SUBJECT: D.4 Discussion of a Potential 2015-16 Special Project**

**Discussion:** Five different potential projects were noted and briefly discussed:

1. Contracting for a twenty year “scenario analysis” which would include developing various potential economic scenarios (an example would be “what if robotics eliminated 50% of the jobs locally?”) and then developing solutions to them;
2. Developing a training for visitor/tourism front line staff to enhance their understanding and ability to communicate the array of things to do, places to stay, etc, in Santa Cruz County;
3. Implementing a study of the cost of traffic to the local economy;
4. Developing a study of skills needed locally to attract employers to the area. This would include assessing current commute patterns so that there is a better understanding of who (with what skill set(s)) leaves the County daily to work elsewhere;
5. Developing a study of the impact of Uber and Air B&B on the local economy.

**Action:** Authorize the WIB Director to move forward with a study of the cost of traffic to the local economy as long as it doesn’t exceed the available budget (\$14,660) for a special study.

**Status:** Motion to Approve: Jamie Goldstein  
Motion Seconded: Kurt Overmeyer  
Abstentions: None  
Committee Action: Approved

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**SUBJECT: D.5 Jurisdiction reports and discussion (No action required)**

**Discussion:** Each jurisdictional representative present at the meeting (City of Capitola, City of Watsonville, and County of Santa Cruz) gave a brief report on the various projects being worked on in their area, and discussed possible new projects to meet community needs.

**Action:** N/A

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: N/A  
Committee Action: N/A

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**SUBJECT: A.1 WIB Strategic Plan**

**Discussion:** The WIB Director gave a brief overview of the current status of the WIB Strategic Plan as it relates to the CEDS Committee: of the three benchmarks noted, two are completed and one has been referred to the WIB Business Services Committee for next steps.

**Action:** Accept the WIB Strategic Plan Status Report as presented.

**Status:** Motion to Approve: Kurt Overmeyer  
Motion Seconded: Jamie Goldstein  
Abstentions: None  
Committee Action: Approved

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**SUBJECT: A.2 Labor Market Information**

**Discussion:** The WIB Director noted the labor market information in the agenda packet, including the preliminary individual jurisdictional labor force and unemployment information for November, 2015.

**Action:** N/A

**Status:** Motion to Approve: N/A  
Motion Seconded: N/A  
Abstentions: N/A  
Committee Action: N/A

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**Chair Ron Slack adjourned the meeting at 4:34 pm.**

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**Next Meeting:** May 4, 2016 @ 3:00 pm  
Human Services Department  
1000 Emeline Avenue  
Santa Cruz, CA 95060