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**MEMBERS:**

**Ron Slack, Chair**  
Fine Print Graphic Design  
**Carol Siegel, Vice Chair**  
Santa Cruz Seaside Company  
**Alan Aman, Chief Operating Officer**  
PAMF Santa Cruz  
**Alia Ayyad, Director**  
Center for Employment Training  
**Diane Berry-Wahrer, Supervisor**  
California Department of Rehabilitation  
**Greg Caput, Supervisor**  
Santa Cruz County Board of Supervisors  
**Jack Carroll, Chair, Career and Technical Education**  
Watsonville/Aptos Adult Education  
**Christina Cuevas, Program Director**  
Community Foundation of Santa Cruz County  
**VACANT**  
National Council on the Aging  
**MariaElena De La Garza, Executive Director**  
Community Action Board  
**Marshall Delk, Vice President**  
Santa Cruz County Bank  
**Elyse Destout, Owner**  
Photography by Elyse Destout  
**James Dion, Employment Program Manager**  
Employment Development Department  
**Cecilia Espinola, Director**  
Santa Cruz County Human Services Department  
**Andy Hartmann, Business Manager/Financial Secretary**  
IBEW Union, Local 234  
**Sean Hebard**  
Carpenters Local 505  
**Mark Hodges, Director, Regional Occupational Program**  
Santa Cruz County Office of Education  
**Dave Hood, President**  
First Alarm  
**Julie Lambert, Director, Finance & Human Resources**  
S. Martinelli and Company  
**Rob Morse, Manager**  
Pacific Gas and Electric Company  
**Rock Pfothenhauer, Dean of Instruction, CEED**  
Cabrillo College  
**Francisco Rodriguez, President**  
PVFT Union, Local 1936  
**Howard Sherer, Chief Executive**  
Hutton Sherer Marketing  
**William Tysseling, Executive Director**  
Santa Cruz Area Chamber of Commerce  
**Andy Van Valer**  
SlingShotSV

**DIRECTOR:**  
Andy Stone

**Workforce Investment Board  
Simpkins Swim Center, Santa Cruz, CA  
Wednesday, February 24, 2016, 8:30 a.m.**

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**The Chair called the meeting to order at 8:35 a.m., and a quorum was established.**

**Board Members in Attendance**

Alia Ayyad  
Greg Caput (Supervisor)  
Jack Carroll  
Christina Cuevas  
Maria Elena De La Garza  
Elyse Destout  
James Dion  
Cecilia Espinola  
Sean Hebard  
Mark Hodges  
Dave Hood  
Rob Morse  
Rock Pfothenhauer  
Francisco Rodriguez  
Howard Sherer  
Carol Siegel – Vice Chair  
Ron Slack – Chair  
Bill Tysseling

**Members not in Attendance**

Alan Aman  
Diane Berry-Wahrer  
Marshall Delk  
Andy Hartmann  
Julie Lambert  
Andy Van Valer

**Staff in Attendance**

Teresa Carrillo – Senior Employment and Training Specialist  
Teresita Hinojosa – Senior Human Services Analyst  
Sara Paz-Nethercutt – Senior Human Services Analyst  
Andy Stone – WIB Director  
Brenda Zeller – WIB Administrative Coordinator

**Guests**

David Hinojosa – Regional Advisor, EDD  
Todd Livingstone – Watsonville/Aptos Adult School  
Nohemi Macias – Santa Cruz County Office of Education  
Kathy Marcove – Goodwill Central Coast

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Carrie Mulcaire – Cabrillo College  
Ellen Murtha – Workforce Santa Cruz County  
Michael Paynter – Santa Cruz County Office of Education  
Jim Toohey – The Bay School  
Dave Vincent – Leadership Santa Cruz

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**Subject: Call to Order/Welcome**

**Discussion:** Chair Ron Slack acknowledged members, staff, and guests present. He asked members and guests to briefly introduce themselves.

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**Subject: Approval of 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: Approval of October 28, 2015 Meeting Minutes**

**Discussion:** There was no discussion.

**Action: Approve the October 28, 2015 Meeting Minutes.**

**Status:** Motion to Approve: Christina Cuevas  
Motion Seconded: Sean Hebard  
Abstentions: Cecelia Espinola  
Committee Action: All in favor, minus noted abstention, motion passed.

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**Subject: Consent Items 1 through 5**

- C.1 Annual Report to the Board of Supervisors**
- C.2 Individual Training Account Scholarship Project**
- C.3 Common Measures Performance PY 15/16: Quarter 1**
- C.4 WIOA Youth Program Work Experience Policy**
- C.5 WIOA Contractor Performance Update**

**Action: Approve Consent Items C.1 through C.5.**

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

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## VI. Presentation Items:

WIB Member Rob Morse, Senior Manager in the Central Coast Division of PG&E, and Dave Vincent, Executive Director of Leadership Santa Cruz, gave brief presentations. Rob Morse described PG&E's workforce composition and challenges; PG&E programs to train future employees, such as Power Pathways (targeting unemployed, underemployed, and veterans), Solar Suitcase (solar power curriculum for High Schools), Bright Minds (scholarship program for Science, Technology, Engineering, and Math (STEM) students), and Internships for Graduate and Undergraduate STEM students; and Economic Vitality Grants given to local organizations such as Digital NEST and the Pajaro Valley Kitchen Incubator. Dave Vincent gave an overview of the Leadership Santa Cruz program and its benefits to attendees and the community.

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## VII. Administration Items

### A.1 Data Dashboard

Director Andy Stone gave board members an overview of the Data Dashboard for Quarter 1 and Quarter 2 of Program Year 2015-16, noting that the data presented did not include the Santa Cruz County Office of Education (COE) invoice and that the WIB budget is currently 42% spent at 50% through the year after including the COE invoice.

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### A.2 Strategic Plan Report

**Discussion:** Director Andy Stone briefly recapped the WIB's strategic goals and explained the steps being taken to meet each of the goals. He gave an update on the Proposition 39 grant, stating that the proposal was submitted in December 2015 and a decision was expected by the end of February 2016. He gave an update on the WorkKeys project, noting that the project was approved by the California Workforce Development Board (CWDB) and the WIB received a grant to plan implementation of the project. One of the strategic plan goals includes increasing WIB effectiveness, and Director Stone stated that there would be future development opportunities for board members, and announced that invitations would be forthcoming for a Business Engagement Retreat.

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### A.3 WIOA Report

**Discussion:** Director Andy Stone gave an update on the process for transitioning to a smaller twenty-five member Workforce Development Board (WDB) and shared the proposed composition and timeline. Several WIB members expressed concern over reduced representation for underserved populations in the new WDB composition, such as K-12 and low income populations. Bill Tysseling explained that the WIB was originally created to give the private sector control over federal funds going to the community, essentially allowing the private sector to steer WIB strategies to be in line with economic trends and develop the workforce to meet private sector needs. He stressed that the reduction of the amount of members on the WDB necessitates finding very dedicated/committed private sector members. Dave Hood recommended developing and instituting a resignation policy for WDB members. Rock Pfothenauer

suggested making the WDB even smaller because the valuable work doesn't happen at WIB meetings.

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#### **A.4 Update on Event and Resource Discussion**

**Discussion:** Director Andy Stone summarized the results from the October 28, 2015 WIB Event and Resource Discussion, and noted that in lieu of planning a WIB event, the WIB is sponsoring the Santa Cruz County 82% Micro Business Summit to be held on April 22, 2016 and giving a presentation on a to be determined topic such as Hiring Your 1<sup>st</sup> Employee or Tax Breaks. He also mentioned that WIB staff is researching a Business Focused email newsletter to be utilized to inform local businesses of WIB resources available to them. Andy Stone then gave suggestions for training topics for WIB members and asked for opinions. Board members expressed interest in trainings on the following topics: The new WIOA system and program performance expectations, career pathways development, and sector strategies.

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#### **VI. Presentation Items:**

Jim Toohey, Vocational Coordinator for The Bay School, gave a brief presentation on The Bay School and their efforts to place students with autism and/or developmental disabilities in jobs appropriate for their skills and abilities, allowing them to become a part of the community. He mentioned that they are always looking for more employers willing to work with their school and place students into open positions.

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#### **VI. Chairperson's Report**

Chair Ron Slack thanked everyone for attending, and asked members to inform Andy Stone or Ron Slack if they do not want to continue serving on the WIB as it transitions to the WDB.

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**Meeting adjourned at 10:19 a.m.**

**Next Meeting:        Executive Committee Meeting  
                              Wednesday, April 6, 2016 @ 8:30 a.m.  
                              1000 Emeline Street  
                              Santa Cruz, CA 95060**

**Workforce Investment Board Meeting  
Wednesday, June 8, 2016 @ 8:30 a.m.  
Community Foundation Solari Room  
7807 Soquel Drive  
Aptos, CA 95003**