



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, August 3, 2016, 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**The Chair called the meeting to order at 8:31 a.m., and a quorum was established.**

**Committee Members in Attendance**

- Delk, Marshall – Business Services Committee Chair
- Destout, Elyse – Youth Council Chair
- Hartmann, Andy – (Alt) Youth Vice Chair
- Morse, Rob – Vice Chair
- Siegel, Carol – Chair
- Slack, Ron – Prior Chair

**Committee Members Absent**

- Van Valer, Andy – (Alt) Business Services Committee Vice Chair

**Staff in Attendance**

- Gray, Lacie – WDB Sr. Human Services Analyst
- Stone, Andy – WDB Director
- Zeller, Brenda – WDB Administrative Coordinator

**MEMBERS:**

- Carol Siegel, Chair  
Santa Cruz Seaside Company
  - Rob Morse, Vice Chair  
Pacific Gas and Electric Company
  - Alan Aman, Chief Operating Officer  
PAMF Santa Cruz
  - Alia Ayyad, Director  
Center for Employment Training
  - Diane Berry-Wahrer, Supervisor  
California Department of Rehabilitation
  - Jack Carroll, Chair,  
Career and Technical Education  
Watsonville/Aptos Adult Education
  - Christina Cuevas, Program Director  
Community Foundation of Santa Cruz County
  - MaríaElena 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
  - 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
  - Barbara Mason,  
Economic Development Coordinator  
Santa Cruz County Economic Development
  - Francisco Rodriguez, President  
PVFT Union, Local 1936
  - Glen Schaller, Political Coordinator  
Monterey Bay Central Labor Council, AFL-CIO
  - Ron Slack, Owner  
Fine Print Graphic Design
  - William Tysseling, Executive Director  
Santa Cruz Area Chamber of Commerce
  - Andy Van Valer, Founder  
SlingshotSV
- DIRECTOR:**  
Andy Stone

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**Subject: Call to Order/Welcome**

**Discussion:** Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests.

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**Subject: Approval of Agenda**

The agenda was approved.

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**Subject: Public Comment**

There was no public comment.

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**Subject: Approval of May 18, 2016 Meeting Minutes**

**Discussion:** Chair Carol Siegel called for the May 18, 2016 minutes to be approved.

**Action:** It was moved to approve the May 18, 2016 Meeting Minutes.

**Status:** Motion to Approve: Ron Slack

Motion Seconded: Andy Hartmann  
Abstentions: None  
Committee Action: All in favor, motion passed.

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**Subject: V. Consent Items:**

**C.1 – Common Measure Performance Update PY 2015/16 Q3**

**Action:** It was moved to approve Consent Item C.1

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

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**VI. Administration Items:**

**A.1 – Data Dashboard**

Director Andy Stone went over the Data Dashboard, noting that the funding expended amount did not include final invoices from Goodwill, COE, and SBDC. Expenses for Q4 are anticipated to be approximately \$450,000 once those invoices are received.

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**A.2 – Strategic Plan Report (Action)**

Director Andy Stone reviewed the goals for the WIB/WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal.

**Action:** It was moved to accept the WIB/WDB Strategic Plan Status Report as presented.

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

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**A.3 – Youth Contract and Budget PY 2016/17 (Action)**

Director Andy Stone reminded committee members that an \$850,000 contract for Youth services with COE had been approved at the June 8, 2016 WIB meeting. He then proposed an increase to the budget in the amount of \$225, 497.59 including carry-in to the budget for a total contract amount of \$1,075,497.59. The increase would be used to meet new requirements for spending a minimum of 20% of funds on Work Experience and serving 75% Out-of-School youth, as well as enhancing the types of services accessible to youth in the program. Additionally, the increased funds would allow for the

hiring of a full time OSY Work Experience specialist, a .5 FTE Academy teacher, a Secretary, and increasing Supportive Services and Incentives.

**Action:** It was moved to accept the changes to the WIOA Youth Services contract and budget for PY 2016/17 and to direct WDB Director Andy Stone to work closely with COE in the hiring process.

**Status:** Motion to Approve: Rob Morse  
Motion Seconded: Marshall Delk  
Abstentions: Elyse Destout  
Committee Action: All in favor, minus noted abstention, motion passed.

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#### **A.4 – Business Engagement Plan Update**

Director Andy Stone summarized the Business Engagement Plan developed by Business U, and reviewed the six main goals noted in the plan and discussed their importance and steps the WDB can take and is already taking to meet those goals. In order to meet the first three goals – increasing businesses awareness of the WDB, delivering on the health industry’s workforce needs as determined by the WDB’s Slingshot grant, and developing a regional skills gap report – Director Andy Stone stated the WDB would ask the Santa Cruz County Human Services Department to provide a Business Services Analyst. The fourth goal – building business engagement – is being addressed by the Business Engagement Bootcamp to be held on September 26, 2016. Goal five – rebranding and marketing the WDB – would be addressed after the hiring of a Business Services Analyst. Finally, goal six – identifying a Customer Relationship Management platform – is in process with WDB Senior Analyst Sara Paz-Nethercutt evaluating CRM platforms provided by CalJobs and Business U.

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#### **A.5 – WDB Member Development (Action)**

Director Andy Stone presented options for board member trainings and gave a brief summary of some of the trainings available through the California Workforce Association.

**Action:** It was moved to direct WDB Director Andy Stone to research developing an orientation and training program that is comprehensive in reflecting the goals and values of the WDB and bring details back to the Executive Committee for approval at the September 7, 2016 meeting.

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

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#### **A.6 – Presenter for October WDB Meeting**

Director Andy Stone solicited ideas from Executive Committee members for potential presenters for the October 26, 2016 full board WDB meeting. Committee members suggested holding the orientation program suggested in item A.5. Andy Hartmann suggested inviting someone from Kaiser Permanente. Carol Siegel suggested inviting a client with a success story. Rob Morse then suggested making a client success story a standing item on future WDB full board meeting agendas.

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

WDB Chair Carol Siegel thanked committee members and staff for attending and expressed her excitement at working with everyone in her new role as the WDB Chair.

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**Meeting adjourned at 10:23 a.m.**

**Next Meeting:        Executive Committee Meeting  
                              Wednesday, September 7, 2016 @ 8:30 a.m.  
                              1000 Emeline Street  
                              Santa Cruz, CA 95060**

**Workforce Investment Board Meeting  
Wednesday, October 26, 2016 @ 8:30 a.m.  
Simpkins Swim Center  
979 17<sup>th</sup> Ave.  
Santa Cruz, CA 95062**