



**Workforce Development Board  
Business Services Committee  
Watsonville Career Center  
18 West Beach Street, Watsonville  
Wednesday, November 16, 2016, 3:00 p.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 3:12 p.m., and a quorum was established.**

**Committee Members in Attendance**

Delk, Marshall  
Hood, Dave  
Morse, Rob  
Siegel, Carol

**Committee Members Absent**

Slack, Ron  
Tysseling, Bill  
Van Valer, Andy

**Staff in Attendance**

Paz-Nethercutt, Sara – WDB Sr. Analyst  
Stone, Andy – WDB Director  
Zeller, Brenda – WDB Administrative Coordinator

**Guests**

Capitola-Duran, Jodi – Goodwill Central Coast, Workforce Santa Cruz County  
Ullestad, Sharolynn – Goodwill Central Coast, Workforce Santa Cruz County

**BUSINESS SERVICES COMMITTEE:**

Marshall Delk, Chair  
Santa Cruz County Bank  
Andy Van Valer, Vice Chair  
SlingShotSV  
Dave Hood, President  
First Alarm  
Rob Morse, Manager  
Pacific Gas and Electric Company  
Carol Siegel, Employment Manager  
Santa Cruz Seaside Company  
Ron Slack, Owner  
Fine Print Graphic Design  
William Tysseling, Executive Director  
Santa Cruz Area Chamber of Commerce  
**DIRECTOR:**  
Andy Stone

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**Subject: Call to Order/Welcome**

**Discussion:** Business Services Committee Chair Marshall Delk called the meeting to order and welcomed members, staff, and guests. He asked for everyone to introduce themselves.

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**Subject: Approval of Agenda**

**Action:** It was moved to approve the November 16, 2016 Agenda.

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

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**Subject: Public Comment**

There was no public comment.

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**Subject: Approval of January 28, March 11, and November 18, 2015 Meeting Minutes**

**Discussion:** Chair Marshall Delk noted that no approval was necessary due to a lack of quorum for the previous meetings.

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**Subject: V. Consent Items:**

**C.1 – Business Engagement Plan**

**Discussion:** Director Andy Stone summarized the Business Engagement Plan prepared by Business U.

**Action:** It was moved to accept the Business Engagement Plan as written and work as a committee to develop its strategic plan.

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

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**Subject: VI. Administration Items:**

**A.1 – Committee Dashboard**

The Committee Dashboard was presented.

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**A.2 – Committee Strategic Plan (Discussion)**

The Committee Strategic Plan was discussed during the item C.1 Business Engagement Plan discussion.

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**VI. Chairperson's Report**

Business Services Committee Chair Marshal Delk thanked everyone for attending.

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**Meeting adjourned at 4:27 p.m.**

**Next Meeting: Workforce Investment Board Meeting  
Wednesday, February 22, 2017 @ 3:00 p.m.  
Simpkins Swim Center  
979 17<sup>th</sup> Ave.**

**Santa Cruz, CA 95062**

**Business Services Committee Meeting  
Wednesday, March 8, 2017 @ 3:00 p.m.  
Watsonville Career Center  
18 W. Beach St., Watsonville**