



**Workforce Development Board  
Executive Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, April 5, 2017, 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 8:35 a.m., and a quorum was established.**

**Committee Members in Attendance**

Delk, Marshall – Business Services Committee Chair  
Destout, Elyse – Youth Council Chair  
Siegel, Carol – Chair  
Slack, Ron – Prior Chair

**Committee Members Absent**

Hartmann, Andy – (Alt) Youth Vice Chair  
Morse, Rob – Vice Chair  
Van Valer, Andy – (Alt) Business Services Committee Vice Chair

**Staff in Attendance**

Stone, Andy – WDB Director  
Zeller, Brenda – WDB Administrative Coordinator

**Guests**

Ullestad, Sharolynn – Workforce Santa Cruz County

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**Subject: Call to Order/Welcome**

**Discussion:** Chair Carol Siegel called the meeting to order and asked staff and guests to introduce themselves.

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**Subject: Approval of Agenda**

**Action:** It was moved to approve the April 5, 2017 Agenda.

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

**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: Public Comment**

There was no public comment.

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**Subject: Approval of February 1, 2017 Meeting Minutes**

**Discussion:** Chair Carol Siegel called for the February 1, 2017 minutes to be approved.

**Action:** It was moved to approve the February 1, 2017 Meeting Minutes.

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

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**Subject: V. Consent Items:**

**C.1 – WIOA Program Monitoring PY 2016-17 GCC, SRSN, SBDC  
C.2 – 2017-20 WIOA Local and Regional Plans**

**Discussion:** Director Andy Stone summarized the information contained in the WIOA Program Monitoring Reports, pointing out two findings. Board Members asked about the planned performance numbers versus the actual numbers and asked if that was a concern. Andy Stone explained that the planned numbers had been raised for this year and that Goodwill Central Coast's numbers are in line with their normal performance. They are working to make changes to bring the numbers up. Andy Stone also explained that Cabrillo's expenditures were low because they are historically late in invoicing, but that WDB Senior Analyst Sara Paz-Nethercutt is not concerned that the money will not be spent by program year end.

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

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**Subject: VI. Administration Items:**

**A.1 – Data Dashboard**

Director Andy Stone presented the Data Dashboard, noting that the unemployment rate was down from the rate one year ago. He also gave a brief overview of the budget and carryover amounts.

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**A.2 – Strategic Plan Report Update (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. He noted that the Proposition 39 Pre-Apprenticeship Program was in its finishing stages; the next step for the Slingshot Health Improvement

Partnership is to develop an agreement between counties to sustain the program; and the Tech Partnership would be holding an initial phone conference in April.

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

**Status:** Motion to Approve: Elyse Destout  
Motion Seconded: Ron Slack  
Abstentions: None  
Committee Action: All in favor, motion passed.

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### **A.3 – Update on One-Stop Operator Services Procurement (Action)**

Director Andy Stone gave an update on the new timeline for procuring a One-Stop Operator and stated that the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker and Youth program services would be released in the Fall. He reminded board members that the current contract with Goodwill Central Coast (GCC) to provide Adult and Dislocated Worker services was extended by one year to allow time to conduct another procurement.

**Action:** It was moved to accept the report on the One-Stop Operator Procurement and authorize the WDB staff to develop a Purchase Order with the successful bidder on the One-Stop Operator Procurement.

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

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### **A.4 – WDB Member Recruitment Update (Action)**

Director Andy Stone gave a status update on efforts to recruit new WDB members, noting that there are currently four Local Business vacancies. Committee members discussed local businesses that might have staff interested in becoming WDB members.

**Action:** It was moved to accept the WDB Member Recruitment Update and direct WDB staff to take any actions indicated.

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

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### **A.5 – WDB Officer Nominations PY 2017-18 (Action)**

Director Andy Stone explained the process for nominating WDB officers and asked prior Chair Ron Slack to lead the Nominating Committee.

**Action:** It was moved to develop a WDB Officer Nominating Committee and develop a Slate of Candidates for election at the WDB's June 2017 meeting.

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

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#### **A.6 – NAWB Conference Report**

Director Andy Stone and committee members Carol Siegel, Ron Slack, and Marshall Delk shared their experiences from the National Association of Workforce Boards (NAWB) Conference. After hearing various boards discuss the merits of operating as a non-profit at NAWB, committee members asked for information on the advantages and disadvantages of becoming a non-profit.

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#### **VII. Chairperson's Report**

WDB Chair Carol Siegel thanked committee members and staff for attending.

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**Meeting adjourned at 10:01 a.m.**

**Next Meeting:       Executive Committee Meeting  
Wednesday, May 3, 2017 @ 8:30 a.m.  
1000 Emeline Street  
Santa Cruz, CA 95060**

**Workforce Development Board Meeting  
Wednesday, June 7, 2017 @ 8:30 a.m.  
Simpkins Swim Center  
979 17<sup>th</sup> Ave.  
Santa Cruz, CA 95062**