



**Workforce Development Board
Full Board Meeting
Watsonville Career Center
Wednesday, March 30, 2022 8:30 a.m.**

18 W. Beach Street
Watsonville, CA 95076
(831) 763-8900
www.santacruzwb.com

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice.

The Chair called the meeting to order at 8:32 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Adams, Lamont
Ayyad, Alia
Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse – Vice Chair
Dodge, Daniel
Herrera-Mansir, Carmen
Holmquist-Gomez, Laura
Livingstone, Todd
Morse, Rob - Chair
Nagamine, Janet
Orona, Elisa
Roth, Shaz
Siegel, Carol

Committee Members Absent

Elliott, Candice
Hebard, Sean
Liebetrau, LeNae
Mason, Barbara
Miller, Chris
Schaller, Glen
Setzler, Katie
Vereker, Dustin

Staff in Attendance

Chevalier, Katy – EBSD Program Manager
Detlefs, Peter – WDB Business Services Manager
Gutierrez, Elizabeth – WDB Admin Aide
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Brown, David
Cantu, Felix
Chance, Eli
Cortes, Claudia

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Lamont Adams
Local IBEW234

Alia Ayyad
Center for Employment Training

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Monterey Bay Central Labor Council

Candice Elliott
Fortress and Flourish

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro Community Development Corp.

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Todd Livingstone
Watsonville/Aptos/Santa Cruz Adult Education

Barbara Mason
Santa Cruz County Economic Development

Chris Miller
ScratchSpace, LLC

Janet Nagimine
Hikari Farms

Elisa Orona
Health Improvement Partnership of SC County

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

Estrada, Vivian
Levin, Arnold
Macias, Nohemi
Pena, Valerie
Staley-Raator, Desha
Valladares, Cesar
Wong, Eric

Subject: Public Comment

There was no public comment.

Subject: Chairperson's Report

WDB Chair Rob Morse thanked WDB Business Services Manager Peter Detlefs for all his hard work with regional partnerships, social media marketing, and website improvements.

Subject: Action Items:

Item 1 – Findings Authorizing Teleconference Meetings

The committee was provided with information regarding Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic state of emergency and Health Officer recommendation for social distancing.

Action: It was moved to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Christina Cuevas
Abstentions: None

Committee Action All in favor, motion passed

Item 2 – Approval of Meeting Minutes

Action: It was moved to approve the December 8, 2021 WDB Full Board meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Lamont Adams
Abstentions: None

Item 3 – Operational Plan Update

WDB Director Andy Stone reported on the progress of each operational plan target including: the new Workforce Santa Cruz County webpage; plans for the \$300,000 received in ARPA funding for pre-apprenticeship programs, first cohort to launch by June 30, 2022; a presentation on *Remote and Hybrid Work Trends* by Gensler; and the State of the Workforce report which will be presented at the May 25, 2022 Full Board Meeting. He also shared that the unemployment rate for Santa Cruz County dropped from 9.4% to 6% in February.

Action: It was moved to adopt the WDB Director's Operational Plan update for PY 21-22.

Status: Motion to Approve: Lamont Adams
Motion Seconded: Marshall Delk
Abstentions: None

Committee Action All in favor, motion passed

Item 4 – WDB Officer Nominations

WDB Chair Rob Morse stated that an Officer Nominating Committee was being formed and noted that the committee is made up of five members including: the immediate past Chair; one member from the current Executive Committee; two at-large members from the WDB membership; and at least one member from the prior year's committee membership. Past Chair Carol Siegel informed members to contact her if interested in participating in the committee. The purpose of the committee is to develop a slate of Officer candidates for the PY 22-23, which will be presented for approval at the May 4, 2022 Executive Committee meeting, and then forwarded on to the May 25, 2022 Full Board, for final approval.

Action: It was moved to form Nominating Committee, appoint Carol Siegel as Chair, and direct the Committee to develop a Slate of Candidates to be presented to the Executive Committee on May 4, 2022, with final appointment at the WDB's May 25, 2022 meeting.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Carmen Herrera-Mansir
Abstentions: None

Committee Action All in favor, motion passed

Subject: Report Items:

Item 5 – Presentation

Arnold Levin and Eric Wong with Gensler provided a presentation on Remote and Hybrid Work Trends.

Action: No action taken, informational item only.

Item 6 – WDB Staff Updates

WDB staff Sara Paz-Nethercutt and Peter Detlefs gave updates on WIOA Career Services and Business Services. Some of the topics included: the completion of the local WIOA monitoring which will have draft reports available at the May 25, 2022 Full Board meeting; the progress on the Lean Initiative paperless workgroup; the results for the Local Area Federal Performance for PY 20/21 to be shared at the next Full Board meeting; an update on the progress of the new Workforce webpage, which now has language translation services and meeting agendas and minutes available; and gave an update on the Health Improvement Partnership. WDB Director Andy Stone reported out on the Prison to Employment project which have served 11 justice involved women and on the SB1 Pre-apprenticeship Training Grant which has served 3 cohorts.

Action: No action taken, informational item only.

Subject: Information Item:

Item 7 – Business Resource Network

WDB Business Services Manager Peter Detlefs shared with the board information of a nationwide platform called Behind Every Employer which connects employers to workforce and higher education programs. He then announced the launch of a local platform for the Business Resource Network, *Behind Every Employer Santa Cruz County*, which includes a social media campaign on LinkedIn and Twitter.

Action: No action taken, informational item only.

Item 8 – Workforce Santa Cruz County Social Media Update

WDB Business Services Manager Peter Detlefs spoke on the launch of the new Workforce Santa Cruz County Facebook page targeted to jobseekers and a LinkedIn page targeted to employers. He also mentioned the production of advertisements on Facebook and Instagram to generate leads with jobseekers for Workforce Santa Cruz County and ads on LinkedIn geared towards employers.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Member Carol Siegel noted that she is seeking members to volunteers for the Nominating Committee. Member Maria Elena De La Garza with Community Action Board shared information on a scholarship opportunity for citizenship applications and DACA renewals.

Meeting adjourned at 10:04 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 25, 2022 @ 8:30 am**