



**Workforce Development Board
Executive Committee
Watsonville Career Center, Room 2
Wednesday, March 3, 2021 8:30 a.m.**

C.1 Attachment

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. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Microsoft Teams.

The Chair called the meeting to order at 8:49 a.m., and a quorum was established. All participants attended virtually.

Committee Members in Attendance

Marshall Delk
Rob Morse – Vice Chair
Denise Moss
Carol Siegel - Chair

Committee Members Absent

Elyse Destout
Ron Slack

Staff in Attendance

Peter Detlefs – WDB Business Services Mgr.
Laurel Gazza – WDB Administrative Aide
Lacie Gray – WDB Sr. Analyst
Sara Paz-Nethercutt – WDB Sr. Analyst
Andy Stone – WDB Director

Guests

Vivian Estrada – EDD
Kimberly Petersen – EBSD Director
Amanda Winter – Career Center Operator
Adam Spickler – Central Contracts Unit

Subject: Public Comment

Vivian Estrada from Employment Development Department introduced herself to the group.

MEMBERS:

- Carol Siegel, Chair
Santa Cruz Seaside Company

- Rob Morse, Vice Chair
Pacific Gas and Electric Company

- Lamont Adams, Business Manager
IBEW Local 234

- Alia Ayyad, Director
Center for Employment Training

- Diane Berry-Wahrer, Supervisor
California Department of Rehabilitation

- KatieSetzler, Human Resources Director
Palo Alto Medical Foundation

- Todd Livingstone, Assistant Director
Career and Technical Education
Watsonville/Aptos Adult Education

- Christina Cuevas, Governing Board Trustee
Cabrillo College

- MariaElena De La Garza,
Executive Director
Community Action Board

- Marshall Delk, Vice President
Santa Cruz County Bank

- Elyse Destout, Owner
Photography by Elyse Destout

- Yuko Duckworth,
Employment Program Manager
Employment Development Department

- Candice Elliott, Principal Consultant
Fortress and Flourish

- Carmen Herrera-Mansir
Director, El Pajaro CDC

- Sean Hebard
Carpenters Local 505

- Mark Hodges, Director,
Regional Occupational Program
Santa Cruz County Office of Education

- Barbara Mason,
Economic Development Coordinator
Santa Cruz County Economic Development

- Chris Miller, Founder
ScratchSpace, LLC

- Elisa Orona, Director
SC Health Improvement Partnership

- Glen Schaller, Political Coordinator
Monterey Bay Central Labor Council, AFL-CIO

- Bryce Root, Founder Owner
The Root Group

- Shaz Roth, Executive Director & CEO
Pajaro Valley Chamber of Commerce

- Dustin Vereker, Chief Beer Ambassador
Discretion Brewing Company

- DIRECTOR:**
Andy Stone

Subject: III. Consent Items:

- C.1 – Approval of November 4, 2020 Meeting Minutes**
- C.2 – Data Dashboard**
- C.3 – AJCC Hallmarks of Excellence Action Plans PY 2020/21 Q2**
- C.4 – Contractor Activity Reports PY 2020/21 Q1**
- C.5 – WIOA Contract Modification PY 20/21, Goodwill Central Coast**
- C.6 – Re-Contracting PY 21/22 WIOA Services**
- C.7 – WIOA Monitoring Draft Reports, SCCOE, Cabrillo, SRSN**
- C.8 – Subsequent Designation and Local Board Re-certification**

Action: It was moved to approve the Consent Agenda

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

Subject: IV. Administration Items:

A.1 – WDB Staff Updates

WDB Director Andy Stone and WDB staff gave the latest updates on WIOA Career Services, which included WDB Sr. Analyst Sara Paz-Nethercutt briefing the committee on the Local Transitional Jobs Policy launch and status, the National Dislocated Worker Grant enrollment status, local monitoring, and the State EDD combining local and fiscal/procurement monitoring. Business Services Manager Peter Detlefs updated on new bid award to Full Capacity Marketing for marketing/communications plan, the State of the Workforce Report status and an update on the Small Business Grant. WDB Director Andy Stone gave an update on CalWORKS Employment Services current requirements, which have been relaxed due to COVID-19.

Action: No action taken, informational item only.

A.2 – Strategic Plan Report Update

WDB Director Andy Stone recapped the Strategic Plan outline and status of the three main goals for 2020-21. He mentioned that Pat Davis Group was

awarded the bid for the career services website and that a kickoff meeting had been held.

Action: It was moved to accept the WDB Directors' Operational Plan update for PY 2020-21 and recommend approval by the full Workforce Development Board.

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

A.3 – WDB Officer Nominations PY 2021-22

WDB Director Andy Stone briefed the committee on the officer nominations process and stated that a slate of candidates for PY 21-22 officers will need to be presented to the committee for approval at its next meeting on May 5, 2021, which will then be presented and elected at the May 26, 2021 of the WDB full board.

Action: It was moved to develop a WDB Officer Nominating Committee and develop a Slate of Candidates for Election at the WDBs' May 26, 2021 meeting.

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

A.4 – WDB Member Recruitment Update

Director Andy Stone reminded the committee that there were still two private sector business openings, one labor sector, and one at-large opening on the board and encouraged committee members to continue in their recruiting efforts, as this is a re-certification year for the board.

Action: It was moved to accept the WDB member recruitment update.

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

A.5 – WDB April 1, 2021 Meeting Planning

WDB Director Andy Stone briefly recapped the presentation topics that had been selected for this years' full board meetings. Sara Paz-Nethercutt stated that the topic for the upcoming April 1, 2021 full board meeting will be "Creating Meaningful Youth Programs" and that the presenter will provide a comprehensive report.

Action: It was moved to direct that the WDB staff include the above stated items at April 1, 2021 WDB full board meeting agenda.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Denise Moss
Abstentions: None
Committee Action: All in favor, motion passed.

A.6 – Regional Planning Unit Update PY 2021-2024

WDB Director Andy Stone recapped the progress of the drafting of the Four-Year Regional Plan as required under the WIOA Act of 2014. The Plan has been developed with our regional partners and is posted for public comment.

Action: It was moved to approve that the WDB Chair be authorized to sign the Regional Plan, that the Plan be forwarded to the state to meet the April 30, 2021 and subsequently be forwarded to the Board of Supervisors for final approval and signature and that this information be provided to the Monterey County Workforce Development Board which will be submitting the Plan to the state.

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

A.7 – Local Plan Public Comment PY 2021-2024

WDB Director Andy Stone stated that the WIOA Local Plan for PY 2021-24 had been developed and was posted on the WDB website for public comments until April 1, 2021 at 8:30 am.

Action: It was moved to open the public comment period on the 2021-24 WIOA Local Plan, that the public comment period close on April 1, 2021, and authorize the WDB Chair to sign the Plan, and authorize staff to forward the

plan to the state to meet the April 30, 2021 deadline and subsequently forward the plan to the Board of Supervisors for final approval and signature.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Denise Moss
Abstentions: None
Committee Action: All in favor, motion passed.

A.8 – WDB Member Engagement Survey

WDB Director Andy Stone stated that eight board members returned completed Member Engagement Surveys and highlighted what board members wanted to see included in future board meetings to promote more engagement, including: being more involved in strategic planning, more in-depth discussions, and more outreach in regards to connection between our board members and marketing efforts.

Action: It was moved to take the following actions in response to the WDB Member Engagement Survey: Give every board member an opportunity to be involved in the strategic plan process; involve board with marketing plan development outreach efforts; have 2-3 board members provide in-depth report outs about what's going on in their industry; and highlight program success stories.

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

V. Chairperson's Report

WDB Chair Carol Siegel thanked everyone for attending the meeting.

Meeting adjourned at 9:55 a.m.

**Next Meeting: Workforce Development Board Meeting
Thursday, April 1, 2021 @ 8:30 am
Watsonville Career Center, Room 2
Virtual Attendance via Microsoft Teams**

**Executive Committee Meeting
May 5, 2021 @ 8:30 am
Watsonville Career Center, Room 2
Virtual Attendance via Microsoft Teams**