



**Workforce Development Board
Business Services/CEDS Committee
Cabrillo College – Sesnon House
6500 Soquel Dr., Aptos
Wednesday, August 7, 2019, 3:00 p.m.**

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

MINUTES

Chair Marshall Delk called the meeting to order at 3:02 pm, and a quorum was established. Members, staff and guests introduced themselves.

Committee Members in Attendance

Brady, Gerlinde
Beyer, Casey
Delk, Marshall - Chair
Destout, Elyse – Vice Chair
Mason, Barbara
Morse, Rob
Siegel, Carol
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

Committee Members Absent

Constable, Andy
Friend, Tina
Herlihy, Katie
Huffaker, Matt
Lipscomb, Bonnie

Staff in Attendance

Barr, Belinda- WDB Business Services Manager
Gazza, Laurel – WDB Administrative Aide
Stone, Andy – WDB Director

Guests

Burr Guthrie – Watsonville/Aptos/Santa Cruz Adult Education
Amy Nama – Cabrillo College SBDC
Amanda Winter – Career Center Operator
Todd Livingston – Watsonville/Aptos/Santa Cruz Adult Education

Subject: II. Public Comment

There was no public comment.

Subject: III. Service Provider Activity Reports

Belinda Barr, Business Services Manager for Workforce Santa Cruz County gave an update on the final performance statistics from the Eckerd contract, which was not renewed for the PY2019/20. She stated that they were unable to fulfill all of their goals mainly due to staffing shortages. Amy Nama, from SBDC-Cabrillo College gave a report

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinde Brady,
Cabrillo College

Andy Constable
Economic Development Manager
County of Santa Cruz

Candice Elliott
Principal Consultant
Fortress and Flourish

Katie Herlihy, Director of Community Development
City of Capitola

Matt Huffaker, Assistant City Manager
City of Watsonville

Bonnie Lipscomb, Executive Director
City of Santa Cruz Economic Development

Casey Beyer, Executive Director
Santa Cruz Area Chamber of Commerce

Tina Friend, City Manager
City of Scotts Valley

Rob Morse, Manager
Pacific Gas and Electric Company

Carol Siegel, Employment Manager
Santa Cruz Seaside Company

DIRECTOR:
Andy Stone

on their latest performance statistics, mentioning that they had met 100% of their goals and had retained 61 jobs.

Subject: IV. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone noted that the local employment rate for June 2019 was 4.2%, below the year ago estimate of 4.4%.

Subject: V. Consent Items:

C.1 – Approval of Minutes from April 10, 2019 Meeting

C.2 – Committee Dashboard

C.3 – Business Services Financial and Performance Report

C.4 – Incumbent Worker Training Policy Update

Action: It was moved to approve the Consent Agenda Items

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

Subject: VI. Administration Items:

A.1 – Business Services Redesign

Workforce Santa Cruz County Business Services Manager Belinda Barr introduced the idea for a Business Resource Network to be developed and implemented so that county businesses could have a single point of contact to find out how to navigate government processes needed to establish/maintain/grow their businesses. She gave an overview of how the process might work and invited feedback from committee members and direction on moving the process forward.

Action: It was moved to direct staff to proceed with the development of a Business Resource Network and seek volunteers to assist with implantation.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed

A.2 – CEDS Plan Update

WDB Director Andy Stone stated that the County CEDS Plan was last updated in 2015 and that it was now due for another update, to be good for the next 5 years and enable the county to qualify for grants. He also noted that in August of 2018 the BS/CEDS Committee approved a \$35,000 contract to develop the next CEDS 5 Year Plan and \$5000 for WDB staffing.

Action: It was moved to accept the PY 19/20 CEDS budget report/Plan Update.

Status: Motion to Approve: Barbara Mason
Motion Seconded: Elyse Destout
Abstentions: None
Committee Action: All in favor, motion passed

A.3 – Committee Member Jurisdictional Roundtable

Committee members from various jurisdictions within the county gave updates on current and future building projects and challenges in their respective areas. General concerns were security at large crowd events, interest rates, and general financial picture for the future.

Action: None – Informational item only.

Subject: VII. Chairperson’s Report – None given

Meeting adjourned at 4:42 p.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, September 11, 2019 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003**

**Business Services Committee Meeting
October 9, 2019 @ 3:00 pm
Seson House – Cabrillo College, Aptos**