



**Workforce Development Board  
Comprehensive Economic Development  
Strategy Committee  
1000 Emeline Ave., Santa Cruz  
Wednesday, May 16, 2018, 3:00pm**

18 W. Beach Street  
Watsonville, CA  
95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**MINUTES**

**The Chair Carol Siegel called the meeting to order at 3:00 pm.**

**Committee Members in Attendance:**

Katie Herlihy – City of Capitola (replaced Jamie Goldstein)  
Barbara Mason – Santa Cruz County Economic Development Dept. (Alt.)  
Carol Siegel – Santa Cruz Seaside Co. (Chair)  
Rob Morse – Pacific Gas and Electric (Vice Chair)  
Casey Beyer – Santa Cruz Chamber of Commerce  
Peter Detlefs – County of Santa Cruz Economic Development Dept. (Alt.)

**Committee Members Absent:**

Andy Constable – Santa Cruz County Economic Development Dept.  
Bonnie Lipscomb – City of Santa Cruz  
Jo Anne Dlott – Sure Harvest  
Matt Huffaker – City of Watsonville

**Staff in Attendance:**

Andy Stone – Director, Workforce Development Board – Santa Cruz County  
Laurel Gazza – Senior Board Clerk – Clerk of the Board, Santa Cruz County

**Guests**

Sharolynn Ullestad

**I. Subject: Welcome/Introductions**

**Discussion:** Chair Carol Siegel welcomed everyone, and members introduced themselves

**II. Subject: Public Comment**

There was no public comment.

**COMPREHENSIVE ECONOMIC  
DEVELOPMENT (CEDSD)  
COMMITTEE MEMBERS:**

Carol Siegel, Chair  
Santa Cruz Seaside Company  
Rob Morse, Vice Chair  
Pacific Gas and Electric Company  
Andy Constable  
Economic Development Manager  
County of Santa Cruz  
Jo Anne Dlott, Vice President  
Human Resources  
SureHarvest  
Katie Herlihy, Community Dev. Director  
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  
**DIRECTOR:**  
Andy Stone

### **III. Subject: Chair/WDB Director Comments**

WDB Director Andy Stone announced that the WDB's Business Services Manager posted position would be closing on May 18<sup>th</sup>. The position would be a liaison between the WDB and local businesses. He also mentioned the State of the Workforce Report was due at the end of June.

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### **IV. Subject: Approval of January 18, 2017 Meeting Minutes**

**Discussion:** None

**Action:** Approved the January 18, 2017 meeting minutes

**Motion:** Rob Morse

**Second:** Barbara Mason

**Vote:** Rob Morse, Barbara Mason, Carol Siegel and Katie Herlihy all in favor

**Abstentions:** Casey Beyer

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### **V. Discussion and Action Items:**

#### **Subject: D.1 – Review of CEDS Goals:**

**Discussion:** WDB Director Andy Stone directed the committee to think about what goals they would like CEDS to prioritize in the future, and would set the next meeting agenda with those in mind. Members suggested building collaboration between government and other sectors, focusing on infrastructure, living wages, housing, employee retention.

**Action:** None, discussion item.

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#### **Discussion and Action Items:**

#### **Subject: D.2 – Potential CEDS expansion**

**Discussion:** Director Andy Stone discussed the possibility of merging the CEDS Committee with the Business Services Committee and provided pros and cons to the committee, and allocation of resources. Members indicated they would be willing to try the merger of the two committees on an initial basis.

**Action:** None, discussion only item.

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**Discussion and Action Items:**

**Subject: D.3 – Future CEDS Meeting Schedule and Location**

**Discussion:** The committee discussed potential new CEDS committee meeting dates for the FY 2018-19, as though it would be merged with the Business Services Committee. Dates accepted were: August 8, 2018; October 10, 2018; February 13, 2019; and April 10, 2019. These dates were thought to be more accommodating to committee members who previously had not been able to attend. Possible locations were briefly discussed, and meeting times were kept at 3:00 pm.

**Action:** Accepted proposed meeting dates for FY 2018-19 CEDS Committee meetings: August 8, 2018; October 10, 2018; February 13, 2019, and April 10, 2019.

**Motion:** Rob Morse

**Second:** Katie Herlihy

**Vote:** Unanimous

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**Discussion Item:**

**Subject: D.4 – Labor Market Information**

**Action:** N/A – Discussion only of the current labor market report, through March 2018.

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**Discussion Item:**

**Subject: A.1 – Labor Market Information**

**Action:** N/A – Committee discussed trends of the current labor market report.

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**Chair Carol Siegel adjourned the meeting at 4:20 pm.**

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**Next Meeting:** August 8, 2018 at 3:00 pm  
**Location:** TBD