



**Workforce Development Board
Executive Committee
1000 Emeline Ave., Santa Cruz
Wednesday, February 1, 2017, 8:30 a.m.**

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

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

Committee Members in Attendance

Delk, Marshall – Business Services Committee Chair
Destout, Elyse – Youth Council Chair
Hartmann, Andy – (Alt) Youth Vice Chair
Siegel, Carol – Chair
Slack, Ron – Prior Chair

Committee Members Absent

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

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Zeller, Brenda – WDB Administrative Coordinator

Guests

Capitola-Duran, Jodi – Workforce Santa Cruz County
Guthrie, Anne – Workforce Santa Cruz County
Ullestad, Sharolynn – Workforce Santa Cruz County

Subject: Call to Order/Welcome

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

Subject: Approval of Agenda

Action: It was moved to approve the February 1, 2017 Agenda.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Andy Hartmann
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

Subject: Public Comment

There was no public comment.

Subject: Approval of September 7, 2016 Meeting Minutes

Discussion: Chair Carol Siegel called for the September 7, 2016 minutes to be approved.

Action: It was moved to approve the September 7, 2016 Meeting Minutes.

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

Subject: V. Consent Items:

**C.1 – Common Measure Performance Update PY 2016-17 Q1
C.1 – PY 16-17 Budget Modification: High Performing WDB Award**

Status: Motion to Approve: Ron Slack
Motion Seconded: Andy Hartmann
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Administration Items:

A.1 – Data Dashboard

Director Andy Stone presented the Data Dashboard, noting there was slight improvement in the unemployment rate compared to the prior year.

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 launched in January with 17 students enrolled; a Regional Championship Meeting for the Slingshot Grant was scheduled for February and that Monterey County had hired a Regional Coordinator; the Business Services Committee will be holding a meeting in March with leaders from the business community to begin the process of education and outreach outlined in the Business Engagement Plan; a Purchase Order is in process to develop the next version of the Hot Jobs Report as well as other marketing services to refine the WDB's messaging with the next step being a meeting with an ad hoc marketing committee; a contractor has been engaged to refine the WDB Scholarship List; and John Chamberlin will return to the next WDB Full Board

meeting to give an over view of the National Workforce System, meet with Chair Carol Siegel to discuss a new WDB Member Orientation process, as well as meeting with WDB staff to review and develop WDB policies.

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

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

A.3 – Procurement Status PY 2017-18 (Information)

Director Andy Stone gave an update on the Request for Proposal (RFP) for WIOA Adult, Dislocated Worker and Career Center Operator program services. There were three proposals received, but the RFP was failed after a review by the County's General Services Department (GSD) determined the use of a local vendor preference (assigning additional points to local vendors) contradicted Federal law and could have discouraged non-local vendors from submitting bids. 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. Due to the Employment Development Department's (EDD) requirement that Career Center Operator services be contracted out, the WDB will be breaking the services into smaller components that can be contracted for under \$35,000 avoiding the need for a RFP process.

A.4 – Technology Sector Initiative (Action)

Director Andy Stone reviewed the status of the Technology Sector Initiative, a partnership with Santa Cruz Works to address the Santa Cruz technology sector's need to attract and retain a skilled tech workforce to be competitive with Silicon Valley. He noted that the process would be similar to the Slingshot Healthcare partnership. WDB staff identified Collaborative Economics as an appropriate vendor to facilitate this initiative, and funds for the contract will be provided by the \$54,838 High Performing WDB Award referenced in Consent Agenda Item C.2.

Action: It was moved to approve the award of the Technology Sector Initiative contract to Collaborative Economics, to forward this recommendation to the WDB for its February 22, 2017 meeting and to recommend the contract be sent to the Board of Supervisors on March 21, 2017 (or thereabouts) for final approval.

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

A.5 – 2017-20 WIOA Local Plan (Action)

Director Andy Stone presented the draft 2017-20 WIOA Local Plan and noted that it had been released to the public on January 18, 2017 and would remain open for public comment until the WDB meeting on February 22, 2017. There were no public comments received during the meeting. Committee members requested the draft plan be distributed to board members as soon as possible to give them time to review prior to the board meeting.

Action: It was moved to accept any comments generated at the meeting about the 2017-20 WIOA Local Plan and to recommend that the Local Plan be forwarded to the Santa Cruz County WDB and then to the Santa Cruz County Board of Supervisors.

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

A.6 – Coastal Region WIOA Plan (Action)

Director Andy Stone presented the draft Coastal Region WIOA Plan and noted that it had been released to the public on January 18, 2017 and would remain open for public comment until February 17, 2017. There were no public comments received during the meeting. Committee members requested the draft plan be distributed to board members as soon as possible to give them time to review prior to the board meeting.

Action: It was moved to accept any comments generated at the meeting about the 4-Year Coastal Region WIOA Plan, to have WDB staff forward the comments to the Monterey County WDB, and to recommend that it be forwarded to the Santa Cruz County WDB and then to the Santa Cruz County Board of Supervisors.

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

A.6 – Planning for February 22 WDB Meeting (Discussion)

Committee members discussed and developed an agenda outline for the February 22 WDB Meeting. Items included: a review of committee activities by committee chairs; an overview of best practices and impact of the new Presidential administration on the national workforce development system by John Chamberlin; a brief introduction by each board member and an explanation of how their organization is involved in workforce development;

guest speaker Matt Weis to discuss his program and what he can do for businesses.

VII. Chairperson's Report

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

Meeting adjourned at 9:49 a.m.

**Next Meeting: Executive Committee Meeting
 Wednesday, April 5, 2017 @ 8:30 a.m.
 1000 Emeline Street
 Santa Cruz, CA 95060**

**Workforce Investment Board Meeting
Wednesday, February 22, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**