



**Workforce Development Board
Business Services Committee
Wednesday, May 24, 2017 @ 1:00 p.m.
Ansel Adams Conference Room
1000 Emeline, Santa Cruz**

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

Agenda

- I. Call to Order/Welcome**
- II. Approval of Agenda**
- III. Public Comment**
- IV. Approval of Minutes from March 22, 2016 meeting 2-3**
- V. Administration**
 - A.1 Committee Strategic Plan (Discussion) 4
- VI. Adjournment**

MEMBERS:

Marshall Delk, Vice President, Chair
Santa Cruz County Bank
Andy Van Valer, Founder, Vice-Chair
SlingShotSV
Carol Siegel, Employment Manager
Santa Cruz Seaside Company
Rob Morse, Manager
Pacific Gas and Electric Company
Dave Hood, President
First Alarm
Ron Slack, Owner
Fine Print Graphic Design

DIRECTOR:
Andy Stone

**Next WDB Meeting: Workforce Development Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave
Santa Cruz, CA 95062**

**Next Committee Meeting:
Wednesday, September 20, 2017 @ 3:00 p.m.
Community Foundation
7807 Soquel Dr.
Aptos, CA 95003**



**Workforce Development Board
Business Services Committee
Watsonville Career Center
18 West Beach Street, Watsonville
Wednesday, November 16, 2016, 3:00 p.m.**

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

The Chair called the meeting to order at 3:14 p.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Hood, Dave
Morse, Rob

Committee Members Absent

Siegel, Carol
Slack, Ron
Tysseling, Bill
Van Valer, Andy

Staff in Attendance

Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Zeller, Brenda – WDB Administrative Coordinator

Guests

Baker, John – Core Factors
Ullestad, Sharolynn – Goodwill Central Coast, Workforce Santa Cruz County

BUSINESS SERVICES COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank
Andy Van Valer, Vice Chair
SlingShotSV
Dave Hood, President
First Alarm
Rob Morse, Manager
Pacific Gas and Electric Company
Carol Siegel, Employment Manager
Santa Cruz Seaside Company
Ron Slack, Owner
Fine Print Graphic Design
William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce
DIRECTOR:
Andy Stone

Subject: Call to Order/Welcome

Discussion: Business Services Committee Chair Marshall Delk called the meeting to order and welcomed members, staff, and guests.

Subject: Approval of Agenda

Action: It was moved to approve the March 22, 2017 Agenda.

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

Subject: Public Comment

There was no public comment.

Subject: Approval of November 16, 2017 Meeting Minutes

Action: It was moved to approve the November 16, 2016 Agenda.

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

Subject: V. Administration Items:

A.1 – Committee Strategic Plan

With the assistance of Guest Facilitator, John Baker, the Committee discussed the Business Roundtable event and the reasons why it was not successfully launched. Expectations for the event were to have a larger group, to re-engage the Business Services Committee (BSC) and the Workforce Development Board (WDB), and to bring more visibility to the WDB and its Business Services. Methods for securing participants for a future event were discussed, including creating an “elevator” email to let prospective attendees know why they should attend the event, getting the word out in larger forums such as Chambers of Commerce, and committee members taking more responsibility for creating interest in the event. An agenda for the event was discussed, which includes a Community Profile with statistics that address the lack of skilled and hireable employees, Board Discussions with details on issues the WDB regularly discusses, Listening to the business community’s experiences, and Next Steps. Organizations to be targeted were identified, including the Santa Cruz County Business Council, the Health Improvement Partnership, Hotel/Motel groups, Bar/Restaurant groups, Chambers of Commerce, Santa Cruz Works, and the Small Business Development Center.

The Committee decided its next steps would be to visit Chambers and organizations to share information about the event and begin to ascertain interest in an event to be held in the Fall of 2017, and to convene another planning meeting with absent BSC members in the next month.

Meeting adjourned at 5:26 p.m.

**Next Meeting: Workforce Investment Board Meeting
Wednesday, June 7, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

**Business Services Committee Meeting
Wednesday, May 24, 2017 @ 1:00 p.m.
Cabrillo College, SAC Room 214
6500 Soquel Drive
Aptos, CA 95003**



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.1 Committee Strategic Plan

COMMITTEE: Business Services Committee	MEETING DATE: May 24, 2017
STAFF NAME: Andy Stone, WDB Director; Sara Paz-Nethercutt, Sr. Analyst	

SUMMARY:

When this committee was established in 2013, the overall goal was to develop and make recommendations for a business service plan in an effort to increase employer involvement in the activities of the local Workforce Development Board (WDB).

The Workforce Innovation and Opportunity Act (WIOA) tasks WDBs with contributing *to economic growth and business expansion by ensuring the workforce system is job-driven - matching employers with skilled individuals.*

1. Committee Discussion Suggestions:

Plan a Business Roundtable Event with the purpose of bringing together industry ambassadors/stakeholders to identify local business needs, with the overall goal of being market responsive and assisting businesses in meeting workforce needs.

2. Develop Strategic Plan: It is intended that the resulting discussion will lead to the development of an action plan for the Committee.

The conversation about planning an event was started at the March 22, 2017 BSC meeting and continues at this meeting to provide the following logistical information for an event:

- What are the industry sectors that will be targeted?
- Who will committee members invite?
- When and Where is the best time/location for the event?

Attachment(s)

SUGGESTED MOTION: (if applicable)

COMMITTEE DATE 03/22/17	COMMITTEE APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other: Discussion
BOARD DATE	BOARD APPROVAL: <input type="checkbox"/> Yes <input type="checkbox"/> No Other: