



**Workforce Development Board
Business Services/CEDS Committee
Cabrillo College – Sesnon House
6500 Soquel Dr., Aptos
Wednesday, October 9, 2019, 3:00 p.m.**

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

MINUTES

Vice-Chair Elyse DEstout called the meeting to order at 3:06 pm, and a quorum was established. Members, staff and guests introduced themselves.

Committee Members in Attendance

Beyer, Casey
Destout, Elyse – Vice Chair
Elliott, Candice
Herlihy, Katie
Mason, Barbara
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

Committee Members Absent

Brady, Gerlinde
Constable, Andy
Delk, Marshall - Chair
Friend, Tina
Huffaker, Matt
Lipscomb, Bonnie
Siegel, Carol

Staff in Attendance

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

Guests

Berube, Matthew – Goodwill Central Coast
Napoli, Brandon – Cabrillo College SBDC
Williams, Josh – BW Research
Winter, Amanda – Career Center Operator

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Elyse Destout, Owner
Photography by Elyse Destout

Gerlinde Brady,
Cabrillo College

Andy Constable, Barbara Mason
Economic Development
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

Subject: II. Public Comment

There was no public comment.

Subject: III. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center at Cabrillo College gave an update on 1st Quarter performance and stated that they had helped 17 businesses and retained 16 jobs. He also invited everyone to visit the newly remodeled SBDC office.

Subject: IV. Informational Item

I.1 – Labor Market Information

WDB Director Andy Stone noted that the local employment rate for August 2019 was 3.9%, below the year ago estimate of 4.0%.

Subject: V. Consent Items:

C.1 – Approval of Minutes from August 7, 2019 Meeting

C.2 – Business Resource Network Update

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve: Casey Beyer
Motion Seconded: Katie Herlihy
Abstentions: None
Committee Action: All in favor, motion passed

Subject: VI. Administration Items:

A.1 CEDS 5 Year Plan Kickoff/Josh Williams

Guest speaker Josh Williams, of BW Research asked Committee members what is important for economic development in Santa Cruz County, in order to gather a framework for developing the next 5-year CEDS Plan. Members main concerns centered around lack of commitment to improving infrastructure, attracting and keeping businesses in the county, succession planning, land use decisions and high cost of living.

Action: No action taken, discussion only.

A.2 – 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 topics were better serving of the downtown Santa Cruz area, the Capitola Mall redevelopment project, Small Business Saturday to be held on November 30, 2019; and the upcoming 130th Anniversary of the Santa Cruz Chamber of Commerce. WDB Director Andy Stone also mentioned there would be a “Future of Agriculture” presentation at the May 27, 2020 WDB full board meeting.

Action: No action taken, discussion only.

Subject: VII. Chairperson’s Report – Chair Marshall Delk was absent, no report given.

Meeting adjourned at 4:25 p.m.

Next Meeting: **Workforce Development Board Meeting**
Thursday, December 5, 2019 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003

Business Services Committee Meeting
February 12 @ 3:00 pm
Seson House – Cabrillo College, Aptos