



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Room 2
Tuesday, April 7, 2020, 3:00 p.m.**

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice. A public meeting room was made available for this meeting, but all participants chose to attend virtually, via Zoom.

MINUTES

Chair Marshall Delk called the meeting to order at 3:00 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Beyer, Casey – Santa Cruz Chamber of Commerce
Delk, Marshall – Chair
Destout, Elyse – Vice Chair
Elliott, Candice – Fortress and Flourish
Herlihy, Katie, City of Capitola
Lipscomb, Bonnie – City of Santa Cruz
Mason, Barbara – for County Economic Development
Morse, Rob – PG&E
Siegel, Carol – SC Seaside Company

Committee Members Absent

Brady, Gerlinde – Cabrillo College
Friend, Tina – City of Scotts Valley
Huffaker, Matt – City of Watsonville

Staff in Attendance

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

Guests

Hunt, Nate – BW Research
Mason, Shelby – Goodwill Central Coast
Napoli, Brandon – Cabrillo College SBDC
Unitt, Rebecca – City of Santa Cruz
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. No members of the general public were present in person.

Subject: III. Business Services Manager Report

Business Services Manager Belinda Barr noted that report outs were a quarter behind and gave an update on the current state of the workforce, which would show the effects from COVID-19 starting in April. She also stated that the one week waiting period for Unemployment Insurance eligibility was waived by Governor Newsom. WDB Director Andy Stone also noted that information regarding the CARES Act is not readily available.

Subject: IV. Service Provider Activity Reports

Brandon Napoli, Director of the Small Business Development Center (SBDC) at Cabrillo College, discussed the challenges they have faced in light of the COVID-19 pandemic, with increased clients needing help, and the difficulties they have in getting funding to help businesses.

Subject: V. Informational Item

I.1 – Labor Market Information

Business Services Manager Belinda Barr gave an update on the latest unemployment figures for February 2020 which were not yet available when the agenda packet for this meeting was posted. (January 2020 figures provided in meeting materials). The unemployment rate for Santa Cruz County was 6.4% in February 2020, up from a revised 6.1% in January 2020, and below the year ago estimate of 6.7%. This compares with an unadjusted unemployment rate of 4.3% for California and 3.8% for the nation during the same period.

Subject: VI. Consent Items:

C.1 – Approval of Minutes from February 12, 2020 Meeting

C.2 – Committee Dashboard

C.3 – Contractor Financial and Performance Report

Action: It was moved to approve the Consent Agenda Items

Status: Motion to Approve:
Motion Seconded: Rob Morse
Abstentions: Carol Siegel abstained on Minutes item
Committee Action: All in favor, minus noted abstention, motion passed.

Subject: VII. Administration Items:

A.1 CEDS 5-Year Plan/Public Comment Review/John Williams presentation

Business Services Manager Belinda Barr stated that the 30-day public comment review period for the proposed CEDS 5-Year Plan had ended on April 7, 2020 and no public comments were received. She also noted that the wording in the review period read “Public Hearing” instead of “Public Meeting” and noted that correction. She then introduced Josh Williams of BW Research who presented a slide presentation on the proposed plan.

Action: It was moved to accept the 5-Year CEDS Plan with the additional direction of allowing WDB staff to make non-substantial edits to the plan.

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

A.2 – Committee Member Jurisdictional Roundtable

Committee members present from City and County jurisdictions (City of Capitola, County of Santa Cruz, City of Santa Cruz, Santa Cruz Chamber of Commerce, and business sector members gave a report out on their current projects and how the COVID-19 pandemic and subsequent shut down of the economy was affecting their respective areas. Chair Marshall Delk gave his feedback from a banking/finance perspective. All members present spoke on the challenges of getting funding for businesses and ideas for flexibility in relaxing city fee revenue sources.

Action: No action taken, discussion only.

Subject: VII. Chairperson’s Report – No report given

Meeting adjourned at 4:35 p.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 27, 2020 @ 8:30 a.m.
TENTATIVE: Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003 (or virtual)**

**Business Services Committee Meeting
Date/Time/Location: TBD**