



**Workforce Development Board
Business Services Committee
Watsonville Career Center
18 West Beach Street, Watsonville
Wednesday, January 17, 2018, 3:00 p.m.**

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

MINUTES

The Chair called the meeting to order at 3:10 p.m., and a quorum was established.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Morse, Rob
Van Valer, Andy
Denise Moss (Cabrillo College designate, in for Gerlinde Brady)

Committee Members Absent

Siegel, Carol
Slack, Ron
Hood, Dave

Staff in Attendance

Gazza, Laurel – WDB Administrative Aide
Stone, Andy – WDB Director

Guests

Mike Quiroz – Division of Apprenticeship, State of California
Alicia A. Sibaja – Division of Apprenticeship Standards, State of California
Teresa Thomae – Small Business Development Council, Cabrillo College
Sharolynn Ullestad – WFSCC, Goodwill Central Coast

BUSINESS SERVICES COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank
Andy Van Valer, Vice Chair
SlingShotSV
Elyse Destout, Owner
Photography by Elyse Destout
Gerlinde Brady,
Cabrillo College
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

DIRECTOR:
Andy Stone

Subject: Call to Order/Welcome

Discussion: Business Services Committee Chair Marshall Delk called the meeting to order.

Subject: Approval of Agenda

Action: It was moved to approve the January 17, 2018 Agenda.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Andy Van Valer
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: Public Comment

No comments from the public, but WDB Director Andy Stone mentioned that there were two new attendees, Denise Moss, from Cabrillo College, in for Gerlinde Brady; and Mike Quiroz, from the Division of Apprenticeship, State of California. Both briefly discussed their respective programs and mission.

Subject: Approval of September 20, 2017 Meeting Minutes

Action: It was moved to approve the September 20, 2017 Meeting Minutes.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Rob Morse
Abstentions: Andy Van Valer
Committee Action: All in favor (minus Van Valer), motion passed.

Subject: V. Contractor Activity Report:

Sharolynn Ullestad from WFSCC GCC gave Mid-Year Report update, including the latest hiring events such as Access to Employment, and expressed that there had been better media outreach. She also shared a success story from small business The Open Hearth. Denise Moss from Cabrillo College discussed their Apprenticeship Program, and together with Andy Stone, discussed how the program could work better. Teresa Thomae, from Cabrillo College Small Business Development Council, recapped and summarized her program and discussed challenges in tracking metrics of Sole Proprietorship/Entrepreneurship, and helping businesses find employees to work at minimum wages. She also mentioned their last quarter monitoring had been done and that their fiscal audit was still in process. She recounted a success story from small business Drapery Enterprises, regarding their downsizing/transition to new owner.

Subject: VI. Administration Items:

A.1 – Committee Dashboard

Director Andy Stone presented the Committee Dashboard, for Quarter 1 statistics.

A.2 – Labor Market Information

Director Andy Stone presented the current Labor Market information, showing continued job growth, and discussed the local unemployment figures, trends, and new developments such as AB168.

A.3 – Committee Member Roundtable

Director Andy Stone asked the committee members for a round-robin style report out on their current business conditions. Marshall Delk (banking/financial) stated that business was generally doing very well, with

the exception of retail. Rob Morse (Utilities) reported lots of challenges as a utility due to strict liability laws in California, and changes within the industry. They are looking into how to address economic development issues.

A.4 – Business Engagement Strategy

Director Andy Stone highlighted various portions of this item, from the attached Business Engagement Strategic Plan.

Action was deferred on this item.

A.5 – Committee Member Recruitment

Each committee member discussed possible options for new committee members, and Elyse Destout mentioned new referral Erica Manfre, from Monterey Mushrooms, who wasn't able to attend this meeting. Focus of discussion was each member coming up with the name of a referral and how to convince the prospective member of the benefits of their joining the committee. Marshall Delk asked that January 31 be the deadline to come up with recruitment referrals.

Subject: VII. Chairperson's Report

No report given, however Director Andy Stone announced the February 1, 2018 Special Meeting of the WDB Full Board, in which they will discuss the merger between the WDB and Employment Benefits Services Division.

Meeting adjourned at 4:58 p.m.

**Next Meeting: Workforce Investment Board Meeting
 Wednesday, February 28, 2018 @ 8:30 a.m.
 Seacliff Inn
 7500 Old Dominion Ct.
 Aptos, CA 95003**

**Business Services Committee Meeting
Wednesday, April 18, 2018 @ 3:00 p.m.
Watsonville Career Center
18 W. Beach St.
Watsonville, CA 95076**