



**Workforce Development Board  
Full Board Meeting  
Best Western Seacliff Inn  
7500 Old Dominican Ct., Aptos  
Tuesday, September 11, 2018 8:30 a.m.**

18 W. Beach Street  
Watsonville, CA 95076  
(831) 763-8900  
[www.santacruzwb.com](http://www.santacruzwb.com)

**Chair Carol Siegel called the meeting to order at 8:35 a.m., and a quorum was established. Members, staff and guests present introduced themselves.**

**Board Members in Attendance**

Berry-Wahrer, Diane  
Borges, Katie  
Cuevas, Christina  
Delk, Marshall  
Destout, Elyse  
Duckworth, Yuko  
Hartmann, Andy  
Hebard, Sean  
Hodges, Mark  
Livingstone, Todd  
Mason, Barbara  
Morse, Rob  
Rodriguez, Francisco  
Root, Bryce  
Siegel, Carol  
Vereker, Dustin

**Board Members Absent**

Ayyad, Alia  
De La Garza, MariaElena  
Roth, Shaz  
Schaller, Glen  
Van Valer, Andy

**Staff in Attendance**

Chevalier, Katy – EBSD Program Manager  
Gazza, Laurel – WDB Administrative Aide  
Gray, Lacie – WDB Sr. Human Services Analyst  
Paz-Nethercutt, Sara - WDB Sr. Human Services Analyst  
Stone, Andy - WDB Director

**Guests**

**MEMBERS:**

Carol Siegel, Chair  
Santa Cruz Seaside Company  
**Rob Morse, Vice Chair**  
Pacific Gas and Electric Company  
**Alia Ayyad, Director**  
Center for Employment Training  
**Diane Berry-Wahrer, Supervisor**  
California Department of Rehabilitation  
**Katie Borges, Director of Human Resources**  
Palo Alto Medical Foundation  
**Christina Cuevas, Program Director**  
Community Foundation of Santa Cruz County  
**MariaElena De La Garza**  
Executive Director  
Community Action Board  
**Marshall Delk, Vice President**  
Santa Cruz County Bank  
**Elyse Destout, Owner**  
Photography by Elyse Destout  
**Yuko Duckworth**  
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  
**Todd Livingstone, Assistant Director**  
Career and Technical Education  
Watsonville/Aptos Adult Education  
**Barbara Mason,**  
**Economic Development Coordinator**  
Santa Cruz County Economic Development  
**Bill Miller, Director of Human Resources**  
Graniterock  
**Francisco Rodriguez, President**  
PVFT Union, Local 1936  
**Shaz Roth, President/CEO**  
Pajaro Valley Chamber of Commerce  
and Agriculture  
**Glen Schaller, Political Coordinator**  
Monterey Bay Central Labor Council, AFL-CIO  
**Ron Slack, Owner**  
Fine Print Graphic Design  
**Andy Van Valer, Founder**  
SlingshotSV  
**DIRECTOR:**  
Andy Stone

Brady, Gerlinde – Cabrillo College  
Elliott, Candice – The Glass Jar Co.  
Kelly, Ginaia – Goodwill Central Coast  
Macias, Nohemi – SCCOE Suenos  
Moss, Denise - Cabrillo College  
Oropeza, Terry – Cabrillo College  
Paynter, Michael – SCCOE Suenos  
Ullestad, Sharolynn – Eckerd Connects  
Weis, Matthew – Cabrillo College

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**Subject: II. Public Comment**

**Discussion:** Sharolynn Ullestad of Eckerd Connects mentioned the flyer for the upcoming Access to Employment Job Fair. Elyse Destout highlighted the Youth Day coming up, and continuing efforts to find volunteers for the Diamond Tech Mentorship Program.

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**Subject: III. Approval of May 30, 2018 Meeting Minutes**

**Discussion:** Chair Carol Siegel called for the May 30, 2018 minutes to be approved.

**Action: Approval of Minutes**

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Sean Hebard  
Abstentions: Diane Berry-Wahrer  
Committee Action: All in favor, minus abstention, motion passed.

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**Subject: IV. Consent Items:**

- C.1 – Data Dashboard**
- C.2 – Career Services Provider Report**
- C.3 – Employment Training Provider List (ETPL) Draft Monitoring Reports**
- C.4 – ETPL Annual Report**
- C.5 – Hallmarks of Excellence Strategic Plan**
- C.6 - Proposition 39 Update**
- C.7 – MOU Phase II Affiliate Site Status Update**

**Discussion:** In regards to the C3 and C4 items, members discussed ways to obtain more information about training program effectiveness.

**Status:** Motion to Approve: Rob Morse  
Motion Seconded: Christina Cuevas  
Abstentions: None  
Committee Action: All in favor, motion passed.

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**Subject: V. Presentations –** SCCOE Suenos Program Manager Nohemi Macias brought along student Ashley who presented her story of the success that she experienced in the program. Cabrillo College partner program representatives Denise Moss, Matthew Weis, and Terry Oropeza presented the goals and challenges and enrollment status of the Tech Apprenticeship Program, and lastly, Board members Katie Borges, HR Director of Sutter Health/PAMF; Dustin Vereker, Chief Beer Ambassador of Discretion Brewing Co.; and Bryce Root, Founder of The Root Group all gave brief presentations on their business' background, current business model, and challenges each face in hiring qualified people, or helping businesses.

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**Subject: VI. Administration items:**

**A.1 – Strategic Plan Report**

**Discussion:** Director Andy Stone outlined the WDB Program Year (PY) 2017-18 Operational Plan, and it's goals and targets, designed to ensure that the Strategic Plan's goals are met.

**Status:** Motion to Approve: Sean Hebard  
Motion Seconded: Rob Morse  
Abstentions: None  
Committee Action: All in favor, motion passed

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**A.2 – WDB 2018-19 Meeting Calendar Update (discussion only)**

**Discussion:** WDB Director Andy Stone updated the Board on the changed dates of the September 2018 (to Sept. 11, 2018) and December 2018 (to December 6, 2018) meetings. The dates were changed to room unavailability at Seacliff Inn on the original dates.

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### **A.3 – WDB Member Survey (discussion only)**

**Discussion:** WDB Chair Carol Siegel thanked members for participating in the survey, which was conducted by Public Consulting Group (PCG). Based on Board review, a few of the survey's recommendations include:

- Increased board trainings to ensure Board members know all WDB programs, who the clients are, and how Board programs impact business.
  - Focused marketing and self-promotion; and
  - Adding a Business Leader to the WDB with funding/budget expertise.
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### **Subject: VII. Committee Reports**

**Discussion:** Each committee chair gave a brief update on the current status of recruiting efforts and what each committees' focus is.

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### **Subject: VIII. Chairperson's Report**

**Discussion:** WDB Chair Carol Siegel thanked everyone for coming and again welcomed new board members and mentioned upcoming new member Candice Elliott, of the Glass Jar Company, who is set for early October confirmation from the Board of Supervisors as a new WDB Board member.

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**Meeting adjourned at 10:22 a.m.**

**Next Meeting:       Executive Committee Meeting  
Wednesday, November 14, 2018 @ 8:30 a.m.  
1000 Emeline Street – Executive Conference Room  
Santa Cruz, CA 95060**

**Workforce Development Board  
Thursday, December 6, 2018 @ 8:30 a.m.  
Best Western Seacliff Inn  
7500 Old Dominican Ct.  
Aptos, CA 95003**