



**Workforce Development Board
 Business Services Committee
 Comprehensive Economic Development
 Strategy (CEDS) Committee
 Wednesday, February 13, 2019
 Cabrillo College, Sesnon House
 6500 Soquel Dr., Aptos
 3:00 p.m.**

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

Agenda

I. Call to Order/Welcome	
II. Public Comment	
III. Comments by Chair and WDB Director	
IV. Approval of Minutes from October 10, 2018 Business Services Committee meeting.....	2-4
V. Service Provider Activity Report	
Eckerd (Workforce Services for Business)	
SBDC (Layoff Aversion)	
VI. Consent Items	
C.1 Committee Dashboard.....	5
C.2 Labor Market Information	6-7
VII. Presentation Item:	
Employee Ownership: presented by Santa Cruz Community Ventures and Project Equity	8
VIII. Administration	
A.1 Committee Member Recruitment Update.....	9
A.2 Committee Member/Jurisdictional Roundtable.....	10
VIII. Chairperson’s Report	
IX. Adjournment	

BUSINESS SERVICES/CEDS COMMITTEE:

- Marshall Delk, Chair**
Santa Cruz County Bank
- Carol Siegel, Employment Manager**
Santa Cruz Seaside Company
- Elyse Destout, Vice-Chair**
Photography by Elyse Destout
- Casey Beyer, Executive Director**
Santa Cruz Area Chamber of Commerce
- Gerlinde Brady**
Cabrillo College
- Andy Constable**
Economic Development Manager
Santa Cruz County
- Jenny Haruyama, City Manager**
City of Scotts Valley
- Katie Herlihy**
Community Development Manager
City of Capitola
- Matt Huffaker, City Manager**
City of Watsonville
- Bonnie Lipscomb, Executive Director**
City of Santa Cruz, Economic Development
- Rob Morse, Manager**
Pacific Gas and Electric Company
- Andy Van Valer**
SlingShotSV
- DIRECTOR:**
Andy Stone

Santa Cruz County Workforce Development supports the Community by cultivating economic vitality and assisting Jobseekers by creating programs to train, educate, and support the workforce to develop key and timely skills. We assist Business to secure the talent they need to thrive now, and into the future.

**Next WDB Meeting: Workforce Development Board Meeting
 March 27, 2019 @ 8:30 a.m.
 Best Western Seacliff Inn
 7500 Old Dominion Ct.
 Aptos, CA 95003**

**Next Committee Meeting:
 April 10, 2019 @ 3:00pm
 Location TBD**



**Workforce Development Board
Business Services/CEDS Committee
Sheriff's Dept – Community Room
5200 Soquel Ave., Santa Cruz
Wednesday, October 10, 2018, 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 3:04 pm, and a quorum was established.

Committee Members in Attendance

Beyer, Casey
Destout, Elyse
Detlefs, Peter (County of Santa Cruz designate, in for Barbara Mason)
Haruyama, Jenny
Herlihy, Katie
Lipscomb, Bonnie
Morse, Rob
Moss, Denise (Cabrillo College designate, in for Gerlinde Brady)
Van Valer, Andy

Committee Members Absent

Delk, Marshall (Chair)
Dlott, JoAnn
Brady, Gerlinde
Huffaker, Matt
Lipscomb, Bonnie
Mason, Barbara
Siegel, Carol
Slack, Ron

Staff in Attendance

Gazza, Laurel – WDB Administrative Aide
Gray, Lacie – WDB Sr. Analyst
Stone, Andy – WDB Director

Guests

Sharolynn Ullestad – WFSCC, Eckerd Connects
Teresa Thomae – Small Business Development Center, Cabrillo College

BUSINESS SERVICES/CEDS 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

Andy Constable
Economic Development Manager
County of Santa Cruz

Jo Anne Dlott, Vice President
Human Resources
SureHarvest

Jamie Goldstein, City Manager
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

Jenny Haruyama, City Manager
City of Scotts Valley

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 Vice-Elyse Destout called the meeting to order and had members, staff and guests introduce themselves.

Subject: Public Comment

There was no public comment.

Subject: Approval of May 16, 2018, Business Services/CEDS Committee meeting Minutes, and the August 8, 2018 Business Services/CEDS Committee meeting minutes.

Action: It was moved to approve the May 16, 2018 and the August 8, 2018 Meeting Minutes.

Status: Motion to Approve: Rob Morse
Motion Seconded: Bonnie Lipscomb
Abstentions: Denise Moss, Casey Beyer
Committee Action: All in favor, minus abstentions, motion passed

Subject: V. Service Provider Activity Report:

Sharolynn Ullestad, Business Services Manager at Eckerd Connects, and Teresa Thomae of Cabrillo College SBDC, gave current recaps of their program achievements during Quarter 1 of PY 18/19. Subjects touched on were recent business closings in the Capitola area and layoff trends.

Subject: VI. Consent Items:

- C.1 – Committee Dashboard**
- C.2 – Labor Market Information**

Action: It was moved to approve the Consent Items

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

Subject: VII. Administration Items:

A.1 – Committee Member/Jurisdictional Roundtable

Each present representative from individual areas, City of Santa Cruz, City of Scotts Valley, City of Capitola, Cabrillo College, and Santa Cruz Chamber of Commerce gave a report on the current status of building projects/business developments/apprenticeship programs in their respective jurisdictions.

Action: None, discussion item only.

Subject: VIII. Chairperson's Report

No report given.

Meeting adjourned at 4:38 p.m.

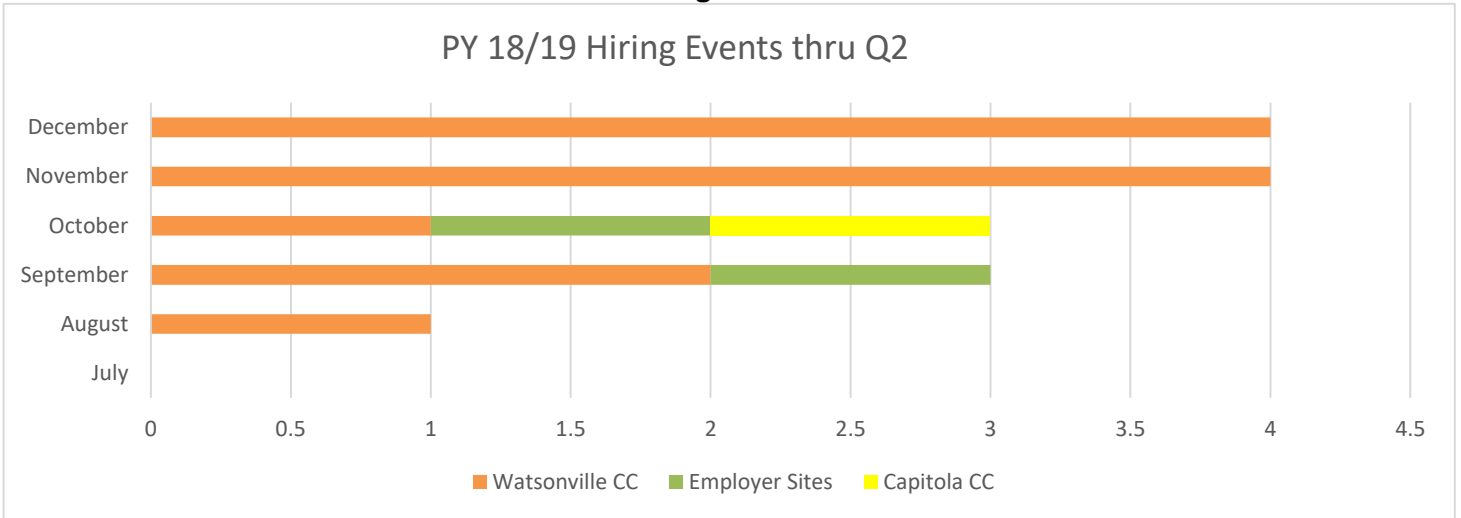
**Next Meeting: Workforce Investment Board Meeting
Thursday, December 6, 2018 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003**

**Business Services Committee Meeting
Wednesday, February 13, 2019 @ 3:00 p.m.
Seson House – McPherson Room
Cabrillo College
6500 Soquel Drive, Aptos, CA 95003**

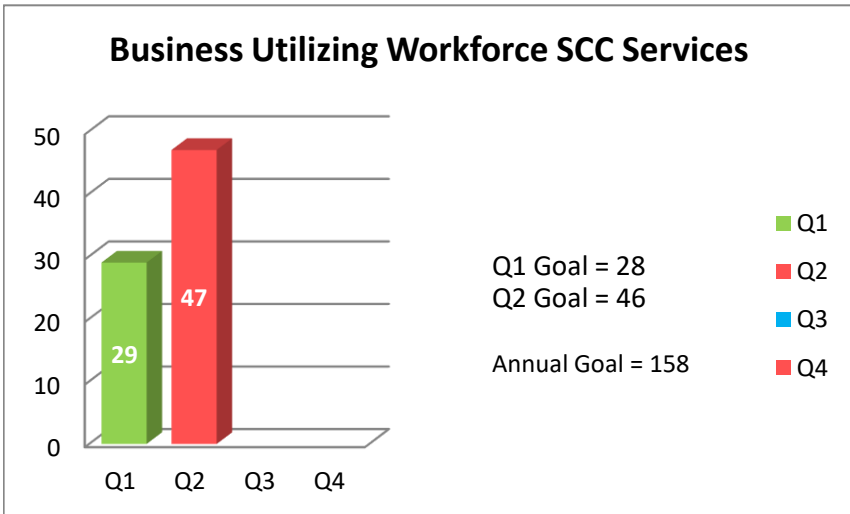


Program Year 2018-2019
July 1, 2018 - December 31, 2018

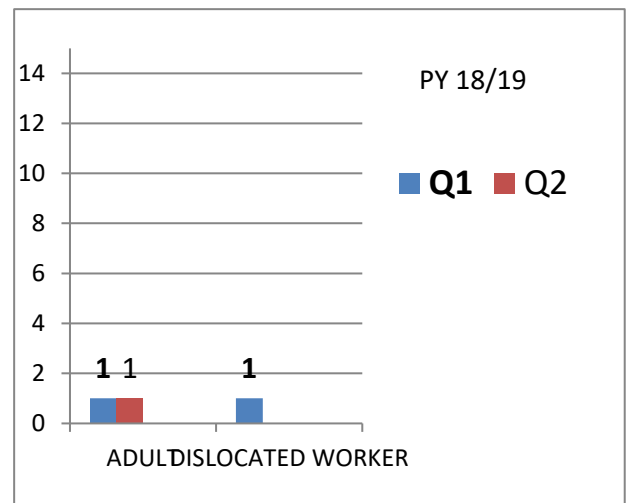
Hiring Events



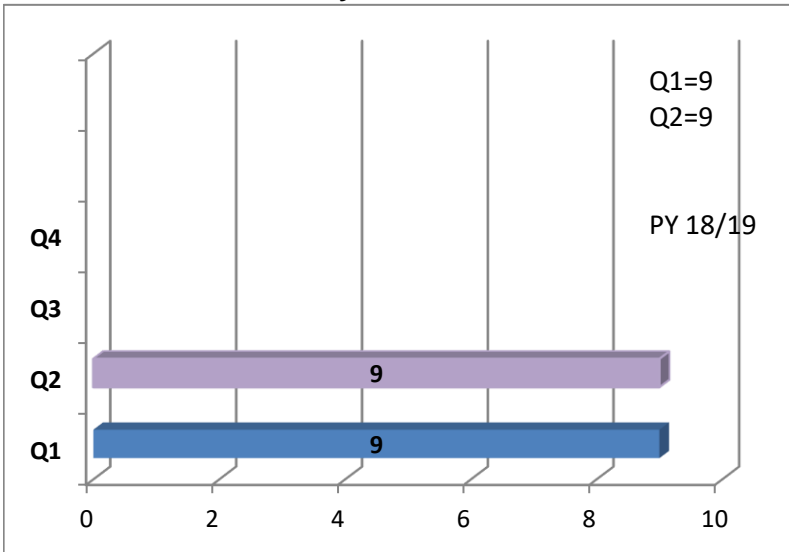
Job Orders



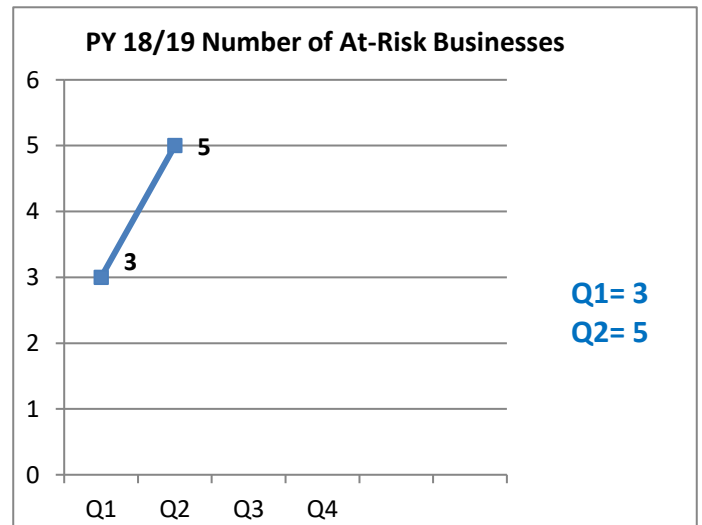
OJT Contracts



Lay offs Averted



At-Risk Businesses Served





Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

C.2 Labor Market Information

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: February 13, 2019
STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide	

SUMMARY:

The unemployment rate in Santa Cruz County was 5.3 percent in December 2018, up from a revised 4.1 percent in November 2018, and below the year ago estimate of 4.6 percent. This compares with an unadjusted unemployment rate of 4.1 percent for California and 3.7 for the nation during the same period.

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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

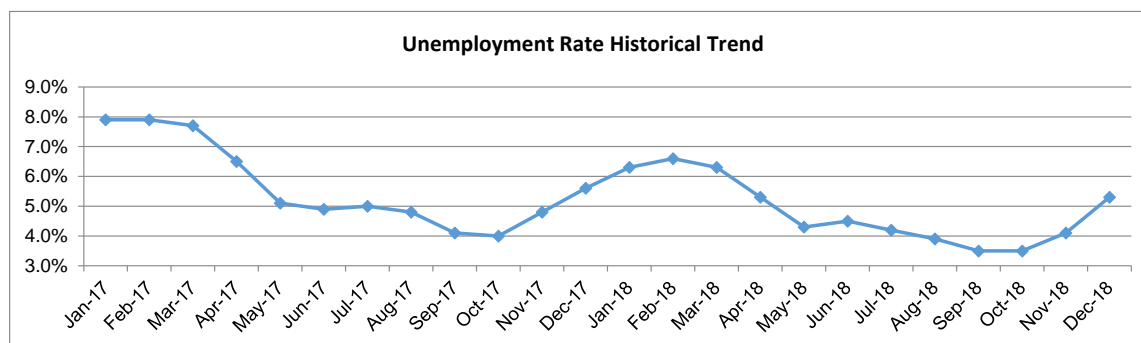
State of California
 EMPLOYMENT DEVELOPMENT DEPARTMENT
 Labor Market Information Division
 130 East Ortega Street
 Santa Barbara, CA 93101

January 18, 2019

Andriy Moskalyk
 805-568-1314

IMMEDIATE RELEASE
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)
 (Santa Cruz County)

The unemployment rate in the Santa Cruz County was 5.3 percent in December 2018, up from a revised 4.1 percent in November 2018, and below the year-ago estimate of 5.6 percent. This compares with an unadjusted unemployment rate of 4.1 percent for California and 3.7 percent for the nation during the same period.



Industry	Nov-2018	Dec-2018	Change		Dec-2017	Dec-2018	Change
	Revised	Prelim				Prelim	
Total, All Industries	113,300	109,600	(3,700)		107,900	109,600	1,700
Total Farm	7,600	4,700	(2,900)		4,700	4,700	0
Total Nonfarm	105,700	104,900	(800)		103,200	104,900	1,700
Mining, Logging, and Construction	5,100	5,000	(100)		4,700	5,000	300
Manufacturing	7,100	7,000	(100)		6,800	7,000	200
Trade, Transportation & Utilities	17,700	17,700	0		17,300	17,700	400
Information	800	800	0		800	800	0
Financial Activities	3,500	3,500	0		3,500	3,500	0
Professional & Business Services	10,500	10,500	0		10,100	10,500	400
Educational & Health Services	17,900	17,800	(100)		18,300	17,800	(500)
Leisure & Hospitality	13,700	13,500	(200)		13,000	13,500	500
Other Services	5,100	5,100	0		4,900	5,100	200
Government	24,300	24,000	(300)		23,800	24,000	200

Notes: Data not adjusted for seasonality. Data may not add due to rounding
 Labor force data are revised month to month
 Additional data are available online at www.labormarketinfo.edd.ca.gov



**Workforce Development Board
Guest Presenter
February 13, 2019**

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



Maria Cadenas
Executive Director
Santa Cruz Community Ventures





Action Consent Information Discussion

A.1 Committee Member Recruitment

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: February 13, 2019
STAFF NAME: Andy Stone, WDB Director	

SUMMARY:

As you may recall from the BSC meeting on September 20, 2017 the Workforce Innovation and Opportunity Act (WIOA) WDB established standing committees must include other individuals appointed by the Local WDB who are not members of the Local WDB and who have demonstrated contributions, experience and expertise in the field of workforce development and as determined by the local WDB.

At this meeting, the Committee will continue to discuss potential strategies and actions to ensure that the WDB meets the standing committee membership requirements of WIOA.

Attachment(s)

SUGGESTED MOTION: (if applicable)

I move to accept the Committee Member Recruitment update.

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



Action Consent Information Discussion

SANTA CRUZ COUNTY
WORKFORCE
DEVELOPMENT

A.2 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: February 13, 2019
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STAFF NAME: Andy Stone, WDB Director

SUMMARY:

In order to determine its local focus and actionable items, committee members will conduct a round robin report out on their respective industry sector. Topics such as the latest developments in their industry, emerging issues or trends can be presented.

Industry:

- *Financial Activities
- *Hospitality
- *Professional Services
- *Trade

Attachment(s)

SUGGESTED MOTION: (if applicable)

N/A

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