



**Workforce Development Board
Full Board Meeting
Simpkins Swim Center
979 17th Avenue, Santa Cruz
Wednesday, June 7, 2017, 8:30 a.m.**

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

The Chair called the meeting to order at 8:38 a.m., and a quorum was established.

Board Members in Attendance

Ayyad, Alia
Carroll, Jack
Cuevas, Christina
Delk, Marshall
Destout, Elyse
Hebard, Sean
Hodges, Mark
Mason, Barbara
Morse, Rob
Rodriguez, Francisco
Siegel, Carol – Chair
Slack, Ron

Board Members Absent

Aman, Alan
Berry-Wahrer, Diane
De La Garza, MariaElena
Duckworth, Yuko
Hartmann, Andy
Hood, Dave
Miller, Bill
Roth, Shaz
Schaller, Glen
Van Valer, Andy

Staff in Attendance

Gray, Lacie – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Hinojosa, Teresita – WDB Sr. Human Services Analyst
Zeller, Brenda – WDB Administrative Coordinator

Guests

Guthrie, Anne – Goodwill Central Coast
Holladay, Ted – Studio Holladay
Kelly, Ginaia – Goodwill Central Coast
Koenig, Manu - Civinomics
Lautamo, Molly – Studio Holladay
Livingstone, Todd – Watsonville/Aptos/Santa Cruz Adult Education

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
Jack Carroll, Chair, Career Technical Education
Watsonville/Aptos/Santa Cruz Adult Education
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
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

Macias, Noemi – Santa Cruz County Office of Education
Regla, Ernestina – Employment Development Department

Subject: Call to Order/Welcome

Discussion: Chair Carol Siegel called the meeting to order and welcomed members, staff, and guests. She asked members and guests to briefly introduce themselves.

Subject: Approval of Agenda

Discussion: Director Andy Stone announced that item P.1, the presentation by Studio Holladay, would be moved to the top of the agenda.

Subject: Public Comment

There was no public comment.

Subject: Approval of February 22, 2017 Meeting Minutes

Discussion: Chair Carol Siegel called for the February 22, 2017 minutes to be approved.

Action: It was moved to approve the February 22, 2017 Meeting Minutes.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Ron Slack
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: V. Consent Items:

- C.1 – Common Measure Performance Update PY 2016-17 Q2**
- C.2 – WIOA Program Monitoring PY 2016-17 Youth, GCC, SRSN, SBDC**
- C.3 – 2017-20 WIOA Local and Regional Plans**
- C.4 – WIOA Partner Memorandum of Understanding Phase II**
- C.5 – Proposed WIOA Budget and Service Plans PY 2017-18**
- C.6 – Center/Program Services Request for Proposal Status PY 2018-19**
- C.7 – One-Stop Operator Services Procurement Status PY 2017-18**
- C.8 – WDB & Committee Meeting Calendar PY 2017-18**
- C.9 – Hospitality, Tourism, Customer Service Academy WIOA Industry Recognized Re-certification PY 2017-18.**

Discussion: Jack Carroll asked how the Literacy and Numeracy gains in item C.1 were calculated; WDB Senior Analyst Teresita Hinojosa answered that participants were given the Comprehensive Adult Student Assessment Systems (CASAS) Test prior to and after participation in the program. Mr. Carroll also asked why the operational expenses in item C.5 were lowered for Program Year (PY) 2017-18 compared to PY 2016-17. Director Andy Stone answered that the main reason was that the WDB is operating with less staff.

Action: It was moved to approve Consent Items C.1 through C.9

Status: Motion to Approve: Ron Slack
Motion Seconded: Jack Carroll
Abstentions: None
Committee Action: All in favor, motion passed.

Subject: VI. Presentation Items:

P.1 – Studio Holladay-WDB Messaging

Ted Holladay and Molly Lautamo of Studio Holladay presented their work in developing and updating the messaging for the WDB. They presented several scenarios (i.e. speaking with a potential board member or a member of the business community) for board members and the messages that should be used in those scenarios.

Subject: VII. Administration Items:

A.1 – Data Dashboard

Director Andy Stone went over the Data Dashboard, noting that through March 31, 2017 there were \$773,425 unspent training funds. He stated that \$450,000 was committed for trainings, leaving approximately \$350,000 left to spend on trainings for the program year. He noted that the WDB is budgeting more training dollars and providing more training than before, but that there is still a large amount to spend. One factor affecting the spending of training dollars is the lack of approved training providers.

A.2 – Strategic Plan Report (Action)

Director Andy Stone reviewed the goals for the WDB Strategic Plan for Program Years (PY) 2014-17 and gave an update on the status of each goal. He stated that the employers involved with the Tech Partnership with Santa Cruz Works had decided to back out due to being overwhelmed; and the Prop 39 Pre-Apprenticeship program concluded with 16 of 17 enrolled participants graduating and 10 of those participants were employed within one week of graduating.

Action: It was moved to adopt the WDB Director’s Operational Plan update for PY 2016-17.

Status: Motion to Approve: Rob Morse
Motion Seconded: Barbara Mason
Abstentions: None
Committee Action: All in favor, motion passed.

A.3 – WDB Officer Nominations PY 2017-18

Former WDB Chair, Ron Slack, explained the process for determining the slate of candidates and presented the slate to the board. Director Andy Stone noted that the only change from the current officers was Elyse Destout replacing Andy Van Valer as Vice Chair of the Business Services Committee.

Action: It was moved to approve the proposed slate of Officers of the Workforce Development Board.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Barbara Mason
Abstentions: None
Committee Action: All in favor, motion passed.

VIII. Committee Reports

Elyse Destout, Youth Council Chair, stated that the Youth Council is currently in the middle of transitioning the Work4Youth program to Your Future Is Our Business.

Marshall Delk, Business Services Committee (BSC) Chair, stated that the BSC is struggling with momentum and consensus on the path forward for the committee. Its next steps are to dovetail efforts at spreading awareness of the WDB's business services with Studio Holladay's efforts to develop messaging.

IX. Chairperson's Report

WDB Chair Carol Siegel thanked board members, staff, and guests for attending. She then presented certificates of appreciation to outgoing board member Jack Carroll and WDB staff Teresita Hinojosa.

Meeting adjourned at 9:57 a.m.

Next Meeting: Executive Committee Meeting
Wednesday, August 2, 2017 @ 8:30 a.m.
1000 Emeline Street
Santa Cruz, CA 95060

Workforce Investment Board Meeting
Wednesday, November 8, 2017 @ 8:30 a.m.
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062