



**Workforce Development Board
Business Services Committee
Comprehensive Economic Development
Strategy (CEDS) Committee
Wednesday, October 10, 2018
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

**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

Jo Anne Dlott, VP Human Resources
Sure Harvest

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.

Agenda

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Comments by Chair and WDB Director**
- IV. Approval of Minutes from January 17, 2018 Business Services Committee and August 8, 2018 CEDS Committee 2-8**
- V. Service Provider Activity Report**
Eckerd (Workforce Services for Business)
SBDC (Layoff Aversion)
- VI. Consent Items**
C.1 Committee Dashboard.....**9**
C.2 Labor Market Information**10-11**
- VII. Administration**
A.1 Committee Member/Jurisdictional Roundtable**12**
- VIII. Chairperson's Report**
- IX. Adjournment**

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

**Next Committee Meeting:
February 13, 2019 @ 3:00pm
Location TBD**

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefit of the services, programs, or activities. This meeting is located in an accessible facility. If you are a person with a disability and require special assistance in order to participate in the meeting, please call (831) 763-8900 (TDD/TTY- 711) at least 72 hours in advance of the meeting in order to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those affected, please attend the meeting smoke and scent free.

**Workforce Development Board
Comprehensive Economic Development
Strategy Committee
1000 Emeline Ave., Santa Cruz
Wednesday, May 16, 2018, 3:00pm**

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

MINUTES

The Chair Carol Siegel called the meeting to order at 3:00 pm.

Committee Members in Attendance:

Katie Herlihy – City of Capitola (replaced Jamie Goldstein)
Barbara Mason – Santa Cruz County Economic Development Dept. (Alt.)
Carol Siegel – Santa Cruz Seaside Co. (Chair)
Rob Morse – Pacific Gas and Electric (Vice Chair)
Casey Beyer – Santa Cruz Chamber of Commerce
Peter Detlefs – County of Santa Cruz Economic Development Dept. (Alt.)

Committee Members Absent:

Andy Constable – Santa Cruz County Economic Development Dept.
Bonnie Lipscomb – City of Santa Cruz
Jo Anne Dlott – Sure Harvest
Matt Huffaker – City of Watsonville

Staff in Attendance:

Andy Stone – Director, Workforce Development Board – Santa Cruz County
Laurel Gazza – Senior Board Clerk – Clerk of the Board, Santa Cruz County

Guests

Sharolynn Ullestad

I. Subject: Welcome/Introductions

Discussion: Chair Carol Siegel welcomed everyone, and members introduced themselves

**COMPREHENSIVE ECONOMIC
DEVELOPMENT (CEDS)
COMMITTEE MEMBERS:**

Carol Siegel, Chair
Santa Cruz Seaside Company
Rob Morse, Vice Chair
Pacific Gas and Electric Company
Andy Constable
Economic Development Manager
County of Santa Cruz
Jo Anne Dlott, Vice President
Human Resources
SureHarvest
Katie Herlihy, Community Dev. Director
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

DIRECTOR:
Andy Stone

II. Subject: Public Comment

There was no public comment.

III. Subject: Chair/WDB Director Comments

WDB Director Andy Stone announced that the WDB's Business Services Manager posted position would be closing on May 18th. The position would be a liaison between the WDB and local businesses. He also mentioned the State of the Workforce Report was due at the end of June.

IV. Subject: Approval of January 18, 2017 Meeting Minutes

Discussion: None

Action: Approved the January 18, 2017 meeting minutes

Motion: Rob Morse

Second: Barbara Mason

Vote: Rob Morse, Barbara Mason, Carol Siegel and Katie Herlihy all in favor

Abstentions: Casey Beyer

V. Discussion and Action Items:

Subject: D.1 – Review of CEDS Goals:

Discussion: WDB Director Andy Stone directed the committee to think about what goals they would like CEDS to prioritize in the future, and would set the next meeting agenda with those in mind. Members suggested building collaboration between government and other sectors, focusing on infrastructure, living wages, housing, employee retention.

Action: None, discussion item.

Discussion and Action Items:

Subject: D.2 – Potential CEDS expansion

Discussion: Director Andy Stone discussed the possibility of merging the CEDS Committee with the Business Services Committee and provided pros and cons to the committee, and allocation of resources. Members indicated they would be willing to try the merger of the two committees on an initial basis.

Action: None, discussion only item.

Discussion and Action Items:

Subject: D.3 – Future CEDS Meeting Schedule and Location

Discussion: The committee discussed potential new CEDS committee meeting dates for the FY 2018-19, as though it would be merged with the Business Services Committee. Dates accepted were: August 8, 2018; October 10, 2018; February 13, 2019; and April 10, 2019. These dates were thought to be more accommodating to committee members who previously had not been able to attend. Possible locations were briefly discussed, and meeting times were kept at 3:00 pm.

Action: Accepted proposed meeting dates for FY 2018-19 CEDS Committee meetings: August 8, 2018; October 10, 2018; February 13, 2019, and April 10, 2019.

Motion: Rob Morse

Second: Katie Herlihy

Vote: Unanimous

Discussion Item:

Subject: D.4 – Labor Market Information

Action: N/A – Discussion only of the current labor market report, through March 2018.

Discussion Item:

Subject: A.1 – Labor Market Information

Action: N/A – Committee discussed trends of the current labor market report.

Chair Carol Siegel adjourned the meeting at 4:20 pm.

Next Meeting: August 8, 2018 at 3:00 pm
Location: TBD

**Workforce Development Board
Business Services/CEDS Committee
Sheriff's Dept – Community Room
5200 Soquel Ave., Santa Cruz
Wednesday, August 8, 2018, 3:00 p.m.**

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

MINUTES

Chair Marshall Delk called the meeting to order at 3:06 p.m., and a quorum was established. This was the first meeting of the newly merged Business Services Committee and Comprehensive Economic Development Strategy (CEDS) Committee.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Goldstein, Jamie
Mason, Barbara
Morse, Rob
Denise Moss (Cabrillo College designate, in for Gerlinde Brady)

Committee Members Absent

Beyer, Casey
Constable, Andy
Dlott, JoAnn
Haruyama, Jenny
Lipscomb, Bonnie
Siegel, Carol
Slack, Ron
Van Valer, Andy

Staff in Attendance

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

Guests

Gardner, Adele – Member of Public, Representative of Affordable Housing Bond Measure
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
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Jamie Goldstein, City Manager
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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 Chair Marshall Delk called the meeting to order and had members and guests introduce themselves.

Subject: Public Comment

Elyse Destout made an announcement that they were still looking for mentors for the Work Based Learning Mentorship Program.

Subject: Approval of January 17, 2018, Business Services Committee Meeting Minutes (the meeting minutes from the May 16, 2018 CEDS committee meeting were not approved, as there were not enough CEDS committee members present who had attended that meeting, the approval of the May 16th, 2018 CEDS minutes were tabled to the October 10, 2018 meeting).

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

Status: Motion to Approve: Elyse Destout
Motion Seconded: Rob Morse
Abstentions: Unanimous
Committee Action: All in favor, motion passed

Subject: V. Service Provider Activity Report:

Sharolynn Ullestad, newly hired Business Services Manager at Eckerd explained the role of Eckerd Connects in Workforce Services for Business and also mentioned upcoming Access to Employment events. Teresa Thomae from Cabrillo College (small Business Development Center (SBDC)) gave an overview of their program and how they met goals for PY 17/18 and how they worked with California Manufacturing Technology Consulting (CMTTC).

Subject: VI. Consent Items:

C.1 – Committee Dashboard
C.2 – Labor Market Information
C.3 – AJCC Hallmarks of Excellence

Action: It was moved to approve the Consent Items

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

Subject: VII. Administration Items:

A.1 – Business Services and CEDS Committee Merger Goals

Marshall Delk recapped CEDS goals from the May 16, 2018 meeting and WDB Director Andy Stone stated that combined metrics would be needed for the merger. Agenda item was bookmarked for discussion at next meeting.

Action: None, discussion only item.

A.2 – CEDS Budget Update

WDB Director Andy Stone stated that no budget contribution was made to CEDS for FY 18/19, but noted that CEDS will be seeking a contribution of \$40,000 for FY 19/20. \$35,000 will be used to have an outside contractor draft a CEDS plan, instead of County staff. He and committee member Barbara Mason also noted that a CEDS plan would need to be on file if you want to apply for Economic Development Administration (EDA) grant funds.

Action: It was moved to accept the recommended 2019-20 budget and to take any necessary steps to allocate the funds apportioned to a specific jurisdiction.

Status: Motion to Approve:	Jamie Goldstein
Motion Seconded:	Barbara Mason
Abstentions:	None
Committee Action:	All in favor, motion passed

A.3 – Committee Member Recruitment

Chair Marshall Delk discussed efforts to get more business representation on the committee. Teresa Thomae from Cabrillo College SBDC expressed need for representation from the Agricultural industry. WDB Director Andy Stone suggested employers that could contribute to the discussion, suggested that WDB member Katie Borges of Sutter/PAMF be approached about joining the Business Services/CEDS Committee.

Action: It was moved to accept the Committee Member Recruitment update.

Status: Motion to Approve:	Rob Morse
Motion Seconded:	Jamie Goldstein
Abstentions:	None
Committee Action:	All in favor, motion passed

A.4 – Committee Member/Jurisdictional Roundtable

Jamie Goldstein, City Manager for the City of Capitola, discussed latest details regarding the Rail Trail issues in the city and the latest update on Capitola Mall remodeling status. Barbara Mason, Economic Development Coordinator for the County of Santa Cruz, discussed the upcoming new Kaiser Medical facility and plans to backfill the old Toys R Us facility. She also stated there was an 86 unit assisted living facility being planned and the Brookdale Lodge Phase II plans are underway.

Action: None, discussion item only.

Subject: VIII. Chairperson's Report

Chair Marshall Delk gave perspective from Santa Cruz County Bank on the current state of housing and the economy.

Meeting adjourned at 4:49 p.m.

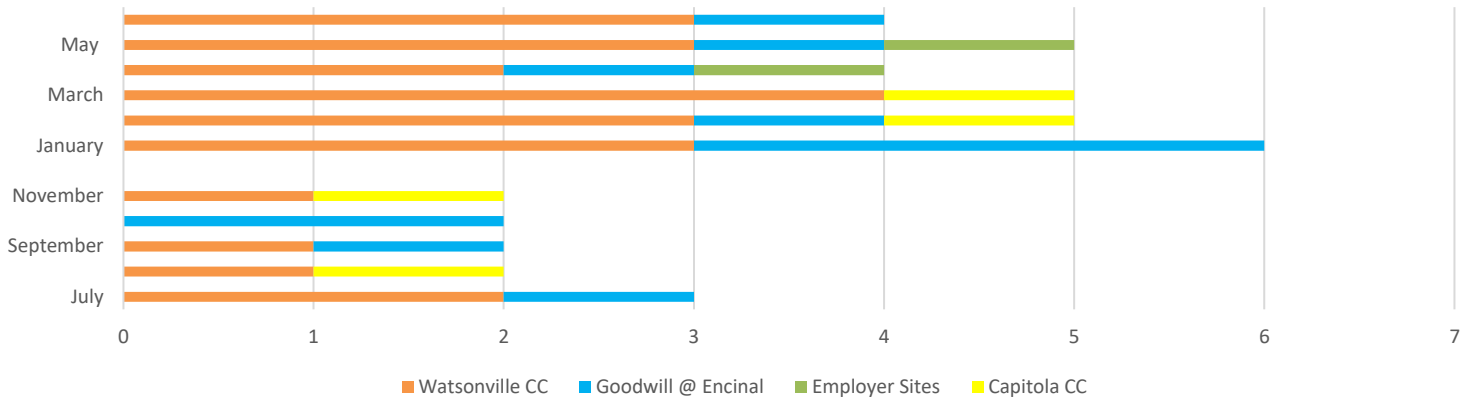
Next Meeting: **Workforce Investment Board Meeting**
Tuesday, September 11, 2018 @ 8:30 a.m.
Seacliff Inn
7500 Old Dominion Ct.
Aptos, CA 95003

Business Services Committee Meeting
Wednesday, October 10, 2018 @ 3:00 p.m.
Seson House – McPherson Room
Cabrillo College
6500 Soquel Drive, Aptos, CA 95003

Program Year 2017-2018
July 1, 2017 - June 30, 2018

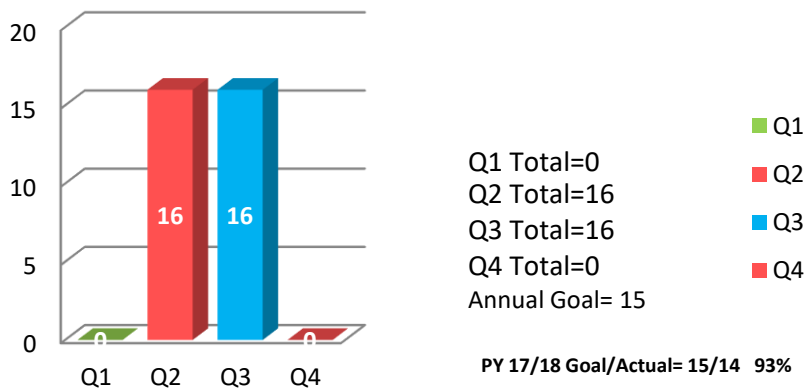
Hiring Events

PY 17/18 Hiring Events thru Q4

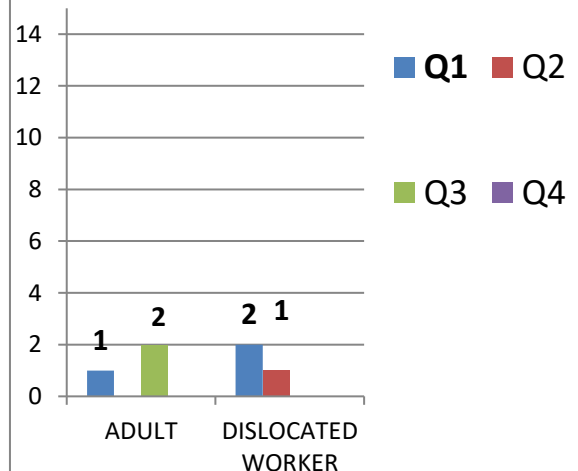


Job Orders

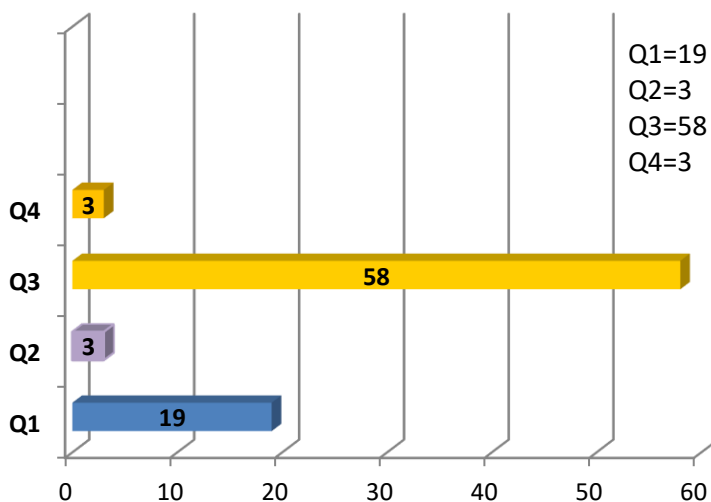
Job Orders



OJT Contracts

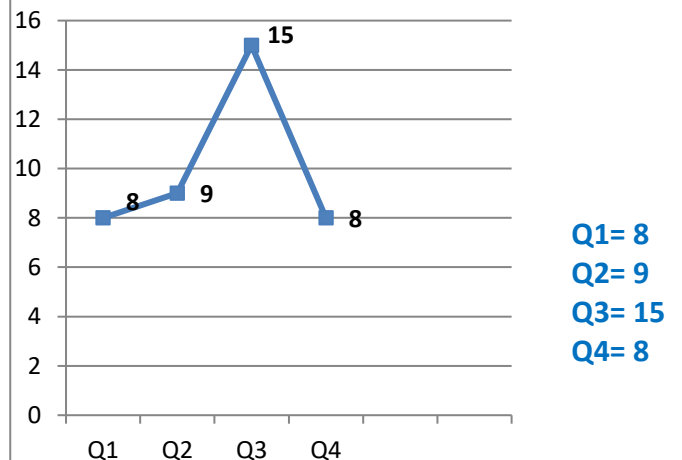


Lay offs Averted



At-Risk Businesses Served

PY 17/18 Number of At-Risk Businesses





☐ Action ☒ Consent ☒ Information ☐ Discussion

C.2 Labor Market Information

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: October 10, 2018
STAFF NAME: Andy Stone - WDB Director, Laurel Gazza - Administrative Aide	

SUMMARY:

The unemployment rate in Santa Cruz County was 3.9 percent in August 2018, down from a revised 4.2 percent in July 2018, and below the year ago estimate of 4.8 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 3.9 for the nation during the same period.

☒ Attachment(s)

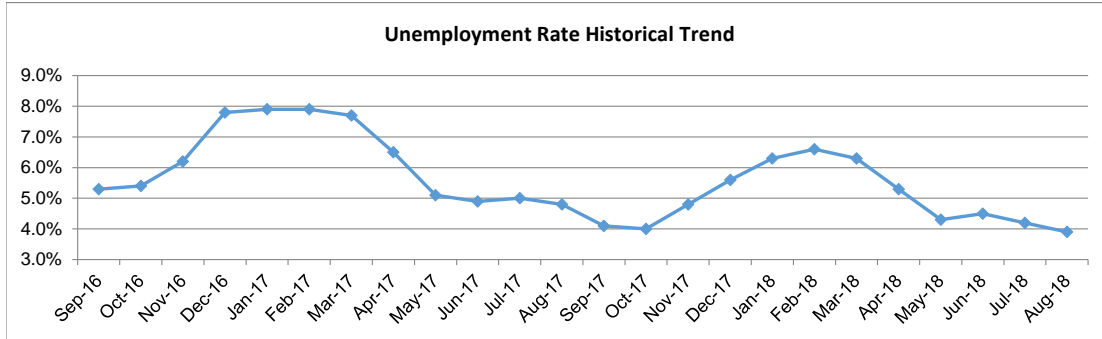
SUGGESTED MOTION: (if applicable)

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:

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

The unemployment rate in the Santa Cruz County was 3.9 percent in August 2018, down from a revised 4.2 percent in July 2018, and below the year-ago estimate of 4.8 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 3.9 percent for the nation during the same period.



Industry	Jul-2018	Aug-2018	Change		Aug-2017	Aug-2018	Change
	Revised	Prelim				Prelim	
Total, All Industries	116,600	115,500	(1,100)		113,500	115,500	2,000
Total Farm	11,900	11,600	(300)		11,500	11,600	100
Total Nonfarm	104,700	103,900	(800)		102,000	103,900	1,900
Mining, Logging, and Construction	5,200	5,200	0		4,700	5,200	500
Manufacturing	7,100	7,000	(100)		6,900	7,000	100
Trade, Transportation & Utilities	17,000	17,200	200		17,300	17,200	(100)
Information	800	800	0		800	800	0
Financial Activities	3,500	3,500	0		3,600	3,500	(100)
Professional & Business Services	10,800	10,600	(200)		10,200	10,600	400
Educational & Health Services	17,600	17,600	0		17,800	17,600	(200)
Leisure & Hospitality	15,900	15,700	(200)		15,500	15,700	200
Other Services	5,200	5,100	(100)		5,200	5,100	(100)
Government	21,600	21,200	(400)		20,000	21,200	1,200

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 on line at www.labormarketinfo.edd.ca.gov



☐ Action ☐ Consent ☒ Information ☒ Discussion

A.1 Committee Member/Jurisdictional Roundtable

COMMITTEE: Business Services/CEDS Committee	MEETING DATE: October 10, 2018
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: