



**Workforce Development Board  
Business Services/CEDS Committee  
Tuesday, April 7<sup>th</sup>, 2020  
Watsonville Career Center, Rooms 2, 3  
3:00 p.m.**

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

**Join the Meeting Online:**

<https://zoom.us/j/370627070?pwd=YlJncHsVnhMnNc3cFdUTTBNZnBNdz09>

**Call in: (669) 900 6833  
Meeting ID: 370 627 070**

**Agenda**

**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

Tina Friend, 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

**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.*

- I. Call to Order/Welcome**
- II. Public Comment**
- III. Business Services Manager Report**
- IV. Service Provider Activity Report**  
SBDC (Layoff Aversion)
- V. Informational Item**
  - I.1 Labor Market Information ..... **2-3**
- VI. Consent Items**
  - C.1 Approval of Minutes from February 12, 2020 Meeting..... **4-8**
  - C.2 Committee Dashboard ..... **9-10**
  - C.3 Contractor Financial and Performance Report ..... **11-12**
- VII. Administration**
  - A.1 CEDS 5-Year Plan/Public Comment Review/Josh Williams ..... **13**
  - A.2 Committee Member/Jurisdictional Roundtable ..... **14**
- VIII. Chairperson's Report**
- IX. Adjournment**

**Next Meeting: Workforce Development Board Meeting  
May 27, 2020 @ 8:30 a.m.  
Best Western Seacliff Inn  
7500 Old Dominion Court  
Aptos, CA 95003**

**Next Committee Meeting:  
TBA**

*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.*



☐ Action ☐ Consent ☒ Information ☒ Discussion

## I.1 Labor Market Information

<b>COMMITTEE:</b> Business Services/CEDS Committee	<b>MEETING DATE:</b> April 7, 2020
<b>STAFF NAME:</b> Andy Stone - WDB Director, Laurel Gazza - Administrative Aide	

### SUMMARY:

The current unemployment rate in Santa Cruz County was 6.2 percent in January 2020, up from a revised 4.8 percent in December 2019 (summary also attached), and below the year ago estimate of 6.6 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 4.0 percent for the nation during the same period.

☒ Attachment(s)

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### SUGGESTED MOTION: (if applicable)

N/A

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

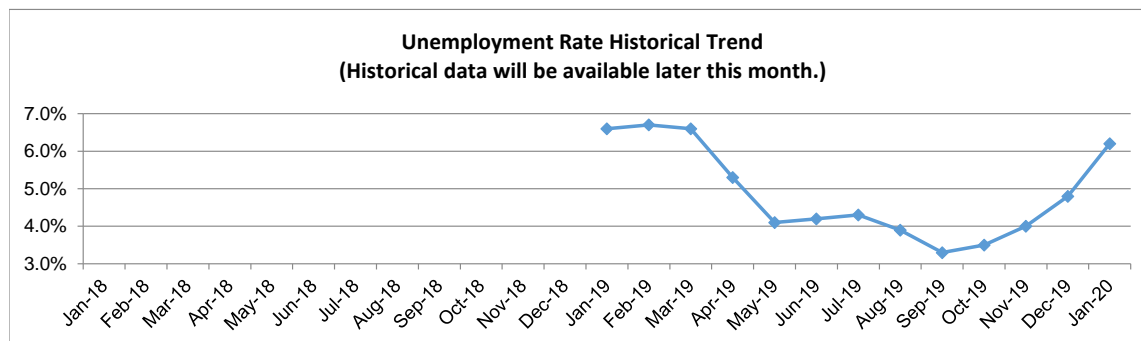
State of California  
 EMPLOYMENT DEVELOPMENT DEPARTMENT  
 Labor Market Information Division  
 130 East Ortega Street  
 Santa Barbara, CA 93101

March 13, 2020

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 6.2 percent in January 2020, up from a revised 4.8 percent in December 2019, and below the year-ago estimate of 6.6 percent. This compares with an unadjusted unemployment rate of 4.3 percent for California and 4.0 percent for the nation during the same period.



Industry	Dec-2019	Jan-2020	Change		Jan-2019	Jan-2020	Change
	Revised	Prelim				Prelim	
Total, All Industries	108,900	106,500	(2,400)		104,200	106,500	2,300
Total Farm	4,700	4,100	(600)		3,900	4,100	200
Total Nonfarm	104,200	102,400	(1,800)		100,300	102,400	2,100
Mining, Logging, and Construction	4,500	4,300	(200)		4,100	4,300	200
Manufacturing	7,200	7,200	0		6,800	7,200	400
Trade, Transportation & Utilities	17,200	16,500	(700)		16,300	16,500	200
Information	600	600	0		600	600	0
Financial Activities	3,600	3,500	(100)		3,500	3,500	0
Professional & Business Services	10,800	10,900	100		10,700	10,900	200
Educational & Health Services	17,700	17,300	(400)		17,900	17,300	(600)
Leisure & Hospitality	13,200	13,200	0		13,200	13,200	0
Other Services	5,100	5,100	0		4,900	5,100	200
Government	24,300	23,800	(500)		22,300	23,800	1,500

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](http://www.labormarketinfo.edd.ca.gov)



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## C.1 Approval of Meeting Minutes

<b>COMMITTEE:</b> Business Services/CEDS	<b>MEETING DATE:</b> April 7, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director; Laurel Gazza, Administrative Aide	

### SUMMARY:

Requesting Consent approval of the February 12, 2020 Business Services/CEDS meeting minutes.

☒Attachment(s)

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### **SUGGESTED MOTION: (if applicable)**

I move to approve the February 12, 2020 Business Services/CEDS meeting minutes.

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



**Workforce Development Board  
Business Services/CEDS Committee  
Cabrillo College – Sesnon House  
6500 Soquel Dr., Aptos  
Wednesday, February 12, 2020, 3:00 p.m.**

C.1 Attachment

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

**MINUTES**

**Chair Marshall Delk called the meeting to order at 3:07 pm, and a quorum was established.**

**Committee Members in Attendance**

Beyer, Casey  
Delk, Marshall – Chair  
Friend, Tina  
Mason, Barbara – for County Economic Development  
Morse, Rob  
Unitt, Rebecca – in for Bonnie Lipscomb, City of Santa Cruz

**Committee Members Absent**

Brady, Gerlinde  
Destout, Elyse – Vice Chair  
Elliott, Candice  
Herlihy, Katie  
Huffaker, Matt  
Lipscomb, Bonnie  
Siegel, Carol

**Staff in Attendance**

Barr, Belinda- WDB Business Services Manager  
Gazza, Laurel – WDB Administrative Aide  
Stone, Andy – WDB Director

**Guests**

Hunt, Nate – BW Research  
Napoli, Brandon – Cabrillo College SBDC  
Williams, Josh – BW Research

**BUSINESS SERVICES/CEDS  
COMMITTEE:**

Marshall Delk, Chair  
Santa Cruz County Bank

Elyse Destout, Owner  
Photography by Elyse Destout

Gerlinde Brady,  
Cabrillo College

Andy Constable, Barbara Mason  
Economic Development  
County of Santa Cruz

Candice Elliott  
Principal Consultant  
Fortress and Flourish

Katie Herlihy, Director of Community Development  
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

Tina Friend, City Manager  
City of Scotts Valley

Rob Morse, Manager  
Pacific Gas and Electric Company

Carol Siegel, Employment Manager  
Santa Cruz Seaside Company

**DIRECTOR:**  
Andy Stone

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**Subject: II. Public Comment**

There was no public comment.

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**Subject: III. Service Provider Activity Reports**

Brandon Napoli, Director of the Small Business Development Center at Cabrillo College gave an update on 1<sup>st</sup> Quarter performance and stated that they had helped 18 businesses and brought on new bilingual business advisors. WDB Director Andy Stone also mentioned that WDB was focusing on a new layoff aversion strategy, specializing in retiring business owners transferring ownership to existing employees, rather than closing down the business.

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**Subject: IV. Informational Item****I.1 – Labor Market Information**

Chair Marshall Delk and WDB Director Andy Stone summarized the latest labor market information for Santa Cruz County, and noted that the local employment rate for December 2019 was 4.9%, up from a revised 3.9% in November 2019, and below the year ago estimate of 5.3%.

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**Subject: V. Consent Items:****C.1 – Approval of Minutes from October 9, 2019 Meeting****C.2 – Committee Dashboard****C.3 – Contractor Financial and Performance Report****C.4 – Re-Contracting PY 20/21 Business Services**

**Action:** It was moved to approve the Consent Agenda Items

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

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**Subject: VI. Administration Items:****A.1 Business Resource Network Update**

Business Services Manager Belinda Barr gave an update on the plan for the new Business Resource Network, and noted that it would be implemented in pieces, with the Workforce Employer Services the main component that would be built first.

**Action:** It was moved to accept the Business Resource Network update.

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

**A.2 CEDS 5 Year Plan Update/Josh Williams – BW Research**

Guest speaker Josh Williams, of BW Research reviewed current draft of the proposed 5 Year CEDS Plan and noted that it needed to be finalized by the April 7, 2020 Business Services/CEDS meeting, in order to be ready to present to the full board in May. Committee members gave input as to what they would like to see added in for the final plan.

**Action:** No action taken, discussion only.

**A.3 – Committee Member Jurisdictional Roundtable**

Committee members from various jurisdictions within the county gave updates on current and future building projects and challenges in their respective areas.

**Action:** No action taken, discussion only.

**Subject: VII. Chairperson's Report – No report given**

**Meeting adjourned at 4:41 p.m.**

**Next Meeting:      Workforce Development Board Meeting  
Thursday, December 5, 2019 @ 8:30 a.m.  
Seacliff Inn  
7500 Old Dominion Ct.  
Aptos, CA 95003**

**Business Services Committee Meeting  
Tuesday, April 7, 2020 @ 3:00 pm  
Sesnon House – Cabrillo College, Aptos**

DRAFT





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## C.2 Business Services Dashboard

<b>COMMITTEE:</b>	BS/CEDS Committee	<b>MEETING DATE:</b>	April 7, 2020
<b>STAFF NAME:</b> Belinda Barr, Business Services Manager			

### SUMMARY:

In addition to the Data Dashboard, Workforce Santa Cruz County identified and responded to 279 layoffs through PY 19/20 Q2, as specified below (by Layoffs/Industry/Employer/Location/Reason):

(93) Accommodation and Food Services, Chaminade, Santa Cruz, Temporary Termination to Renovate Property  
(3) Administrative and Support and Waste Management and Remediation, rePLANET Recycling, Aptos, Increased Cost  
(2) Administrative and Support and Waste Management and Remediation, Inter-Con Security, Capitola, Lost Contract  
(48) Arts Entertainment and Recreation, Active Sports Clubs, Scotts Valley, Lease not Renewed by Building Owner  
(2) Arts Entertainment and Recreation, Segway Santa Cruz Tours, Santa Cruz, New Venture  
(55) Healthcare and Social Assistance, Coastline Support Inc, Santa Cruz, Increased Cost with Fixed Rates  
(31) Other Services Except Public Administration, Emerald Textiles, Watsonville, Business Relocation to Livingston, CA  
(7) Other Services Except Public Administration, Scotts Valley Sprinkler & Pipe Supply, Scotts Valley, Business Closure  
(32) Retail Trade, KMART, Scotts Valley, Store Closure  
(3) Retail Trade, Andy's Auto Supply, Santa Cruz, Retiring Business Owner  
(2) Retail Trade, Hannah's Home Furnishings, Capitola, Retiring Business Owner  
(1) Retail Trade, Arteak Interiors, Santa Cruz, Retiring Business Owner

☒ Attachment(s)

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### SUGGESTED MOTION: (if applicable)

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

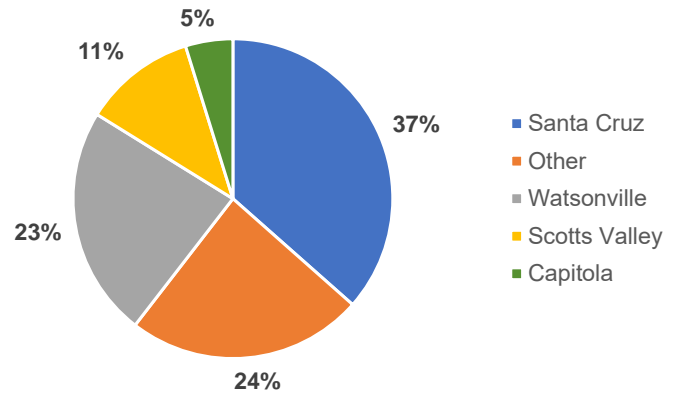


## Business Services Dashboard Program Year 2019 - 2020 (through Q2)

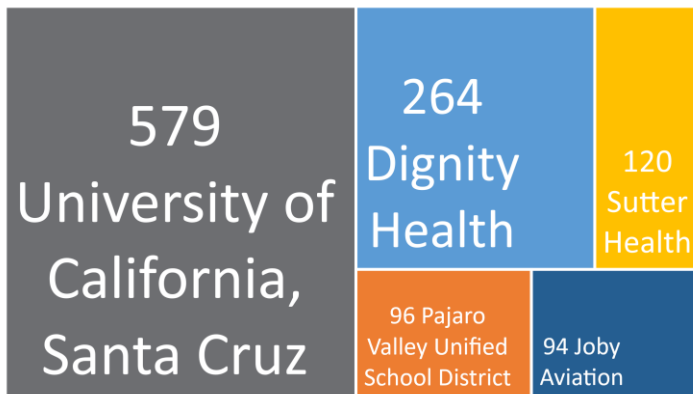
### Business Services<sup>(1)</sup>



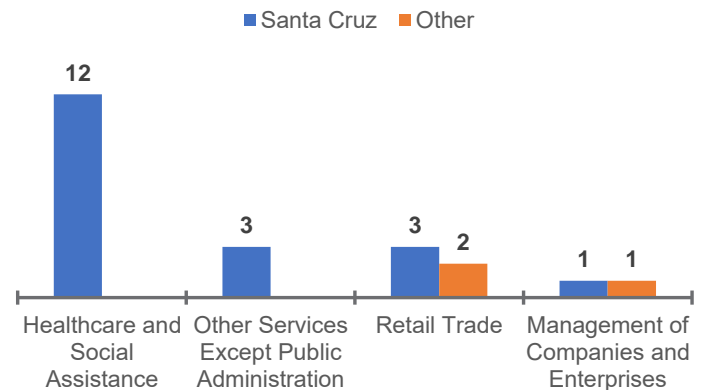
### Business Services by Location



### Top 5 Job Ads by Company (Q2 Only)<sup>(7)</sup>



### Layoffs Averted by Sector & Location<sup>(4)</sup>



**9 out of 10** surveyed employers would recommend Business Services to a colleague or are satisfied with service<sup>(8)</sup>

#### Footnotes:

(1) Served 102 businesses and activities are organized by new EDD Reporting Categories for employer services.

(2) Contacted 30 businesses and confirmed 279 layoffs (Q1-10 and Q2-269) with 13 business and provided 5 Rapid Response Orientations per business request. Layoffs by EDD industry categories were Accommodation and Food Services (93), Healthcare and Social Assistance (55), Arts Entertainment and Recreation (50), Other Services Except Public Administration (38), Retail Trade (38), and Administrative and Support and Waste Management and Remediation (5).

(3) Connected with 32 businesses to avert layoffs related to Business Operations Improvements (20), Hiring Layoffs (8), Downsizing (2) & Business Succession Planning (2).

(4) SBDC served 20 new businesses & averted 22 layoffs, on track to meet annual goal of serving 40 new at-risk businesses & averting 60 layoffs.

(5) Employer information and support services includes Networking (46), Labor Market Information (6) & Community Resource Referrals (3).

(6) Recruitment services includes Job Listings & Candidate Referrals (30), Job Fairs at Watsonville Career Center (10), CalJOBS Assistance (6) & Job Fairs at Capitola Career Center (2).

(7) Online job postings in PY 19/20 Q2 per JobsEQ.

(8) Surveyed 70 employers of services provided through Q2 and 29% of employers surveyed rated service. One respondent provided a low rating of Business Services due to the offering not being a priority for them at the moment but they will consider additional services in the future.



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## C.3 Contractor Budget & Performance

<b>COMMITTEE:</b>	BS/CEDS Committee	<b>MEETING DATE:</b>	April 7, 2020
<b>STAFF NAME:</b> Belinda Barr, Business Services Manager			

### SUMMARY:

Report attached tracking Small Business Development Center (SBDC) spend and performance for layoff aversion. SBDC expects to meet annual targets.

☒ Attachment(s)

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**SUGGESTED MOTION: (if applicable)**

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

**Workforce Services for Business**  
**WIOA Financial and Performance Report for Program Year 2019-20**

Small Business Development Center (SBDC) Layoff Aversion - Budget v. Expenditures  
(Through 12/31/2019)

<b>SBDC Layoff Aversion</b>	<b>Actual</b>
<b>Budget</b>	<b>\$44,000</b>
<b>Invoiced Amount</b>	\$24,614
Percent Invoiced	<b>55.9%</b>
Remaining Budget	<b>\$19,386</b>

SBDC - Contract Performance Objectives (Through 12/31/2019)

<b>SBDC Layoff Aversion Contract Outcomes</b>	<b>Actual</b>	<b>Annual Goal</b>	<b>% Achieved</b>
Number of new at-risk businesses to be served	20	40	50.0%
Number of actual jobs retained or layoffs averted	22	60	36.7%

SBDC expects to meet Layoff Aversion annual targets.



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## A.1 CEDS 5-Year Plan

<b>COMMITTEE:</b>	BS/CEDS Committee	<b>MEETING DATE:</b>	April 7, 2020
<b>STAFF NAME:</b> Belinda Barr, Business Services Manager			

### SUMMARY:

The Comprehensive Economic Development Strategy (CEDS) 5-Year Plan for Santa Cruz County will be submitted to the United States Economic Development Administration (EDA) in May 2020. The CEDS Plan will make Santa Cruz County eligible for EDA grants. The CEDS Plan includes a Summary Background, SWOT Analysis, Action Plan, Performance Measures, and Economic Resilience. BW Research will present the CEDS 5-Year Plan for Santa Cruz County and review public comments.

The link for the CEDS 5-Year Plan can be found here: <https://bit.ly/3dRG4uz>

☒ Attachment(s)

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### **SUGGESTED MOTION: (if applicable)**

I move to approve the 5-Year CEDS Plan.

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



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## A.2 Committee Member/Jurisdictional Roundtable

<b>COMMITTEE:</b> Business Services/CEDS Committee	<b>MEETING DATE:</b> April 7, 2020
<b>STAFF NAME:</b> Andy Stone, WDB Director	

### SUMMARY:

In order to determine its local focus and actionable items, committee members will provide a report out on their respective jurisdiction or 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)

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### SUGGESTED MOTION: (if applicable)

N/A

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