



**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, February 9, 2022, 3:00 p.m.**

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

NOTE: Due to the COVID-19 pandemic, and the directive of Governor Gavin Newsom in adjusting the Brown Act rules, public meetings will be allowed to be attended virtually until further notice.

MINUTES

Chair Marshall Delk called the meeting to order at 3:04 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Beyer, Casey
Delk, Marshall - Chair
Elliott, Candice
Herlihy, Katie
Lipscomb, Bonnie (sent Rebecca Unitt)
Mason, Barbara (sent Elissa Benson)
Morse, Rob
Vereker, Dustin – Vice Chair

Committee Members Absent

Brady, Gerlinde
Destout, Elyse
Ham, Emily

Staff in Attendance

Detlefs, Peter – WDB Business Services Manager
Gray, Lacie – WDB Sr. Analyst
Gutierrez, Elizabeth – WDB Administrative Aide
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Office Assistant

Guests

Holmquist-Gomez, Laura – WDB Board Member
Napoli, Brandon
Winter, Amanda

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Dustin Vereker, Vice Chair
Discretion Brewing

Casey Beyer
Santa Cruz Area Chamber of Commerce

Gerlinde Brady
Cabrillo College

Elyse Destout
Photography by Elyse Destout

Candice Elliott
Fortress and Flourish

Emily Ham
Santa Cruz Business Council

Katie Herlihy
City of Capitola

Bonnie Lipscomb
City of Santa Cruz Economic Development

Barbara Mason
Economic Development
County of Santa Cruz

Rob Morse
Pacific Gas and Electric Company

DIRECTOR:
Andy Stone

Subject: Public Comment

There was no public comment.

Subject: Chairperson's Report

None.

Subject: Action Items:

Item 1 – Findings Authorizing Teleconference Meetings

Action: It was moved to adopt findings pursuant to Assembly Bill 361 authorizing teleconference meetings as a result of the continuing COVID-19 pandemic State of Emergency and Health Officer recommendation for social distancing.

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

Item 2 - Approval of the August 4, 2021 Meeting Minutes

Action: It was moved to approve the August 4, 2021 Business Services/CEDS Committee meeting minutes.

Status:	Motion to Approve Action Item:	Rebecca Unitt
	Motion Seconded:	Katie Herlihy
	Abstention:	None
	Committee Action:	All in favor, motion passed

Subject: Report Items:

Item 3 – WDB Staff Updates

WDB Business Services Manager, Peter Detlefs, informed the committee on the launch of the Workforce Development Board Facebook page and a series of paid advertisements on Facebook and Instagram directing potential clients to workforce services. He also spoke of the progress of the new Workforce web page which currently has a page dedicated for board and committee meeting minutes and agendas with more additions underway. Lastly, a brief update was given on the 2022 State of the Workforce and the Health Improvement Partnership, which is in the process of interviewing individuals from the healthcare sector to serve on a council to make recommendations on how to better support the workforce sector.

Action: No action taken, informational item only.

Item 4 – Business Resource Network Update

WDB Business Services Manager, Peter Detlefs, provided an update to the committee on the Business Resource Network which included an introduction to a new platform called Behind Every Employer.

Action: No action taken, informational item only.

Item 5 – Comprehensive Economic Development Strategy 5-Year Plan

WDB Director, Andy Stone, asked that the committee members report out on of any updates that align with Goal 4: *Invest in Infrastructure & Programs that Promote Regional Economic Vitality & Enhance Quality of Life* of the strategic plan. Members of the committee took turns and reported on latest developments including the City of Capitola's assistance to local businesses that employ low-income individuals and a regional bike share project; the County of Santa Cruz Economic Development Department working on supporting small businesses in the early childhood education sector and investing in more pre-apprenticeship programs; the City of Santa Cruz reported on the downtown library mixed-use project which includes a parking garage, new downtown library, and affordable housing units.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Committee members were given the opportunity to share announcements with the group. Some of the members that spoke out were Chair Marshall Delk who mentioned that Santa Cruz County Bank opened a branch in Monterey and will soon open a branch in Salinas; Vice Chair Dustin Vereker spoke on the issues of retail cost increases across the board and the expensive cost of living in Santa Cruz County.

Meeting adjourned at 4:01 p.m.

**Next Meeting: Business Services/CEDS Committee Meeting
Wednesday, April 6, 2022 @ 3:00pm
Watsonville Career Center **Virtual****