



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.

Workforce Development Board-Business Services/CEDS Committee
Wednesday, April 12, 2023 @ 3:00 p.m.

In-Person Meeting
Workforce Santa Cruz County Career Center
Training Rooms 2 & 3
18 W. Beach Street
Watsonville, CA 95076

Call to Order/Welcome

Non-agenda public comment

Chairperson’s Report

Action Items (vote required) :

- 1. Approval of Minutes: April 13, 20222-5

Report Items (no vote required):

- 2. WDB Staff Updates..... 6
 - a. 2023 State of the Workforce Update
 - b. Behind Every Employer Relaunch Campaign Update

Information Items (no vote required):

- 3. CEDS 5-Year Plan / Committee Member/Jurisdictional Roundtable..... 7-9

Committee Member Announcements

Adjournment

Next Meeting: Workforce Development Board-Business Services/CEDS Committee
TBD

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Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the April 13, 2022 Business Services/CEDS Committee meeting minutes as attached.

Suggested motion

I move to approve the April 13, 2022 Business Services/CEDS Committee meeting minutes.

**Workforce Development Board
Business Services/CEDS Committee
Watsonville Career Center
Wednesday, April 13, 2022, 3:00 p.m.**

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

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 3:03 pm, and a quorum was established through virtual attendance.

Committee Members in Attendance

Delk, Marshall - Chair
Elliott, Candice
Ham, Emily
Herlihy, Katie
Lipscomb, Bonnie (sent Rebecca Unitt)
Vereker, Dustin – Vice Chair

Committee Members Absent

Benson, Elissa
Beyer, Casey
LaGoe, Mali
Vides, Tamara

Staff in Attendance

Detlefs, Peter – WDB Business Services Manager
Gutierrez, Elizabeth – WDB Administrative Aide
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Office Assistant

Guests

Chance, Eli
Napoli, Brandon
Winter, Amanda

BUSINESS SERVICES/CEDS COMMITTEE:

Marshall Delk, Chair
Santa Cruz County Bank

Dustin Vereker, Vice Chair
Discretion Brewing

Elisa Benson
County of Santa Cruz

Casey Beyer
Santa Cruz Area Chamber of Commerce

Elyse Destout
Photography by Elyse Destout

Candice Elliott
Fortress and Flourish

Emily Ham
Santa Cruz County Business Council

Katie Herlihy
City of Capitola

Mali LaGoe
City of Scotts Valley

Bonnie Lipscomb
City of Santa Cruz Economic Development

Tamara Vides
City of Watsonville

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:	Rebecca Unitt
	Motion Seconded:	Dustin Vereker
	Abstention:	None
	Committee Action:	All in favor, motion passed

Item 2 - Approval of the February 9, 2022 Meeting Minutes

Action: It was moved to approve the February 9, 2022 Business Services/CEDS Committee meeting minutes.

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

Subject: Report Items:

Item 3 – WDB Staff Updates

WDB Director, Andy Stone spoke briefly about the free pre-apprenticeship program in the construction industry offered through Workforce Santa Cruz County in partnership with Watsonville/Aptos/Santa Cruz Adult Education, starting on April 25, 2022. WDB Business Services Manager, Peter Detlefs, shared information on the results from the Business Services Survey that went out in January, the next survey is scheduled to go out in July. He also reported on improvements webpage updates including the addition of a Business Services page listing the available programs; the progress of the Health Improvement Partnership; and the status of the 2022 State of the Workforce Report which is on target to share at the May 25, 2022 Full Board meeting.

Action: No action taken, informational item only.

Subject: Information Items:

Item 4 – Behind Every Employer Update

WDB Business Services Manager, Peter Detlefs provided a brief update to the committee on the Behind Every Employer Santa Cruz County platform. As of March 28, 2022 a total of 13 leads have been generated. WDB Director, Andy Stone asked committee members to share any feedback or suggestions for improvements on the website.

Action: No action taken, informational item only.

Item 5 – Comprehensive Economic Development Strategy 5-Year Plan/ Committee Member Jurisdictional Roundtable

WDB Business Services Manager, Peter Detlefs asked that the committee members report out on of any updates that align with Goal 1: *Strengthen Regional Talent Pipelines and Talent Retention* of the strategic plan. Members of the committee took turns and reported on latest developments including information regarding the upcoming Santa Cruz County Small Business Summit; City of Capitola's ordinance to support outdoor dining; and the City of Santa Cruz working with Get Virtual, a UCSC program that helps businesses improve their e-commerce and online presence.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None

Meeting adjourned at 3:54 p.m.

**Next Meeting: Business Services/CEDS Committee Meeting
TBD**

Report Item 2: Workforce Development Board Staff Updates

(No vote required) – Nathan Kieu

1. 2023 State of the Workforce Update
2. Behind Every Employer Relaunch Campaign Update

Information Item 3: Comprehensive Economic Development Strategy 5-Year Plan/ Committee Member-Jurisdictional Roundtable

(No vote required) – Andy Stone

Background:

The Comprehensive Economic Development Strategy 5-Year Plan (CEDS Plan) for Santa Cruz County was submitted to the United States Economic Development Administration (EDA) in May 2020. The CEDS Plan includes a Summary Assessment of Current Economic Conditions, SWOT Analysis, Strategic Action Plan, and Evaluation Framework Indicators and Performance Measures. The link for the CEDS Plan can be found here: <https://bit.ly/3kJtjHB>

The Strategic Action Plan section outlines four goals and associated objectives for each. The Evaluation Framework Indicators and Performance Measures section further identifies the regional partners associated with the objectives and metrics for evaluating success. The Attachment provides a summary for reference.

Update: This item focuses on Goal 2: Enhance Economic Diversity and Resilience. The discussion focus will be on partner activities currently underway, future activities planned, and identifying other opportunities. Committee members will also 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.

Partners:

- City of Capitola
- City of Santa Cruz
- City of Scotts Valley
- City of Watsonville
- Santa Cruz Chamber
- Business representatives

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 1: STRENGTHEN REGIONAL TALENT PIPELINES AND TALENT RETENTION

Objectives	Regional Partners	Metrics
1a: Develop and strengthen partnerships between educational institutions and regional employers.	UCSC, Community Colleges, Vocational Schools, Cities, County	Graduate retention rates
1b: Retain UCSC and Cabrillo College graduates within the County workforce.	Cities, County, School Districts	
1c: Initiate high school curriculum and experiential learning opportunities with regional programs to promote career navigation and introduce career pathways.		
1d: Support internships and course co-development with regional employers.	UCSC, Community Colleges, Vocational Schools, Cities, County, School Districts	Internship placement rates
1e: Leverage existing workforce to attract relevant and high-wage employers.	UCSC, Community Colleges, Vocational Schools, Economic Development Boards, incubators	New employers to the County

GOAL 2: ENHANCE ECONOMIC DIVERSITY AND RESILIENCE

Objectives	Regional Partners	Metrics
2a: Support regional and local analyses to determine vulnerabilities and opportunities to better develop and implement economic resilience plans, projects, and policies	Economic Development Boards, Cities, County	Number of new and existing businesses in key industry clusters
2b: Collaborate with local governments and organizations to identify key employers in budding industry clusters (such information and communication technology; finance, insurance, banking, and real estate; and sporting goods manufacturing) for targeted expansion and retention efforts		Number of graduates from upskilling training providers
2c: Develop and support programs that upskill the existing workforce.	Workforce Development Boards, UCSC, community colleges	Unemployment rate, industry cluster specific if possible
2d: Support programs that help companies find customers and markets outside the County.	Business associations, Economic Development Boards, incubators, Cities, County	Gross Regional Product, by industry cluster if possible
2e: Prioritize industry clusters with higher-skill and higher-paying jobs and realistic career pathways for the existing workforce.	Workforce Development Boards, Cities, County	Number of patents related to agricultural technology
2f: Support and encourage technology development programs with UCSC and other research institutions to support the expansion of agricultural technology industries.	UCSC, agriculture commissioner, Cities, County	Grants for agricultural technology development

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 3: SUPPORT AND FOSTER ENTREPRENEURIALISM AND SMALL BUSINESSES

Objectives	Regional Partners	Metrics
3a: Support incubators and coworking space in the County.	Economic Development Boards, Cities, County	Number of Incubators and coworking spaces
3b: Host innovation competitions in key industry clusters.		Utilization of incubators and coworking spaces
3c: Unify and strengthen coalitions to effectively support developing businesses and their workforces.		Number of new businesses and previous locations
3d: Market Santa Cruz County as an alternative to Silicon Valley.		Number of inter-regional events and collaborations
3e: Identify and assess opportunities to partner with other regions to increase awareness and connectivity to Santa Cruz County's innovation and entrepreneurs.		
3f: Explore potential program to match and partially fund entrepreneurs and small businesses with local students interested in internships or part-time work.	UCSC, Community Colleges, Workforce Development Board, Economic Development Board, Cities, County	Number of students interning or working part-time at local businesses relevant to their course of study

GOAL 4: INVEST IN INFRASTRUCTURE & PROGRAMS THAT PROMOTE REGIONAL ECONOMIC VITALITY & ENHANCE QUALITY OF LIFE

Objectives	Regional Partners	Metrics
4a: Ensure adequate infrastructure is in place for new and existing businesses. This includes improving transit, as well as providing fast internet and reliable water and sewage.	Parks and Recreation Departments, Cities, County	Average Internet speeds Internet Accessibility Commute Times Water and Sewer Complaints
4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wildness.	Parks and Recreation Departments, Cities, County	Number of visitors to public recreational attractions
4c: Maintain public services and recreation centers, such as parks, libraries, and beaches.		
4d: In addition to Measure D, consider additional transportation and traffic congestion mitigation efforts and initiatives.	Residents, Department of Public Works, Cities and County	Public Opinion