



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 Santa Cruz County – Executive Committee Meeting **Friday, July 21, 2023 @ 8:30am**

In-Person Meeting

18 W. Beach St. Watsonville – Training Room 2

Agenda

Call to Order/Welcome

Non-agenda public comment

Action Items (vote required) :

1. Approval of Minutes: May 3, 2023.....2-8
2. WDB Director's Operational Plan Update9-10
3. WDB Operational Planning for PY 2023/2024 11

Adjournment

Next Meeting: Workforce Development Board-Executive Committee
August 16, 2023 @8:30 am [in-person]

Workforce Development Board
September 20, 2023 @8:30 am [in-person]

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 Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the May 3, 2023 Executive Committee meeting minutes

Suggested motion

I move to approve the May 3, 2023 Executive Committee meeting minutes.



**Workforce Development Board
Executive Committee
Watsonville Career Center, Room 2
Wednesday, May 3, 2023 8:30 a.m.**

Item 1 Attachment

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

The Vice-Chair called the meeting to order at 8:32 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse – Vice Chair
Morse, Rob – Chair
Siegel, Carol

Committee Members Absent

Brooks, Yvette
Vereker, Dustin

Staff in Attendance

Gray, Lacie – WDB Sr. Analyst
Gutierrez, Elizabeth – WDB Admin Aide
Kieu, Nathan – WDB Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Analyst
Stone, Andy – WDB Director
Villalobos, Marcella – WDB Clerical Support

Guests

Dodge, Daniel - WDB Member
Winter, Amanda

MEMBERS:

Rob Morse, Chair
Pacific Gas and Electric Company

Elyse Destout, Vice Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Felix Cantu
Employment Development Department

Christina Cuevas
Community Foundation of Santa Cruz County

MariaElena De La Garza
Community Action Board

Marshall Delk
Santa Cruz County Bank

Daniel Dodge
Cabrillo College Federation of Teachers

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro CDC

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Chris Miller
ScratchSpace, LLC

Janet Nagamine
Hikari Farms

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

KatieSetzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

Subject: Public Comment

None.

Subject: Chairperson's Report

None

Subject: Action Items:

Item 1 – Approval of the March 1, 2023 Meeting Minutes

Action: It was moved to approve the March 1, 2023 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Marshall Delk
Abstentions: None

Committee Action All in favor, motion passed

Item 2 – Sunset of WDB Committees

WDB Director Andy Stone discussed sunsetting the Career Services Committee and the Business Services Committee and replacing them with two events a year that could either be held virtually or in-person to engage members and partners. Committee member Carol Siegel asked how action items would be brought forward for approval. Andy Stone replied that action items would be brought to the Executive Committee.

Action: It was moved to accept the recommendation for the Workforce Development Board to sunset the Business Services and Career Services committees, effective June 30, 2023.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 3 – WDB Officer Nominations PY 23/24

WDB Director Andy Stone shared that the Nominating Committee recommends a slate of candidates to fill the WDB's six elected leadership positions for the next program year. WDB members who participated in the years Nominating Committee included Carol Siegel – Chair, Marshall Delk, Alia Ayyad, Christian Cuevas, and Chris Miller. Carol Siegel mentioned that Yvette Brooks will be stepping down as Vice Chair of the Career Services Committee. The Nominating Committee developed the following slate of candidates:

Workforce Development Board: Rob Morse – Chair and Elyse Destout – Vice Chair

Career Services Committee: Elyse Destout – Chair and Tracey Adolfo – Vice Chair

Business Services/CEDS Committee: Marshall Delk – Chair and Dustin Vereker – Vice Chair

WDB Director Andy Stone spoke on the alternative recommendation listed below due to approval by the Executive Committee to sunset the Business Services Committee and the Career Services Committee:

Workforce Development Board: Rob Morse – Chair and Elyse Destout – Vice Chair

Executive Committee Members: Rob Morse – Chair, Elyse Destout – Vice Chair & Workforce Event Chair, Tracey Adolfo – Workforce Event Vice Chair, Marshall Delk – Business Event Chair, Dustin Vereker – Business Event Chair, Carol Siegel – Prior WDB Chair.

Action: It was moved to approve the following Slate of 2023-24 Officer Candidates.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 4 – WIOA Transfer of Dislocated Worker funds to Adult Grant

WDB Director Andy Stone shared that transfer of funds are allowable under WIOA between the Dislocated Worker and Adult program. Due to the low unemployment rate, it is requested

that a budget transfer of \$137,000 from Dislocated Worker to Adult be made to better utilize the funds where needed the most by the community.

Action: It was moved to approve the request to direct staff to send this item for final approval to the Workforce Development Board: Authorize staff to send a budget modification request to the state to move WIOA DW funds to WIOA Adult services.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 5 – Proposed WDB Meeting Calendar PY 23/24

WDB Director Andy Stone shared the proposed calendar with the committee.

Action: It was moved to approve the proposed WDB Meeting Calendar for PY 23/24.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 6 – WDB May 24, 2023 Meeting Planning

WDB Director Andy Stone shared Josh Williams will present at the May 24, 2023 Full Board on the State of the Workforce and asked if the committee would like to add any items. There were no additions added by the committee.

Action: It was moved to direct that the WDB staff include the updated State of the Workforce Report in the May 24, 2023, WDB meeting agenda.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Item 7 – WDB Board Recertification

WDB Sr. Analyst Lacie Gray provided information on the recertification process and shared that every two years the WDB must report to the State of any member vacancies. This item will be presented to the WDB Full Board on May 24, 2023 for approval and is due to the state on May 24, 2023.

WDB Director Andy Stone shared some Board member updates and stated that Eric Saavedra, Assistant Director at Watsonville/Aptos/Santa Cruz Adult Ed, has applied to fill Todd Livingstone's vacancy and former WDB Business Services Manager, Peter Detlefs, applied to fill the Economic and Community Development member vacancy.

Action: It was moved to authorize the WDB Executive Committee to review and approve the Local Board Subsequent Designation and Recertification (once it is completed) which will be effective July 1, 2023 through June 30, 2025; Authorize staff to and allow staff to make any

necessary updates to the document between now and submission to the Board of Supervisors and state and forward the Plan to the state to meet the May 19, 2023 (or final deadline in the final directive regarding this matter), deadline; and Authorize staff to subsequently forward the Plan to the Board of Supervisors for final approval and signature.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Carol Siegel
 Abstentions: None

Committee Action All in favor, motion passed

Item 8 – WIOA PY 22/23 Contractor Local Program Monitoring

WDB Sr. Analyst Sara Paz-Nethercutt stated that the WDB is required to conduct monitoring on the contracted service providers for WIOA and shared the following results:

- Winter Works, LLC (Amanda Winter) Career Center Operator – had 0 findings
- Goodwill Central Coast under new leadership – had 0 findings
- Santa Cruz County Office of Education – had 5 findings: tracking of full-time employees / time study; exceeding purchase order limit; programmatic finding.
- Cabrillo Student Resource & Support Network – 1 finding: charging fees prior to student being enrolled in WIOA program. WDB Board Member Daniel Dodge asked what happens to the fees that were incurred. Sara Paz-Nethercutt stated Cabrillo will be responsible for fees and place on hold.

Monitoring reports were provided to the committee for review.

Action: It was moved to accept the PY 22/23 local program monitoring reports as drafted by WDB staff.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Marshall Delk
 Abstentions: None

Committee Action All in favor, motion passed

Subject: Report Items:

Item 9 – Operational Plan Update

WDB Director Andy Stone provided an update on the Operational Plan's progress. Some highlights included:

Goal 1: The first construction pre-apprenticeship class for justice-involved individuals was held at the Rountree Facility and had 8 graduates, video of the graduation ceremony is available on the Sheriff's Facebook page. Second class to start in the Fall.

The WDB Full Board approved the new WIOA income eligibility requirements and will take effect July 1, 2023.

Goal 2: Pre-apprenticeship program in the building and construction trades provided at the Rountree Facility and at Watsonville/Aptos/Santa Cruz Adult Education, second adult ed cohort began March 6, 2023.

Full Capacity Marketing working on tools for members to use to promote workforce services and should be available to present to members at the May 24, 2023 WDB Full Board meeting.

The operational target to identify strategies to support entrepreneurs with WIOA funding will not be met by the end of the program year. WDB Director Andy Stone noted that WIOA

regulations have made it difficult and WDB Sr. Analyst Sara Paz-Nethercutt added that the entrepreneur must meet WIOA eligibility criteria.

Goal 3: The WDB is assisting the Santa Cruz County Office of Education with putting together a childcare workforce report.

The WDB took action to send a pro-housing letter to local elected officials.

A demographic survey was conducted by the WDB and sent to Full Board members and received 14 responses. WDB Director Andy Stone shared the results with the committee. The State of the workforce report is on track to be presented at the May 24th Full Board meeting.

Action: No action taken, report item only.

Item 10 – WDB Staff Updates

WDB Business Services Manager Nathan Kieu reported on the following:

- State of the Workforce Report - should be available to present at the May 24, 2023 Full Board meeting.
- Behind Every Employer campaign - working with Full Capacity Marketing. A recent Business Services Survey was conducted and received 16 responses. A flyer was drafted and included a QR code and will be available to view at the next Full Board meeting.
- Rapid Response – mentioned working with an employer in Scotts Valley, a nursery in Watsonville expected to lay off 82 employees (majority laborers), and shared that Bed Bath and Beyond is expected to close at the end of June.

WDB Sr. Analyst Lacie Gray reported on the following:

- Pre-apprenticeship program success at the Rountree facility. Chair Rob Morse asked if there is a tracking system in place to follow up with graduates. Lacie Gray shared that there is currently not a follow-up process in place.
- Prison to Employment program will serve 5 justice involved women.
- Regional Equity and Recovery Partnership with Monterey and San Benito Counties will serve 49 individuals in the IT Support and Phlebotomy career fields.

Action: No action taken, report item only.

Item 11 – WIOA PY 21/22 Local Performance Scored

WDB Sr. Analyst Sara Paz-Nethercutt presented the WIOA local performance final scores for PY 21/22 and stated that the WDB is required to meet 50% and that each State target was met.

Action: No action taken, report item only.

Subject: Information Items:

Item 12 – AJCC Certification Continuous Improvement Plan PY 22/23 Update

The Continuous Improvement Plan update was provided to the committee. There were no questions.

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None

Meeting adjourned at 10:01 a.m.

**Next Meeting: WDB Executive Committee Meeting
TBD**

DRAFT

Action Item 2: Operational Plan Update

(Action required) – Andy Stone

Recommendation

Accept the WDB Director's Operational Plan update for Program Year 2022-2023.

Background

On September 14, 2022, the WDB approved the WDB Director's Program Year (PY) 2022-23 Operational Plan which lays out the specific actions for the program year designed to ensure that the board's priorities are met. The attached scorecard represents the adopted PY 2022-23 goals and action steps.

The WDB Director's Operational Plan incorporates the goals referenced below:

Operational Goals for Workforce Santa Cruz County

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.

Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.

Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.




Next Steps


The WDB Director will report on the Operational Plan's progress at each Workforce Development Board meeting.


Suggested motion

I move to accept WDB Director's Operational Plan update for Program Year 2022-2023.

**Item 7 Attachment - Workforce Development Board of Santa Cruz County
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2022-2023**

	<i>Status</i>	<i>2022-23 Operational Targets</i>	<i>YTD</i>
<u>Goal 1</u> Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.		<ul style="list-style-type: none"> • Develop and deploy career services designed to meet the needs of justice-involved individuals. • Revisit income eligibility requirements to ensure they are appropriate with the current level of inflation 	<p>First Construction Pre-Apprenticeship class completed in Roundtree Facility</p> <p>WDB approved new income eligibility levels at 4/05/23 meeting.</p>
<u>Goal 2</u> Santa Cruz County businesses have the talent needed to thrive now and into the future.		<ul style="list-style-type: none"> • Develop additional pre-apprenticeship opportunities • Provide WDB members with tools to help promote workforce services to businesses • Identify strategies to support entrepreneurs with WIOA funding 	<p>Roundtree cohort graduation 3/10/23. Second adult ed cohort began 3/6/23.</p> <p>Contracted with Full Capacity Marketing to develop business services flyer at 5/16/23 WDB meeting.</p> <p>Staff exploring supportive services payments/trainings for entrepreneurs. Will extend into next program year.</p>
<u>Goal 3</u> Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.		<ul style="list-style-type: none"> • Identify strategies to help address the lack of affordable childcare • Connect WDB members with community partners to better understand and address the employment challenges for individuals experiencing housing insecurity • Examine the diversity of the WDB and develop strategies to ensure the board reflects the community it serves • Draft and release the 2023 State of the Workforce Report 	<p>WDB roundtable on affordable childcare at 12/7/22 WDB meeting. Assisting SCCOE with childcare workforce report.</p> <p>WDB housing roundtable at 9/14/22 meeting. Pro-housing letter approved by WDB on 4/05/23. Sent to elected officials.</p> <p>Demographic survey of WDB members conducted.</p> <p>State of the Workforce Report presented on 5/24/23 and completed on 6/30/23.</p>

 on track to meet planned target for the year

 not on track to meet planned target for the year

Action Item 3: WDB Operational Planning for PY 2023/2024

(Action required) – Andy Stone

At this meeting, the Executive Committee will identify the primary topics to be operationalized or presented at a WDB meeting in Program Year 2023-2024. To help facilitate this discussion, the WDB staff will provide potential topics for consideration. The Committee will add its recommendations and then narrow the list down to its top selections.

Suggested motion

I move to direct the WDB staff to include the following topics in future WDB meeting agendas...