



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, September 20, 2023 8:30 a.m.**

Item 1 Attachment

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

The Chair called the meeting to order at 8:38 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Ayyad, Alia
Cantu, Felix
Cuevas, Christina
Delk, Marshall
DeLaGarza, MariaElena
Destout, Elyse – Vice Chair
Detlefs, Peter
Dodge, Daniel
Herrera-Mansir, Carmen
Liebetrau, LeNae
Morse, Rob – Chair
Roth, Shaz
Saavedra, Eric
Siegel, Carol
Sumano, Raymundo
Vereker, Dustin

Committee Members Absent

Hebard, Sean
Holmquist-Gomez, Laura Miller, Chris
Miller, Chris
Nagamine, Janet
Schaller, Glen
Setzler, Katie

Staff in Attendance

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

Guests

Becerra, Ivan
Cadenas, Maria
Sencion, Brando

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

Peter Detlefs
County of Santa Cruz

Daniel Dodge
Monterey Bay Central Labor Council

Sean Hebard
Carpenters Local 505

Carmen Herrera-Mansir
El Pajaro Community Development Corp.

Laura Holmquist-Gomez
Five Star Catering

LeNae Liebetrau
Department of Rehabilitation

Chris Miller
ScratchSpace, LLC

Janet Nagimine
Hikari Farms

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Eric Saavedra
Watsonville/Aptos/Santa Cruz Adult Education

Glen Schaller
Monterey Bay Central Labor Council, AFL-CIO

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Raymundo Sumano
Sumano's Bakery

Dustin Vereker
Discretion Brewing

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.

Subject: Public Comment

Board member, Carmen Herrera-Mansir shared that the Latinx Women in Business & Leadership Conference will be held on September 23, 2023 at the Civic Plaza in Watsonville.

Board member, MariaElena De La Garza shared that the PV Leaders Group advocates for equity services in South County and mentioned that a job fair is needed in Watsonville to support non-profit

business. Some non-profits include Pajaro CDC, Sauld Para La Gente, Community Bridges, and Monarch Services.

Board member, Peter Detlefs shared information on the Access to Employment job fair being held on October 12, 2023 at the Cocoanut Grove in Santa Cruz.

Subject: Chairperson’s Report

Chair Rob Morse asked Board members and guests to give brief introductions.

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the May 24, 2023 WDB Full Board meeting minutes.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Christina Cuevas
Abstentions: Maria De La Garza, Shaz Roth

Committee Action All in favor, minus abstentions, motion passed

Item 2 – Operational Plan Update

WDB Director Andy Stone reviewed the three goals of the Operational Plan and shared updates on the progress of each. Some highlights included:

Goal 1: Develop and launch a new public engagement process to inform the WDB’s annual planning by requesting feedback from WIOA clients.

Goal 2: Updates on goal 2 were provided during staff updates by WDB Business Services Manager Nathan Kieu.

Goal 3: Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories – WDB Director Andy Stone mentioned that the Workforce Achievement Award will be shared at the March Full Board meeting.

Develop WDB member orientation process that connects new appointees with experienced board members – WDB Director Andy Stone announced that he is looking for members to volunteer to mentor new Board members.

The 2024 State of the Workforce Report will focus on the construction industry.

Action: It was moved to accept the WDB Director’s Operational Plan update for PY 23-24.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Dustin Vereker
Abstentions: None

Committee Action All in favor, motion passed

Item 3 – WIOA Fiscal Year 2023-24 Budget

WDB Director, Andy Stone gave an overview of the budget. Funding was cut by approximately \$500,00 from last year. Due to high demand, all adult training funds for the program year have been committed and there is currently a waiting list.

Non WIOA funding includes the National Dislocated Worker Grant (NDWG) – a program to employ individuals to work at State parks to clean up damage from storms. Program to start in the summer.

Regional Equity and Recovery Partnerships (RERP) - working with Cabrillo to supply short term training programs to assist individuals to obtain employment quickly.

Action: It was moved to accept the WIOA budget for PY 2023-24.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Peter Detlefs
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Item 4 – Eligible Training Provider List Draft Monitoring Report

WDB Director Andy Stone spoke on behalf of Lacie Gray. He stated that there were no findings; however, two ETPL vendors had client feedback that was addressed.

Action: It was moved to approve the ETPL monitoring reports as drafted by WDB staff.

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Dustin Vereker
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Item 5 – Revision to Local WIOA Youth Work Experience Policy

WDB Sr. Analyst Sara Paz-Nethercutt asked for acceptance to the Local WIOA Youth Work Experience Policy which increases the wage to \$18.50 for youth between the ages of 18-24.

Action: It was moved to accept the revision to the WIOA local youth WEX policy

Status: Motion to Approve: Carol Seigel
Motion Seconded: Peter Detlefs
Abstentions: None

Committee Action All in favor, motion passed.

Subject: Report Items:

Item 6 – Workforce Development Board Staff Updates

WDB Sr. Analyst, Sara Paz-Nethercutt shared that WIOA contractor Amanda Winter did not renew her contract to provide the Career Center Operator services. A procurement was put out but did not receive any bids.

This role includes overseeing the three One Stop Centers (Watsonville Career Center, Capitola Career Center, and Suenos), MOU with all partners (12-13 partners), Continuous Improvement Plan, partner training, and CalJOBS data. Position works 30-35 hours per week and is remote. Funding for this position \$70,000 (no benefits).

WDB Business Services Manager Nathan Kieu shared that the WDB will be sunsetting the Behind Every Employer platform. The platform generated a total of 11 leads and 4 appointments.

He shared information on the Economic Forecast and mentioned that the Santa Cruz Chamber of Commerce holds a similar event and has reached out to them about a possible sponsorship (\$15K to sponsor). Tentative date is February 15, 2023.

Action: No action taken, report item only.

Item 7 – Eligible Training Provider List (ETPL) 2022-23 Annual Report

WDB Director Andy Stone reviewed the ETPL annual reports with the Board. He stated that the programs which received the most funding were the Allied Health program at Cabrillo College and the Medical Assistant and Dental Assistant program at CTEP.

Board member MariaElena De La Garza asked if demographics and zip codes could be included in next report.

Action: No action taken, report item only.

Subject: Information Items:

Item 8 – Update AJCC Certification Continuous Improvement Plan PY 22/23

WDB Sr. Analyst Sara Paz-Nethercutt reviewed the CI Plan with the Board and stated the CI plan is a mandated AJCC certification process.

Action: No action taken, informational item only.

Subject: Presentation Items:

Futuro Worker Cooperatives

A presentation by Brando Sencion director for Futuro and Maria Cadenas Executive Director.

Action: No action taken, informational item only.

Subject: Break-out Session: To discuss challenges and opportunities in your business or organization.

Breakout sessions were held amongst Board members to engage in an interactive session and gather feedback by a facilitator chosen by the group.

Questions:

What is your business or organization challenges or opportunities?

How might the WDB go about affecting these challenges and opportunities?

Team 1 - Carol shared:

What is your business or organization challenges or opportunities?	<ul style="list-style-type: none">• Younger generation involved in the community – hard to get them engaged. Missing handshakes, high fives, personalize relationship.
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Item 1 Attachment

	<ul style="list-style-type: none"> • Housing/wages/lack of financial aid/ 20% unhoused.
	<ul style="list-style-type: none"> • Cost of living – attract talent
	<ul style="list-style-type: none"> • Finding talent that have the skills needed.
	<ul style="list-style-type: none"> • Education and Industry – better connections needed.
	<ul style="list-style-type: none"> • Lack of paid internship
	<ul style="list-style-type: none"> • Employee’s tend to be short-sited
	<ul style="list-style-type: none"> • Finding talent that can afford to live in Santa Cruz County
How might the WDB go about affecting these challenges and opportunities?	<ul style="list-style-type: none"> • Upskilling
	<ul style="list-style-type: none"> • Appeal to students
	<ul style="list-style-type: none"> • What careers there are
	<ul style="list-style-type: none"> • Business schools
	<ul style="list-style-type: none"> • All business

Team 2 – LeNae shared:

What is your business or organization challenges or opportunities?	<ul style="list-style-type: none"> • Multiple challenges /Red tape for funding
	<ul style="list-style-type: none"> • Connections with partners and their requirements
	<ul style="list-style-type: none"> • Recruitment for non-profit work/industry
	<ul style="list-style-type: none"> • How many non-profit in Santa Cruz County
	<ul style="list-style-type: none"> • Funding sources may not keep up with COLA
	<ul style="list-style-type: none"> • Local wage index include non-profit
	<ul style="list-style-type: none"> • Assessment of non-profit
	<ul style="list-style-type: none"> • AI concerns for workers
	<ul style="list-style-type: none"> • Living wage
	<ul style="list-style-type: none"> • What are the opportunities for earning
	<ul style="list-style-type: none"> • Finding teachers/employers
	<ul style="list-style-type: none"> • Lack of teachers effects classes - credentialing
	<ul style="list-style-type: none"> • Placement of job seekers
	<ul style="list-style-type: none"> • Can we get the agriculture representative

Team 3 – Marshall shared:

What is your business or organization challenges?	<ul style="list-style-type: none"> • Limited workforce
	<ul style="list-style-type: none"> • Inflation – raw materials, benefits, cost of funds
	<ul style="list-style-type: none"> • Cost of living/housing
	<ul style="list-style-type: none"> • Lack of commercial space
	<ul style="list-style-type: none"> • Focus on WDB \$ in high demand professions
Opportunities:	<ul style="list-style-type: none"> • Expand market share
	<ul style="list-style-type: none"> • Create employment

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 11:01 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, December 6, 2023 @ 8:30 am**