



*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-Executive Committee**  
**Wednesday, February 28, 2024 @ 8:30am**

**In-Person Meeting**

**Location: 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: November 1, 2023.....2-5
2. WIOA PY24/25 Recontracting ..... 6
3. WIOA PY23/24 Contractor Local Program Monitoring..... 7
4. WDB Officer Nomination Committee PY 24/25 ..... 8
5. WDB March 20, 2024 Meeting Planning ..... 9

**Report Items** (no vote required):

6. WDB Plan Updates ..... 10-11
7. WDB Staff Updates..... 12

**Committee Member Announcements**

**Adjournment**

**Next Meeting:**      **Workforce Development Board- In-Person Meeting**  
**March 20, 2024 @8:30 am**

**Workforce Development Board-Executive Committee**  
**May 1, 2024 @8:30 am**

*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 November 1, 2023 Executive Committee meeting minutes

### **Suggested motion**

I move to approve the November 1, 2023 Executive Committee meeting minutes.



The Chair called the meeting to order at 8:35 a.m., and a quorum was established. All participants attended in-person.

**Committee Members in Attendance**

Adolfo, Tracey  
Delk, Marshall  
Destout, Elyse  
Morse, Rob  
Siegel, Carol

**Committee Members Absent**

Vereker, Dustin

**Staff in Attendance**

Diaz-Rivas, Brenda – Associate Human Services Analyst  
Gutierrez, Elizabeth – WDB Administrative Assistant  
Kieu, Nathan – Business Services Manager  
Paz-Nethercutt, Sara – WDB Sr. Analyst  
Stone, Andy – WDB Director  
Villalobos, Marcy – WDB Office Assistant

**Guests**

Dodge, Daniel - WDB Board member  
Reushel-DiVirgilio, Suzette - WDB Board member

---

**Subject: Public Comment**

None.

---

**Subject: Chairperson's Report**

Introductions were made by staff and committee members.

---

**Subject: Action Items:**

**Item 1 – Approval of the July 21, 2023 Meeting Minutes**

**Action:** It was moved to approve the August 16, 2023 Executive Committee meeting minutes.

**Status:** Motion to Approve: Marshall Delk  
Motion Seconded: Elyse Destout  
Abstentions: None

Committee Action

All in favor, motion passed

**MEMBERS:**

**Rob Morse, Chair**  
Pacific Gas and Electric Company

**Elyse Destout, Vice Chair**  
Photography by Elyse Destout

**Alia Ayyad**  
Center for Employment Training

**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

**Reushel-DiVirgilio, Suzette**  
Health Improvement Partnership of Santa Cruz County

**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

**Ray Sumano**  
Sumano Bakery

**Dustin Vereker**  
Discretion Brewing

**DIRECTOR:**  
Andy Stone

**Item 2 – WIOA Transfer of Dislocated Worker funds to Adult Grant**

WDB Director Andy Stone stated that due to high demand for enrollments in the WIOA Adult program services, the WDB requests a transfer of funds from the Dislocated Worker program to cover scholarships. This will meet all current obligations.

**Action:** It was moved to authorize staff, including directing the WDB Director to sign, to send a budget modification request to the state to move WIOA funds to WIOA Adult services.

<b>Status:</b>	Motion to Approve:	Carol Siegel
	Motion Seconded:	Marshall Delk
	Abstentions:	None

Committee Action	All in favor, motion passed
------------------	-----------------------------

---

**Item 3 – WDB December 6, 2023 Meeting Planning**

Committee members expressed their interest in holding a breakout session to connect with other Board members. Chair Rob Morse recommended holding a 20 minute session.

**Action:** It was moved to direct that the WDB staff include the following items in the December 6, 2023 WDB meeting agenda: to review last meetings discussion and encourage another 20 minute breakout session, topic to be determined by Chair and Vice Chair.

<b>Status:</b>	Motion to Approve:	Carol Siegel
	Motion Seconded:	Marshall Delk
	Abstentions:	None

Committee Action	All in favor, motion passed
------------------	-----------------------------

---

**Subject:**        **Report Items:**

**Item 4 – Operational Plan Update**

WDB Director Andy Stone reviewed the operational goals with committee members. Some highlights included:

**Goal 1:**

- In the process of leading a foster youth partner workgroup. Committee member, Tracey Adolfo expressed interest and will connect with Sr. Human Services Analyst Sara Paz-Nethercutt.
- Need to find an accredited program to offer entrepreneurship training. Committee member Elyse Destout mentioned a QuickBooks training program so business owners can learn to manage their finances.
- A new Associate Analyst, Brenda Diaz-Rivas, has been hired and will be taking lead on developing a launching a new public engagement process to inform the WDB's annual planning.

**Goal 2:**

- Business Services Manager, Nathan Kieu has started outreach to construction businesses to identify opportunities for new sector partnerships and workforce development programs.

Goal 3:

- The WDB has selected client success stories to create videos to be shared at the March 20, 2023 Full Board meeting.
- WDB Director requested volunteers to connect with new Board members. Committee member, Elyse Destout suggested the WDB create a new Board member checklist. Chair, Rob Morse recommended holding an hour introduction meeting for new Board members.

**No action, report item only.**

---

**Item 5 – WDB Staff Updates**

WDB Business Services Manager, Nathan Kieu, provided updates which included:

- Economic Forecast - tentative date February 15, 2023. Looking into booking a speaker for the event.
- State of the Workforce – BW Research will focus on construction, tech startup, and on AI. A rough draft to be ready in January.
- Construction Outreach Event – Business Services Manager, Nathan Kieu, reached out employers but has not received any responses. He plans on attending the Trades & Construction Career Expo on November 15, 2023 to connect with employers.
- Rapid Response – received WARN notice. A total of 56 employees holding greenhouse jobs will be affected at Kitayama Brothers. Rapid Response will be scheduled for early to mid December.

**No action, report item only.**

---

**Subject: Information Items:**

**Item 6 – AJCC Certification Continuous Improvement Plan**

WDB Sr. Analyst Sara Paz-Nethercutt shared highlights which included: the business services indicators launched due to our new Business Services Manager. Capitola Career Center will be merging to the new site, located on Westridge Drive. The County of Santa Cruz negotiated with Santa Cruz Metro to add a bus stop at this new location.

**No action, information item only.**

---

**Subject: Committee Member Announcements:**

None.

---

**Meeting adjourned at 10:04 a.m.**

**Next Meeting: WDB Executive Committee Meeting  
Wednesday, February 28, 2024 @ 8:30am**

## Action Item 2: Re-contracting PY24/25 WIOA Services

(Action required) – Andy Stone

### Recommendation

Accept re-contracting recommendation and authorize the Workforce Development Board (WDB) Staff to proceed with next steps in the contract execution. It is recommended WIOA contractors continue with the current service providers as follows:

- Goodwill Central Coast (GCC) for WIOA Adult/Dislocated Worker program services;
- Santa Cruz County Office of Education (SCCOE) for WIOA Youth program services, otherwise referred to as Sueños.

### Background

As you may recall, the WIOA contracts listed above are currently completing year two (2) of a potential four (4) year contract cycle from the last procurement award process.

Contractor	PY 23/24 Allocation	Recommended PY24/25 Allocation
GCC	\$750,000	\$712,500 (5% decrease)
SCCOE	\$800,000	\$760,000 (5% decrease)
TOTAL		\$1,472,500

1. For program year 2024/2025, Contractor budgets will be re-structured to right-size their allocation based on three (3) years historical expenditures:

Contractor	PY 20/21 Allocation	PY20/21 Expenditures	PY 21/22 Allocation	PY21/22 Expenditures	PY 22/23 Allocation	PY22/23 Expenditures	PY 23/24 Allocation	PY 23/24 YTD (thru 12/2023) expenditures
GCC	\$691,460*	\$594,948 (86%)	\$726,460*	\$623,954 (86%)	\$750,000*	\$608,121 (81%)	\$750,000*	\$302,366 (40%)
SCCOE	\$800,000	\$636,476 (80%)	\$800,000	\$676,046 (85%)	\$800,000	\$642,710 (80%)	\$800,000	\$319,643 (40%)

\*Includes career center services only; excluding the following grant allocations: Financial Literacy; FIRE; Storm; RERP; P2E

Contractor staff vacancies over the last three years have had a direct affect on their expenditure capacity. Despite the staffing vacancies, contractors have had exemplary program outcomes.

2. Although the Employment Development Department (EDD) has not yet released the Workforce Innovation and Opportunity Act (WIOA) Allocations for Program Year 2024-25 for the Adult, Dislocated Worker (DW), Rapid Response and Youth funding sources, *final contractor allocations will be based upon overall state funding levels*. The average PY 2023/2024 WIOA allocation reductions were 5.9% and contractor allocations were not affected. Once the state releases the allocations, should our local area not realize a decrease, WDB will consider contract amendments for program services.

It is recommended that the Executive Committee of this Board have final authority over allocation amounts. Negotiations on the scope of work with the service goals and the budgets will be completed with services continuing as of July 1, 2024 according to the County's continuing contract agreements process.

### Next Steps

WDB Staff will enter into contract negotiations with above referenced contractors for PY 24/25 for the recommended allocations upon receipt of approvals.

### Suggested motion

I move to accept the PY 24/25 re-contracting recommendations, allow Executive Committee of this Board the final authority over allocation amounts and direct staff to move forward with contract negotiations upon receipt of approvals.

---

## Action Item 3: WIOA PY 23/24 Contractor Local Program Monitoring

---

(Action required) – Sara Paz-Nethercutt

### **Recommendation**

Accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

### **Background**

WDB Staff monitored the following contracted services for program year 2023/2024 and drafted reports. The link to view the drafted reports is found here: <https://bit.ly/3uL0qCP>

1. Goodwill Central Coast (GCC)
2. Santa Cruz County Office of Education (SCCOE)

The monitoring includes the following:

- Contract Questionnaire: covers work environment, program and site accessibility, administrative requirements, staffing requirements, grievance, and program operations.
- Financial Questionnaire: covers fiscal management, program income, cost allocation, facilities and property, and audit.
- Program Operations: covers contractor specific operations, assessment, service delivery, and specific services.
- Case File Review: covers required WIOA service documentation of a sample percentage of randomly chosen participant files.
- Participant Questionnaire: asks about services and recommendations from the randomly chosen participants, services important to the customer, and overall satisfaction with services on a 1-10 scale.
- Financial Sampling: A fiscal sampling review was conducted by Ernesto Esparza and Misha Maccoll, HSD Accountants for all programs. This is an annual review of program fiscal records.

### **Next Steps**

WDB staff next steps include the following:

- Implement the Corrective Action Plan as outlined (SCCOE)
- Apply the internal protocols as developed. (GCC, SCCOE)
- Review during contract negotiations for PY 24/25 (GCC, SCCOE)
- Review at the next annual monitoring visit. (GCC, SCCOE)

### **Suggested motion**

I move to accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

---

## Action Item 4: WDB Officer Nominating Committee PY 24/25

---

(Action required) – Andy Stone

### Recommendation

Appoint a nominating committee to recommend a slate of WDB Officer Candidates for PY 2024/2025.

### Background

Each year, the Workforce Development Board's (WDB) Nominating Committee recommends a slate of officers to fill the Workforce Development Board's elected leadership positions for the upcoming program year.

The WDB has a Nominating Committee process which calls for its members to be appointed by the Executive Committee and Workforce Development Board. Listed below is the composition of the Nominating Committee:

Membership of the Nominating Committee may include:

- The immediate past Chair, and one member from the Executive Committee.
- Two at-large members from the WDB membership.
- At least one member from the prior year's Nominating Committee membership.

Last years' Nominating Committee consisted of the following WDB members, Carol Siegel, Marshall Delk, Alia Ayyad, Christina Cuevas and Chris Miller.

The Nominating Committee shall return to this committee's May 1, 2024 meeting with a slate of candidates. Then, from the written Nominating Process:

*"Executive Committee presents recommended slate of Officers to the Board plus all other nominations before the WDB at the May Board meeting and recommends that nominations be closed. The WDB then votes on a closed written ballot for any contested positions. For positions that are uncontested, a voice vote may be taken. If there are no contested positions the slate may be voted upon in its entirety as a single vote".*

The current officers for Program Year 2023-24 (July 1, 2023 through June 30, 2024) are: Chair – Rob Morse; Vice Chair – Elyse Destout; Tracey Adolfo; Marshall Delk; Carol Siegel; Dustin Vereker.

### Next Steps

The designated nominating committee will recommend a proposed slate of WDB Officer Candidates for Year 2024-25 (July 1, 2024 through June 30, 2025) who will be presented for final appointment at the May 22, 2024 WDB meeting. Changes and additional nominations may be made from the floor.

### Suggested motion

I move to form a WDB Officer Nominating Committee and recommend a Slate of Candidates for Election at the WDB's May 22, 2024 meeting.



---

## Action Item 5: WDB March 20, 2024 Meeting Planning

---

(Action required) Andy Stone

### **Background**

At this meeting, the Executive Committee will consider if it would like to add any agenda items to the March 20, 2024 WDB Full Board meeting agenda.

### **Suggested motion**

I move to direct that the WDB staff include the following items in the March 20, 2024 WDB meeting agenda.

---

## Report Item 6: Plan Updates

---

(No vote required) – Andy Stone

### Background

#### 1. Director's Operational Plan Update:

On September 20, 2023 the WDB approved the WDB Director's Program Year (PY) 2023-24 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 PY 2023-24 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.*

#### 2. AJCC Continuous Improvement Plan Update: <https://bit.ly/42RxbO>

### Next Steps

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

**Item 6 Attachment - Workforce Development Board of Santa Cruz County  
OPERATIONAL PLAN STATUS REPORT Program Year (PY) 2023-2024**

	<i>Status</i>	<i>2023-24 Operational Targets</i>	<i>YTD</i>
<u><b>Goal 1</b></u>  <b>Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.</b>	✓	<ul style="list-style-type: none"> <li>• Identify strategies to better connect current and former Foster Youth to Workforce Development Services</li> <li>• Add an entrepreneurship training option for WIOA eligible clients</li> <li>• Develop and launch a new public engagement process to inform the WDB's annual planning</li> </ul>	<p>Foster Youth stakeholder group met in January. Scheduling informational meetings for foster youth service providers.</p> <p>Promoting Venture's Futuro program to WIOA participants. There remains a lack of local accredited programs.</p> <p>Hired an new Associate Analyst to coordinate this work.</p>
<u><b>Goal 2</b></u>  <b>Santa Cruz County businesses have the talent needed to thrive now and into the future.</b>	✓	<ul style="list-style-type: none"> <li>• Conduct outreach to construction businesses and identify opportunities for new sector partnerships and workforce development programs</li> <li>• Host a county-wide economic forecast event</li> </ul>	<p>Business Services Manager conducting targeted outreach to construction businesses.</p> <p>Santa Cruz Chamber hosted a similar event last year. Seeking a partnership opportunity.</p>
<u><b>Goal 3</b></u>  <b>Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.</b>	✓	<ul style="list-style-type: none"> <li>• Increase awareness of Workforce Santa Cruz County services by creating new videos highlighting client and business success stories</li> <li>• Develop a WDB member orientation process that connects new appointees with experienced board members</li> <li>• Draft and release the 2024 State of the Workforce Report</li> </ul>	<p>Identified success stories for videos. To be completed by March 20 WDB meeting.</p> <p>Suzette Reuschel-DiVirgilio has paired with Rob Morse for a trial run.</p> <p>Project started in November. To be completed by 6/30/24.</p>

✓ on track to meet planned target for the year

✗ not on track to meet planned target for the year

---

## Report Item 7: Workforce Development Board Staff Updates

---

(No vote required)

WIOA Career Services – Sara Paz-Nethercutt:

1. Regional Equity and Recovery Partnership (RERP) - Cabrillo College partnership
2. Prison to Employment (P2E)

Community Engagement/Eligible Training Provider List (ETPL) – Brenda Diaz-Rivas:

1. Community Engagement Action Plan
2. ETPL monitoring underway

Business Services- Nathan Kieu:

1. State of the Workforce Update
2. Economic Forecast Event Recap
3. WF Achievement Award Update