



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, December 6, 2023 8:30 a.m.**

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

The Chair called the meeting to order at 8:40 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Ayyad, Alia
Delk, Marshall
Destout, Elyse – Vice Chair
Detlefs, Peter
Dodge, Daniel
Hebard, Sean
Holmquist-Gomez, Laura
Liebetrau, LeNae
Morse, Rob – Chair
Reushel-DiVirgilio, Suzette
Saavedra, Eric
Setzler, Katie
Siegel, Carol

Committee Members Absent

Cuevas, Christina
DeLaGarza, MariaElena
Herrera-Mansir, Carmen
Miller, Chris
Nagamine, Janet
Roth, Shaz
Sumano, Raymundo
Vereker, Dustin

Staff in Attendance

Diaz-Rivas, Brenda – WDB Associate Human Services Analyst
Gray, Lacie – WDB Sr. Human Services Analyst
Gutierrez, Elizabeth – WDB Admin Aide
Kieu, Nathan – WDB Business Services Manager
Paz-Nethercutt, Sara – WDB Sr. Human Services Analyst
Stone, Andy – WDB Director
Villalobos, Marcy – WDB Clerical Support

Guests

Ivan Becerra – Goodwill Central Coast
Beatriz Munoz – Suenos
Brenda Jauregui - Ventures

MEMBERS:

Rob Morse, Chair
Monterey Bay Epic Adventures

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

Peter Detlefs
County of Santa Cruz

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

Suzette Reushel-DiVirgilio
Health Improvement Partnership of Santa Cruz County

Shaz Roth
Pajaro Valley Chamber of Commerce and Agriculture

Eric Saavedra
Watsonville/Aptos/Santa Cruz Adult Education

KatieSetzler
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: Moment of Silence

Chair Rob Morse called for a moment of silence to remember Board member Glen Schaller.

Subject: Public Comment

Brenda Jauregui, Program Coordinator with Futuro shared information on a grant to offer Worker Cooperative training courses.

Subject: Chairperson's Report

Chair Rob Morse welcomed new Board Member Suzette Reushel-DiVirgilio and new Associate Human Services Analyst Brenda Diaz-Rivas. Board members and WDB staff gave brief introductions.

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the September 20, 2023 WDB Full Board meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Marshall Delk
Abstentions: Laura Holmquist-Gomez, Sean Hebard, Alia Ayyad

Committee Action All in favor, minus abstentions, motion passed

Item 2 – WIOA Transfer of PY 23/24 funds: Dislocated Worker to Adult Allocation

The WDB is requesting a transfer of \$90,422 from the WIOA Dislocated Worker program to the Adult program.

Ivan Becerra with Goodwill Central Coast shared that there is currently a waitlist of about 20-30 student waiting to be enrolled under the WIOA Adult program.

Action: It was moved to direct the WDB Director to sign and 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: Peter Detlefs
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Item 3 – WIOA National Dislocated Worker Program Local Policy

WDB Sr. Human Services Analyst Sara Paz-Nethercutt shared that the WDB received the National Dislocated Worker grant to assist with storm clean-up. The policy was developed to fulfill requirement on how to utilize the grant source.

Action: It was moved to accept the WIOA NDWG program local policy.

Status: Motion to Approve: Elyse Destout
Motion Seconded: Sean Hebard
Abstentions: Alia Ayyad

Committee Action All in favor, minus abstention, motion passed

Subject: Report Items:

Item 4 – Operational Plan Update

WDB Director Andy Stone spoke on the operational objectives.

Goal 1 – Jobseekers:

- Currently in the process in putting together a foster youth workgroup
- Actively looking for an accredited program to add an entrepreneurship training program.
- Associate Analyst was hired to develop a new public engagement plan.

Goal 2 – Businesses:

- Business Services Manager, Nathan Kieu is currently conducting outreach to construction businesses. More information to be provided during WDB staff updates.
- Economic forecast event - More information to be provided during WDB staff updates.

Goal 3 – Support to Community:

- WIOA client success stories to be presented at the March Full Board Meeting.
- New Board member orientation process - Board member, Suzette Reushel-DiVirgilio shared her positive experience with the new orientation process. Stated she was provided with the history and understanding of the WDB.
- State of the Workforce Report - more information to be provided during WDB staff updates.

Action: No action taken, report item only.

Item 5 – Workforce Development Board Staff Updates

WDB Sr. Human Services Analyst, Sara Paz-Nethercutt provided updates on the following:

- Cabrillo College SRSN - Effective Nov 30th the contract with Cabrillo College SRSN will be terminated. Goodwill Central Coast to take over role of providing direct support services to WIOA clients. Cabrillo will maintain its status as an approved ETPL provider.
- Annual Local Program Monitoring
- New One-Stop Operator - Racy Ming has been hired as the new One-Stop Operator.

WDB Business Services Manager, Nathan Kieu provided updates on the following:

- Economic Forecast Event – partnering with the Santa Cruz Chamber of Commerce Forecasting Event which will be held on February 15th at the Paradox Hotel. Table available for WDB Board members.
- Construction Outreach - meeting with Unions to go over challenges they are facing within the industry.
- State of the Workforce Report - 10 interviews have been secured. Report to wrapped up by mid January.
- Rapid Response – Goodwill Central Coast and EDD participated in a Rapid Response for employees affected at Kitayama Brothers.

Action: No action taken, report item only.

Subject: **Information Items:**

Item 6 – AJCC Certification Continuous Improvement Plan PY 23/24 Update

WDB Sr. Human Services Analyst, Sara Paz-Nethercutt informed the Board that the report provides AJCC performance for Q1.

Action: No action taken, informational item only.

Subject: **Break-out Session: To discuss predictions for 2024**

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

Questions:

- For your business or organization, what changes do you expect to encounter in the next year?
- What needs to be in place to ensure that your business/organization successfully navigates these changes?

Team Green - Carol shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
CET -finding people who want to work/quality candidates. Sense that people want to work from home. Some clients have sense of entitlement	CET -Partnerships needed to work with challenging clients and coordinate

Labor standards for housing projects	Shifting workforce towards projects where needed.
	Sponsoring childcare (trying to get more women into the trade)

Growth - Need clinical and support staff	Partnering with training/educators to ensure adequate workforce
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Growing banqueting, hospitality workers	Ensuring adequate pay to attract workers/benefits
Developing lodging and events	Quality staff
	Boost what we're good at
	Internal training/workforce planning
	Work more efficiently

Team Red – Suzette shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
Decrease organization funding due to attendance	Increase partnerships and interdependent relationships and increase diversity in partnerships
Inadequate fixed COLA to keep up with actual cost of living and salary/benefits	Affordable health care for small businesses
Unable to fill current vacancies (education, healthcare, public health)	Supported and facilitated pipelines into industry
No health benefits in foo sector which deters applicants and cannot afford to pay living wage	Hometown pride/connection that may encourage retention
Continued burnout in the health sector	
Non profit wages cannot sustain workforce leading to turnover to out of county or out of state positions	

Team Yellow – Marshall shared:

Question 1: For your business or organization, what changes do you expect to encounter in the next year?	Question 2: What needs to be in place to ensure that your business/organization successfully navigates these changes?
Staffing shortages/unaffordable	None
High interest rates/inflation	None

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

Meeting adjourned at 10:09 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, March 20, 2024 @ 8:30 am**