



**Workforce Development Board
Full Board Meeting
Seacliff Inn Aptos
7500 Old Dominion Ct, Aptos
Wednesday, March 20, 2024 8:30 a.m.**

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

The Chair called the meeting to order at 8:39 a.m., and a quorum was established. All participants attended in person.

Committee Members in Attendance

Cuevas, Christina
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse – Vice Chair
Detlefs, Peter
Herrera-Mansir, Carmen
Holmquist-Gomez, Laura
Liebetrau, LeNae
Miller, Chris
Morse, Rob – Chair
Setzler, Katie
Siegel, Carol
Sumano, Raymundo
Vereker, Dustin

Committee Members Absent

Ayyad, Alia
Dodge, Daniel
Hebard, Sean
Nagamine, Janet
Reushel-DiVirgilio, Suzette
Roth, Shaz
Saavedra, Eric

Staff in Attendance

Diaz-Rivas, Brenda
Gray, Lacie
Gutierrez, Elizabeth
Kieu, Nathan
Paz-Nethercutt, Sara
Stone, Andy
Villalobos, Marcy

Guests

Becerra, Ivan – Goodwill Central Coast
Dorsy, Denise – Department of Rehabilitation
Estrada, Vivian – EDD
Herrera, Valerie
Lewis, Joshua - Suenos
Munoz, Beatriz - Suenos

MEMBERS:

Rob Morse, Chair
Monterey Bay Epic Adventures

Elyse Destout, Vice Chair
Photography by Elyse Destout

Alia Ayyad
Center for Employment Training

Christina Cuevas
Cabrillo College Board of Trustees

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: Public Comment

Board member Chris Miller shared information on the Amazon Web Services (AWS) meetup being held on April 2nd. Board member Carmen Herrera-Mansir shared information on the Dia del Empresario Latino event being held on April 14th. Brief introductions by members and staff.

Subject: Board Member Spotlight

New Board member Raymundo Sumano spoke of his business, Sumano's Bakery.

Subject: Chairperson's Report

Chair Rob Morse thanked Nathan Kieu and staff for their work on the economic summit and reminded Board members to respond to stipend email.

Subject: Presentation – WIOA

Suenos presented award to WIOA participant Valerie Herrera.

Business Services Manager, Nathan Kieu, presented award to the City of Watsonville.

Goodwill Central Coast Program Manager, Ivan Becerra, shared the success story of WIOA award recipient Debbie Alvarez (not present).

Subject: Action Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the December 6, 2023 WDB Full Board meeting minutes.

Status:	Motion to Approve:	Carol Siegel
	Motion Seconded:	Marshall Delk
	Abstentions:	MariaElena De La Garza, Christina Cuevas, Carmen Herrera-Mansir, Dustin Vereker

Committee Action	All in favor, minus abstentions, motion passed
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Item 2 – Re-contracting PY 24/25 WIOA Services

WDB Director Andy Stone requested acceptance to re-contract with the current WIOA service providers, Goodwill Central Coast and Santa Cruz County Office of Education and shared the recommended allocations for PY 24/25 (five percent cut).

Action: It was moved to accept the PY 24/25 re-contracting recommendations, authorize Executive Committee of this Board to modify and approve the final allocation amounts and direct staff to move forward with contract negotiations.

Status:	Motion to Approve:	Christina Cuevas
	Motion Seconded:	Dustin Vereker
	Abstentions:	MariaElena De La Garza

Committee Action	All in favor, minus abstentions, motion passed
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Item 3 – WIOA PY 23/24 Contractor Local Program Monitoring

Sr. Human Services Analyst Sara Paz-Nethercutt presented the drafted monitoring reports for Goodwill Central Coast and Santa Cruz County Office of Education - Suenos. Highlights

mentioned: Goodwill Central Coast had zero findings and Suenos only had two fiscal findings and a programmatic finding.

Action: It was moved to accept the PY 23/24 local program monitoring reports as drafted by WDB staff.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Christina Cuevas
Abstentions: None

Committee Action All in favor, motion passed

Item 4 – WDB Officer Nominating Committee PY 24/25

Board member Carol Siegel shared that every year the Full Board must appoint a nominating committee to recommend a slate of WDB officer candidates. Board member Marshal Delk shared his experience being on the Business Services Committee. WDB Director Andy Stone noted that there is no longer a Business Services Committee but only a CEDS Committee.

Nominating Committee consists of the following:

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

Action: It was moved to form a WDB Officer Nominating Committee and recommend a Slate of Candidates for Election at the WDB's May 22, 2024 meeting.

Status: Motion to Approve: Dustin Vereker
Motion Seconded: Peter Detlefs
Abstentions: None

Committee Action All in favor, motion passed

Subject: Report Items:

Item 5 – Plan Updates

Operational Plan Update

WDB Director Andy Stone spoke on the operational objectives.

Goal 1 – WDB Associate Human Services Analyst Brenda Diaz-Rivas shared that she was developing an action plan to capture WIOA participants' experience and provided an update on the Foster Youth program through the Santa Cruz County Office of Education. WDB Director Andy Stone shared that the WDB does not currently have an entrepreneurship program to offer as it must be accredited. Board member Carmen Herrera-Mansir shared that El Pajaro CDC offers an entrepreneurship program and inquired about accreditation requirements, and mentioned she would like to share info on this program at a future meeting.

Goal 2 – WDB Business Services Manager Nathan Kieu provided updates on his outreach targeted to the construction industry and shared that he has met with construction companies and discussed topics such as project labor agreements. He also spoke on the success of the Economic Forecast event with the Santa Cruz Chamber of Commerce.

Goal 3 – WDB Director Andy Stone spoke on the new WDB member orientation process and shared that new Board member Suzette Reushel-DiVirgilio was paired with Chair Rob Morse as her mentor. Business Services Manager, Nathan Kieu stated that the 2024 State of the Workforce report will be focused on bio-tech and non-profit organizations.

AJCC Continuous Improvement Plan
Reports were provided to the Board for review.

Action: No action taken, report item only.

Item 6 – Workforce Development Board Staff Updates

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

- Regional Equity and Recovery Partnership (RERP) – Program is funded by State not WIOA funds. Program offers certificates in Phlebotomy, Construction, Community Health Worker, Culinary Arts, and IT. Currently there are 14 individuals enrolled and can serve a total of 32 individuals. The program offers a \$4,200 scholarship.
- Prison to Employment (P2E) – Program recently launched and can serve a total of 6 justice involved individuals by placing them in an OJT or a transitional job. Currently no enrollments. Program will run through December 2025. Sara informed the Board that interested individuals can email info@workforcescc.com for more info and to apply and that she would provide an email to Board members with more program details.

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

- CEDS update - budget will be presented at next Full Board meeting for approval.

WDB Associate Human Services Analyst Brenda Diaz-Rivas provided updates on the following:

- ETPL monitoring concluded last week and working on report.

Action: No action taken, report 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:

- How do you believe AI will impact your workforce? Are there skill gaps or areas where employees need additional training?
- How do you foresee AI disrupting your industry in the coming years? Are there opportunities for innovation and growth?

Team Blue - Carmen shared:

Question 1: How do you believe AI will impact your workforce? Are there skill gaps or areas where employees need additional training?	Question 2: How do you foresee AI disrupting your industry in the coming years? Are there opportunities for innovation and growth?
Will affect admin – employee onboarding	Disruptive for tech – automation for website development
AI - learning inf tech (communication skills, critical thinking)	Simplify some of tech work and admin

Team Green – Marshall shared:

Question 1: How do you believe AI will impact your workforce? Are there skill gaps or areas where employees need additional training?	Question 2: How do you foresee AI disrupting your industry in the coming years? Are there opportunities for innovation and growth?
Translating in Spanish	Tap younger workforce to help train more seasoned workforce
Helpful with email communications	Gap between those with access and those without will increase
Making financial decisions/statistical/data	
Grant proposals	
Automated customer service	
Creative	

Team Red – Vivian shared:

Question 1: How do you believe AI will impact your workforce? Are there skill gaps or areas where employees need additional training?	Question 2: How do you foresee AI disrupting your industry in the coming years? Are there opportunities for innovation and growth?
Opportunity in job opportunities – bridge errors to user and platform	Frustration in accuracy and quality
Benefits to business by accuracy and efficiencies and precision, less waste	Compliance policies in place
Advantages in a warehouse environment	Learning curve to use AI effectively
Less human contact/less personal touch	Embrace technology and excellent skill with people
Could impact customer satisfaction or dissatisfaction	
Minimize human error	

Action: No action taken, informational item only.

Subject: Committee Member Announcements:

None

Meeting adjourned at 10:35 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, May 1, 2024 @ 8:30 am**