



Santa Cruz County Workforce Development supports the community by cultivating economic vitality and assisting job seekers by creating programs to train, educate, and support the workforce in developing key and timely skills. We assist Business to secure the talent they need to thrive now and into the future.

Workforce Santa Cruz County – CEDS Committee
Wednesday, March 12th, 2025 @ 3:00 PM

In-Person Meeting
500 Westridge Dr., Watsonville, CA 95076
Career Center Classroom
Agenda

Call to Order/Welcome

Non-agenda public comment

Consent Items (Action Required)

1. Approval of Minutes 1

Report Items (No vote required)

2. 2025 CEDS Draft Presentation 7

Discussion of Next Steps

Committee Member Announcements

Adjournment

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.

Consent Item 1: Approval of Meeting Minutes

Recommendation

Approve the 06.14.2024 CEDS Committee meeting minutes.

Suggested Motion

I move to approve the 06.14.2024 CEDS Committee meeting minutes.



**Workforce Development Board
 CEDS Committee
 Community Foundation Santa Cruz
Lance Linares Board Room
7807 Soquel Drive, Aptos, CA 95003
 Friday, June 14, 2024 10:30 a.m.**

500 Westridge Dr
 Watsonville, CA 95076
 (831) 763-8900

The Chair called the meeting to order at 10:30 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Marshall Delk – WDB Business Services Chair
 Peter Detlefs – County of Santa Cruz – Principal Admin Analyst
 Tamara Vides – City of Watsonville – Assistant City Manager
 Mali LaGoe – City of Scotts Valley – City Manager
 Rebecca Unitt for Bonnie Lipscomb – City of Santa Cruz – Economic Development Manager/Director

Committee Member Absent

Katie Herlihy – City of Capitola – Community Development Director

Staff in Attendance

Andy Stone – WDB Director
 Nathan Kieu – Business Services Manager
 Marcy Villalobos – Office Admin III

MEMBERS:

- Rob Morse, Chair
Monterey Bay Epic Adventures
- Elyse Destout, Vice Chair
Photography by Elyse Destout
- Alia Ayyad
Center for Employment Training
- Annabelle Rodriguez
Cabrillo College
- 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
- 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

Subject: Public Comment

None

Subject: Report Items:

Item 1 – Review of Santa Cruz County CEDS

Director Andy Stone provided background on the upcoming CEDS Five-Year Plan, which is due to the Economic Development Administration (EDA) in May 2025. Regions must update their CEDS every five years to remain eligible for EDA grants.

Next Steps:

WDB staff, led by Business Services Manager Nathan Kieu, will procure a vendor to draft the 2025 CEDS report and provide updates at a future meeting.

Action: No action is required – Report item only

Subject: Action Items:

Item 2 – Review and Approval of 2025 CEDS Budget

The WDB Director recommended a CEDS-funded budget of \$55,000 for the 2025-2029 period, including:

- \$50,000 to contract for the development of the next CEDS Five-Year Plan.
- \$5,000 for WDB staffing support.

The recommended budget is attached. Funding ratios were apportioned to specific jurisdictions based on relative population size, as determined by the 2023 California Department of Finance.

Suggested Motion:

I move to accept and adopt the recommended 2025-2029 CEDS budget and take the necessary steps to invoice the funds apportioned to my jurisdiction.

Motion:

Marshall Delk made the motion, and Peter Detlefs seconded the motion.

Action:

The motion was approved unanimously.

Source: Cost sharing ratio based on 2023 CA Dept. of Finance Data

Jurisdiction	2023 Pop	% of total County population	2024-25 Allocated Project Share
City of Capitola	9,558	3.6%	\$1,996
City of Santa Cruz	62,929	23.9%	\$13,143
City of Scotts Valley	11,872	4.5%	\$2,480
City of Watsonville	50,820	19.3%	\$10,614
Incorporated Total	135,179	51.3%	\$28,233
Unincorporated Total (County of Santa Cruz Share)	128,159	48.7%	\$26,767
County Total (Incorporated + Unincorporated)	263,338	100.0%	\$55,000

2014-15 CEDS Operations Budget	
WDB Staff	\$5,000
Consultant Services (as needed)	\$50,000
Contingency	\$0
Total	\$55,000

Note: Population data changes regularly
The data source is using CA Department of Finance E1 report
[Estimates-E1 | Department of Finance \(ca.gov\)](#)

Report Item 2: Draft CEDS Presentation – Josh Williams (BW Research)
(No vote required) – Josh Williams