



**Workforce Development Board
Executive Committee**
500 Westridge Dr, Watsonville CA 95076
Wednesday, December 4, 2024 8:30 a.m.

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

The Chair called the meeting to order at 8:34 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Delk, Marshall
Destout, Elyse
Morse, Rob
Siegel, Carol
Vereker, Dustin

Committee Members Excused

Adolfo, Tracey

Staff in Attendance

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

Guests

Mitchell Jennifer-EDD, Employment Program Manager

Subject: Public Comment

None

Subject: Chairperson’s Report

Chair, Rob Morse announced that the time together would be used for a discussion of future meeting planning for the year. Shared a safety tip about using ladders.

Subject: Action Items:

Item 1 – Approval of the September 25, 2024, Meeting Minutes

Action: It was moved to approve the September 25, 2024 Executive Committee meeting minutes.

Status: Motion to Approve: Marshall Delk
Motion Seconded: Dustin Vereker
Abstentions: Carol Siegel

Committee Action: All in favor, motion passed.

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

Item 2 – Planning for Future WDB Meeting

WDB Director Andy Stone shared there are 3 meetings remaining this program year and will need to schedule a day and time for the Strategic Planning Retreat. Brenda Diaz Rivas spoke about the Strategic Planning Retreat, it will be approximately 3 hours.

Rob suggested a Doodle Poll to provide the following possible Retreat dates to WDB (Full board) Board members: April 16th, April 23rd, May 8th and May 14th. The final date and time will be provided to the Full Board to approve at the January 15th meeting.

Brenda Diaz Rivas spoke about Strategic Planning. New Ways to Work is the consultant selected to prepare a written strategic plan for the next 5 years. WDB Staff will be holding different community forums to provide community members an opportunity to share their insights on the workforce needs in our area.

Meeting Planning for Full Board Meeting:

Committee members expressed their interest in continuing with Board Member spotlights and include a spotlight for a WIOA contractor, and training provider. There will be two spotlights at each WDB Full Board meeting.

Committee discussed and agreed on a breakout session question: What are your challenges, concerns, and opportunities with your day-to-day work for the next 6 months.

Action: I move to direct staff to identify dates for the Strategic Planning Retreat, and include the following items for the January 15th WDB Full Board Meeting:

- Training and Education Spotlight
- Challenges and Opportunities break out session

Status:	Motion to Approve:	Marshall Delk
	Motion Seconded:	Carol Siegel
	Abstentions:	None
	Committee Action	All in favor, motion passed.

Item 3 – WDB Plan and Updates (including the new CI Plan for 2025)

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

Goal 1: Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.

- This year Dientes is providing on the job training (OJT) cost reimbursement for general dental assistant's apprenticeships up to 10K per participant.
- The Strategic Planning Community Engagement forum will provide an opportunity for youth to advise the WDB on workforce development issues; New Ways to Work will put together a youth cohort to talk about workforce development issues.

Goal 2: Santa Cruz County businesses have the talent needed to thrive now and into the future.

- WDB applied for an Opportunity Young Adult Career Pathway Program grant to allow Joby Aviation to provide paid work experience for young adults.
- The State of the Workforce Report will include information on the following:

- career pathways in the healthcare and hospitality sectors;
- career pathways that lead to entrepreneurship opportunities

Goal 3: Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.

- Engage the board and the community to create a new Workforce Santa Cruz County strategic plan.
- The State of the Workforce Report will be presented at the May 28th WDB Full Board meeting. There will be a written version and video on the 2025 State of the Workforce Report.

No action, report item only.

Item 4 – WDB Staff Updates

WDB Business Services Manager, Nathan Kieu updates:

- Comprehensive Economic Development Strategy (CEDS)Update- Working with Josh Williams to put together. Will be finalized around May or June 2025.
- Rapid Response- There will be a Job Fair held on 12/12/2024 at 500 Westridge Dr for the workers laid off from Monterey Mushrooms. Approximately 500 workers will be laid off.

WDB Associate Human Services Analyst, Brenda Diaz-Rivas updates :

- James Irvine Foundation Workforce Capacity Fund was approved by the Board of Supervisors on November 19, 2024. The 2-year grant amount is \$450K for Human Center Design, Racial Equity, and Programmatic policy review.
- Community Engagement- Brenda is informing different community organizations locally to inform them about basic career services offered with WIOA.

No action, report item only.

Item 5 – Labor Market Information Update

Business Services Manager, Kieu, Nathan provided LMI data provided by the state (EDD). A chart was shared that shows the historical unemployment rate trends for Santa Cruz County.

No action, report item only.

Item 6 – Local Area Negotiated WIOA Performance Goals PY 2024-2026

WDB Director Andy Stone shared the final negotiated performance goals for the Adult, Dislocated Worker, and Youth programs for 2024-2026 and provided a chart that demonstrated the goals for each performance measure.

No action, report item only.

Subject: Committee Member Announcements:

None.

Meeting adjourned at 9:55 a.m.

Next Meeting: **WDB Executive Committee Meeting**
Wednesday, February 26, 2025 @ 8:30am