



**Workforce Development Board
Executive Committee
Workforce Santa Cruz Career Center
500 Westridge Dr., Watsonville CA 95076
Wednesday, August 28, 2024 8:30 a.m.**

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

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

The Chair called the meeting to order at 8:38 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Delk, Marshall
Destout, Elyse – Vice Chair
Morse, Rob – Chair
Siegel, Carol

Committee Members Absent

Vereker, Dustin

Staff in Attendance

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

Guests

Becerra, Ivan – Goodwill Central Coast

Subject: Public Comment

Committee member Elyse Destout gave a brief announcement on her mentorship program for high school youth.

Subject: Chairperson's Report

Chair Rob Morse spoke on the purpose of today's meeting to outline an operational plan for 2024/2025.

Subject: Report Items:

Item 1 – WDB Director's Operational Plan Update

A recap on each Operational Plan target for program year 2023-2024 was provided to the committee. Some highlights included:

Goal 1 – Adding the entrepreneurship program with Venture's Futuro program and the addition of an Associate Analyst to develop a public engagement process to inform the WDB's annual planning.

Goal 2 – Business Services Manager, Nathan Kieu, expanded outreach to construction businesses.

Goal 3 – The WDB created two videos of clients success stories and shared with the Board.

No action, report item only.

Item 2 – Community Engagement Coordinator Report: Presentation

Associate Analyst, Brenda Diaz-Rivas, presented on the community engagement initiative. A breakdown of WIOA services provided by zip code, race, ethnicity, and gender was shared and included feedback from participants.

No action, report item only.

Item 3 – State of the Workforce Recap: Presentation

Business Services Manager, Nathan Kieu, gave a recap on the State of the Workforce report.

No action, report item only.

Subject: Action Items:

Item 4 – Approval of the May 1, 2024 Meeting Minutes

Action: It was moved to approve the May 1, 2024 Executive Committee meeting minutes.

Status:	Motion to Approve:	Marshall Delk
	Motion Seconded:	Carol Siegel
	Abstentions:	None

Committee Action	All in favor, motion passed
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Item 5 – WDB Operational Planning for PY 2024-2025

Committee members were given the opportunity to share ideas of topics they would like to include in future WDB meetings for program year 2024-2025. Categories included Program Delivery, Target Populations, Industry Focus, Board Member Development, Economic Opportunities & Challenges.

Action: It was moved to accept the WDB staff include these objectives in the WDB Operational Plan: Expand Apprenticeship Opportunities, Full Board Retreat – Strategic Planning, Healthcare and Hospitality Industry Focus, Establish a WDB Youth Advisory Council.

Status:	Motion to Approve:	Carol Siegel
	Motion Seconded:	Elyse Destout
	Abstentions:	None

Committee Action	All in favor, motion passed
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Meeting adjourned at 10:22 a.m.

Next Meeting:

**WDB Executive Committee Meeting
Wednesday, September 25, 2024 @ 8:30am
Workforce Santa Cruz County Career Center
500 Westridge Dr., Watsonville**