

**Workforce Development Board
Full Board Meeting
Wednesday, January 15, 2025, 8:30 a.m.**

**Seacliff Inn
7500 Old Dominion Ct., Aptos**

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

Board Members in Attendance

Ayyad, Alia
De La Garza, MariaElena
Delk, Marshall
Destout, Elyse
Dodge, Daniel
Herrera-Mansir, Carmen
Morse, Rob
Rodriguez, Annabelle
Rodriguez, Francisco
Roth, Shaz
Saavedra, Eric
Setzler, Katie
Siegel, Carol
Shields, Bryan
Sumano, Raymond
Van Den Heuvel, Casey
Vereker, Dustin

Board Members Absent

Detlefs, Peter
Holmquist-Gomez, Laura
Liebetrau, LeNae
Miller, Chris
Nagamine, Janet

Staff in Attendance

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

Guests

Estrada, Vivian - EDD
Mitchell, Jennifer - EDD

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

MEMBERS:

Rob Morse, Chair
Monterey Bay Epic Adventures

Elyse Bartels, Vice Chair
Business Owner

Alia Ayyad
Center for Employment Training

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

Annabelle Rodriguez
Cabrillo College

Francisco Rodriguez
Monterey Bay Labor Council

Shaz Roth
Pajaro Valley Chamber of Commerce
and Agriculture

Eric Saavedra
Watsonville/Aptos/Santa Cruz Adult Education

Katie Setzler
Palo Alto Medical Foundation

Carol Siegel
Santa Cruz Seaside Company

Bryan Shields
Carpenters Local 646

Raymundo Sumano
Sumano's Bakery

Casey Van Den Heuvel
Sheet Metal Workers Local 104

Dustin Vereker
Discretion Brewing

DIRECTOR:
Andy Stone

Subject: Public Comment

None

Subject: Chairperson's Report

Rob announced new WDB Staff: Mary Lou Vaiz - Clerical Support, Board Members: Casey Van Den Heuvel - Sheet Metal Workers Local 104, Bryan Shields - Carpenters Local 646, and Francisco Rodriguez - Monterey Bay Labor Council.

Chair Rob Morse shared that Nathan conducted a Rapid Response for Monterey Mushrooms, Irvine Grant was approved for 450K, On the Job's Training is continuing with Dientes and the 5-year strategic plan is moving forward. There will be an upcoming Work Retreat.

Subject: Board Member Spotlight – moderated by Dustin Vereker

Board members Alia Ayyad, Annabelle Rodriguez, and Eric Saavedra shared their personal journeys and motivations. Alia focused on her purpose-driven approach, Annabelle on her passion for education, and Eric on how his experiences shaped cultural sensitivity. They highlighted how Workforce initiatives have supported their success through higher wages, education, skill development, and access to grants, scholarships, and data.

Subject: Consent Items:

Item 1 – Approval of Meeting Minutes

Action: It was moved to approve the October 30, 2024, WBD Full Board meeting minutes.

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|-----------------------------------|--|
| Status: Motion to Approve: | Marshall Delk |
| Motion Seconded: | Elyse Destout |
| Abstentions: | Katie Setzler, Alia Ayyad, Bryan Shields |

Committee Action: All in favor, minus abstentions, motion passed

Subject: Report Items:

Item 2 - Workforce Development Board Plan & Updates (including the new CI Plan for 2025)

WBD Director Andy Stone reviewed the attached Operational Plan Status Report Program Year (PY) 2024-2025 scorecard representing the proposed PY 2024-25 goals and action steps.

Goal 1 – WBD Director Andy Stone shared Dientes is providing On the Job Trainings for dental assistant apprenticeships. He provided information with the Strategic Planning in place, it will allow opportunity to conduct engagement sessions for Youth workforce development issues.

Goal 2 – WBD Director Andy Stone provided information about a grant opportunity, entitled, Opportunity Young Adult grant. Vivian Estrada from EDD shared early February an announcement will be made about the grant. Career pathways in the healthcare and hospitality sectors and career paths that lead to entrepreneurship opportunities will be included in the State of the Workforce report in May 2025.

Goal 3 – WBD Director Andy Stone shared WDB is engaging with the board and the community to create a new Workforce Santa Cruz County 2030 Strategic Plan. Andy Stone shared the state of the workforce report will be released in June.

Action: No action taken, report item only.

Item 3 - Workforce Development Board Staff Updates

WDB Sr. Analyst Sara Paz-Nethercutt gave an update on WIOA Adult, Dislocated Worker, and Youth Program Services

- Announced procurement process is coming soon for next program year.

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

- CEDS Update – 10 executive interviews are underway, and a first draft report will be done in February.
- The State of the Workforce draft is nearing completion, and first draft is due in early March for review.
- The Monterey Mushrooms rapid response was a tri-county effort that affected over 5000 workers. Santa Cruz's WDB also provided two follow-up support events: a job fair and a resource presentation at 500 Westridge.
- Nathan and EDD contacted the City of Santa Cruz to coordinate business relief efforts for the wharf disaster.
- Nathan informed the board that Mary Lou is now on the team and will be reaching out for new photo and bio updates for the website; also advised the board of new design changes.

Associate Human Services Analyst Brenda Diaz-Rivas provided an update on the Eligible Training Provider List (ETPL) 2023-24 Annual Report

- James Irvine Foundation Workforce Capacity Fund – approved by Board of Supervisors in November. Grant awarded \$450K.
- WDB Strategic Plan 2025-2030 – Community engagement sessions will be offered at the end of January. A flyer and QR code is available with information on how to attend the sessions. She's working New Ways to Work in the facilitation of engagement sessions.
- Community Engagement- Brenda is informing different community organizations to inform them about basic career services offered through WIOA.

Action: No action taken, report item only.

Item 4- Local Area Negotiated WIOA Performance Goals PY 2024-2026

WDB Director Andy Stone presented an update on the Workforce Innovation and Opportunity Act. He explained the attached chart that provides goals

Action: No action taken, report item only

Subject:

Break-out Session:

Purpose: To actively engage Board Members through an interactive session, featuring small group discussions focused on specific topics.

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?

Yellow Team – Dustin presented:

| 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? |
|--|---|
| (PAMF)Growth in healthcare, need to hire, space | Educating staff and community on laws immigration rights |
| (Carpenters Union) New projects-need for labor, hope for lower interest rates to boost spending | Exploring what new industry/business we bring to S.C. County |
| Consolidation in beer industry, hard to find workers, high wages make it difficult to retain good employees | Focus on more/affordable housing |
| Affordable housing continues to be a challenge | Use the voice of WDB for policy development |
| Adult ED-Full time faculty needs, Political Landscape-attendance | |

Orange Team – Casey presented:

| 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? |
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| Funding, federal budgeting | Improve staff training |
| Interest rates | Diversify funding |
| Equipment cost | Lobby for lower interest rates |
| Wages, Inflation | Project labor agreement (PLA) agreement |
| Immigration effects on workforce | Leverage available funding and partnerships w/common goals/interests |
| Business expansion roadblocks | Companies come in, promise work and they end up low-income jobs |
| Lack of business space and costs | Educate immigrants on rights |
| Wage compliance issues, immigrants fearful to come forward | Hire locally |

Team 3 – Marshall presented:

| 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? |
|---|---|
| Redesign and rightsizing Cabrillo due to enrollment decline | Fully utilize AI for job efficiency |
| Workforce gaps and competitive wages for entry and management positions | High interest rates |
| High cost of housing impacting employment and workforce | Access capital funding-businesses are willing to donate |
| Wages at entry and management level not competitive | |

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|--|--|
| High cost of housing impacting workforce | |
| Aging community retiring | |

Subject: Committee Member Announcements:

Annabelle Rodriguez shared there will be a Fair Chance Hiring Employer Information Session at Cabrillo College Horticulture Center on January 24, 2025.

Meeting adjourned at 10:39 a.m.

**Next Meeting: Workforce Development Board Meeting
Wednesday, March 19, 2025 @ 8:30am**