

**Workforce Development Board  
Full Board Meeting  
Wednesday, March 19, 2025, 8:30 a.m.  
500 Westridge Dr., Watsonville, CA 95076**

**The Chair called the meeting to order at 8:37 a.m., and a quorum was established. All participants attended in-person.**

**Board Members in Attendance**

Ayyad, Alia  
De La Garza, MariaElena  
Delk, Marshall  
Detlefs, Peter  
Diaz, Alma  
Dodge, Daniel  
Herrera-Mansir, Carmen  
Holmquist-Gomez, Laura  
Morse, Rob  
Rodriguez, Annabelle  
Rodriguez, Francisco  
Roth, Shaz  
Saavedra, Eric  
Shields, Bryan  
Siegel, Carol  
Sumano, Raymond  
Van Den Heuvel, Casey  
Vereker, Dustin

**Board Members Absent**

Bartels, Elyse  
Liebetrau, LeNae  
Miller, Chris  
Nagamine, Janet  
Setzler, Katie

**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**

Dorsey, Denise – Department of Rehabilitation  
Lewis, Josh – SC County Office of Education - Sueños  
Mitchell, Jennifer – Employment Development Department  
Reyes, Adriana – WIOA – Sueños  
Silva-Rojas, Jocelyne – WIOA - Goodwill Central Coast

**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**  
West Coast Community Bank

**Peter Detlefs**  
County of Santa Cruz

**Alma Diaz**  
Employment Development Department

**Daniel Dodge**  
Cabrillo College Federation of Teachers

**Felipe Hernandez**  
Fourth District Supervisor

**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

**KatieSetzler**  
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**

Roundtable introductions were made

**Non-agenda Public Comments:** None

Chair, Morse, noted strong community feedback regarding New Ways to Work. The five-year plan is coming in the next months. A delegation from the Workforce Development Board (WDB) is scheduled to attend the NAWB Forum to gather insights, explore opportunities, and draw inspiration from other boards.

---

**Subject: Workforce Achievement Awards**

Two awards were presented to the Cabrillo College Nursing Program recipients: Rosa Espinoza of the Adult and Dislocated Worker Program and Adrianna Reyes of the Sueños Youth Program. Videos showcasing the recipients were shared with the Board.

**Subject: Consent Items:**

**WDB Director, Andy Stone**, provided an explanation of how the block consent works. Items can be approved collectively or pulled out for separate discussion if needed.

**Item 1 – Block Consent: Approval of Items 1-8**

**Action:** It was moved to approve Items 1-8

- January 15, 2025 Full Board Meeting Minutes
- WIOA Regional Plan 2025 – 2028
- WIOA Local Plan 2025-2028
- Local Area Subsequent Designation and Local Board Recertification 2025-2027
- WIOA Local Policy Revisions and New Program Services Policies
- Re-contracting PY 2025/2026 WIOA Services
- WIOA PY 2024/2025 Contractor Local Program Monitoring
- WIOA Program Services Procurement

<b>Status:</b> Motion to Approve:	Casey Van Den Heuvel
Motion Seconded:	Bryan Shields
Abstentions:	Peter Detlefs for Item #1, Laura Holmquist-Gomez for Full Block of Consent Items
Opposed:	None

**Committee Action:** All members voted in favor, excluding abstentions. The motion passed.

---

**Subject: Action Items:**

**Item 9 – WDB Nominating Committee PY 25/26**

WDB Director, Stone, announced it's time to form the Nominating Committee to recommend WDB Officer Candidates for PY 25/26. He explained the committee's composition and

confirmed that Board member Carol Siegel will serve as Chair for the Nominating Committee. Members were encouraged to contact Carol if they were interested in serving on the Executive Committee.

WDB board members MariaElena De La Garza and Laura Holmquist-Gomez volunteered to join the Nominating Committee.

Board member, Siegel, requested that incumbents confirm by the following week whether they wish to continue in their roles and encouraged new participants to come forward.

Chair, Morse and Board member Dustin Vereker provided an overview of the various committees and their functions.

**Action:** It was moved to form a WDB Officer Nominating Committee to propose a slate of candidates for election at the WDB's May 28, 2025 meeting.

<b>Status:</b> Motion to Approve:	Marshall Delk
Motion Seconded:	Casey Van Den Heuvel
Abstentions:	None
Opposed:	None

**Committee Action:** All members voted in favor, excluding abstentions. The motion passed.

**Subject: Report Items:**

#### **Item 10 – Workforce Development Board Plan Updates**

Andy Stone, WDB Director, reviewed the Operational Plan Status Report for PY 2024-25, providing updates on the following goals:

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

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

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

**Action:** No action taken; this was a report item only.

---

#### **Item 11 - Workforce Development Board Staff Updates**

Sara Paz-Nethercutt, WDB Sr. Human Services Analyst, provided an update on the WIOA Mandated Partner Memorandum of Understanding (MOU), which due for renewal this year. The MOU involves collaboration with 14 mandated partners and will soon be presented to the Board for review and signatures from the Chair.

Nathan Kieu, Business Services Manager, gave updates on several items:

1. **State of the Workforce Update:** A draft report is expected in April, with a final draft and accompanying video to follow in May.
2. **CEDs Update:** The Economic Development Strategy is progressing with all jurisdictions attending. A draft will be available in April.
3. **Central Coast Business Engagement Round Table (CCBERT):** A roundtable for Business Services Managers (BSMs) will be held at Westridge to discuss best practices and employer engagement strategies.
4. **Santa Cruz County Skilled Trades Day Event:** Kieu has been collaborating with City of Watsonville and City of Capitola to organize the event, which will feature 22 employers and vendors, with an estimated 300 attendees.

Brenda Diaz-Rivas, WDB Associate Human Services Analyst, provided an update on the Community Engagement and Eligible Training Provider List (ETPL). Key updates included:

1. **WDB Strategic Plan 2025-2030:** Community engagement forums were completed, with 14 forums held over four weeks. The consultant group is conducting stakeholder interviews for additional workforce insights. All WDB members have been invited to the Strategic Planning meeting on April 16, 2025.
2. **James Irvine Foundation Workforce Capacity Fund:** Four proposals are under review, covering Human-Centered Design Training & Coaching, Race Equity Training & Coaching, and Extended Policy Audit & Program Review. These proposals will be finalized by April 4, 2025.
3. **ETPL Annual Monitoring PY24-25:** Monitoring has progressed without findings, and a report will be available soon.

Stone, WDB Director, provided an update on Legislative/Policy.

1. **Federal Update:** the Department of Labor has withdrawn the executive order affecting Diversity, Equity, and Inclusion (DEI) initiatives, which had been set to end. It is a valued program with bi-partisan support which is renewed annually. While the future remains unknown, it is business as usual for now.

**Action:** No action was required; this was a report item only.

**Subject:**            **Break-out Session:**

**Purpose:** The session aimed to explore strategies for recruiting and engaging new private-sector business representatives to serve on the Workforce Development Board (WDB) or its committees. Members discussed outreach tactics, barriers to participation, and methods to demonstrate the value of board membership to local business leaders.

**Format:** Participants were divided into small groups based on color-coded dots, each led by a facilitator. Small group discussions lasted for 15 minutes, followed by presentations to the full board.

**Questions:**

- **Recruitment Strategies:** What can the WDB members do to help recruit more private-sector business leaders?

- Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?
- Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?

**Green Team** (Marshall Delk) - Bryan Shields presented:

<b>Question 1:</b>	<b>Question 2:</b>	<b>Question 3:</b>
Recruitment Strategies: What can the WDB members do to help recruit more private - sector business leaders?	Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?	Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?
Members should be prepared with an elevator speech explaining the value of the board.	Good hearted contribution	Encourage businesses to contribute positively to the community, highlighting the opportunity to influence workforce policy.
Advocate as a voice in the industry to see what's next for our county	Board membership offers advocacy for regulations and land use to attract businesses.	

**Orange Team** (Carol Siegel, Casey Van Den Huevel, Raymundo Sumano, Daniel Dodge) - Alma Diaz presented:

<b>Question 1:</b>	<b>Question 2:</b>	<b>Question 3:</b>
Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders?	Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?	Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?
Have each sector recruit for their area of expertise	Advocate for workers & for future workers (construction)	Time constraints
Create a recruiting letter or brochure.	Knowledge as an employer as to what programs are available, apprenticeship programs	Lack of knowledge of WIOA offers- old school marketing
	Accountability for funds, having leverage on how it's spent	Meetings in a more convenient location or at different businesses as the host.
	Tell how they can benefit as an employer with programs	

**Blue Team** (Francisco Rodriguez, Annabelle Rodriguez) – Alia Ayyad presented:

<b>Question 1:</b>	<b>Question 2:</b>	<b>Question 3:</b>
Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders?	Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?	Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?
Focus on growth industries and extend personal invitations.	Keeping business local; add to their workforce via internships and information exchange when workforce gap exists	Offer flexible meeting schedules and communicate the benefits of board participation.
Know our mission as members. Advocate through our mission in simple terms.		We can highlight businesses at meetings “spotlight” them. Make them feel special.

**Red Team** (Carmen Herrera-Mansir, Peter Detlefs, Shaz Roth, Laura Holmquist-Gomez, MariaElena De La Garza) – Dustin Vereker presented:

<b>Question 1:</b>	<b>Question 2:</b>	<b>Question 3:</b>
Recruitment Strategies: What can the WDB members do to help recruit more private- sector business leaders?	Value Proposition: What key benefits should be highlighted to encourage business leaders to join the board?	Overcoming Barriers: What challenges prevent private-sector employers from participating, and how can the WDB address them?
Focus on targeting and inviting businesses directly.	Input on where funds are spent	Another meeting to attend
Have orientation and buddies	You have an impact on Workforce priorities with low commitment	People don't have board experience
Invite businesses to present at WDB meetings with focus on experience & growth	Networking -engagement with business partners	Address time constraints associated with board participation
What can we do to help slower, declining businesses get back to growth?	Align my needs with the WDB	

**Subject:**           **Committee Member Announcements:**

None

**Meeting adjourned at 10:40 a.m.**

**Next Meeting:**     **Workforce Development Board - Special Meeting**  
**Wednesday, April 16, 2025 @ 8:30 – 11:30 a.m.**  
**Location:**         **Community Room - 500 Westridge Dr., Watsonville, CA 95076**

**Workforce Development Board – Executive Committee**  
**May 7, 2025 @ 8:30 a.m.**  
**Location:**         **Workforce SCC - 500 Westridge Dr., Watsonville, CA 95076**