



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

Workforce Development Board- SPECIAL Executive Committee
Wednesday, July 23, 2025 @ 8:30am

Location: Workforce Santa Cruz County, Watsonville Career Center
500 Westridge Dr. – Career Center Classroom
Watsonville, CA 95076

Call to Order/Welcome

Non-agenda Public Comment

Chairperson’s Report

Presentation: Community Engagement Results, Brenda Diaz-Rivas
State of the Workforce, Nathan Kieu

Action Items (vote required):

1. Approval of Minutes: May 7, 2025.....2-8
2. WDB Strategic Plan 2025-2030 9
3. WDB Operational Planning for PY 2025/2026 10

Adjournment

Next Meeting: Workforce Development Board-Executive Committee
Date: August 27, 2025
Location: 500 Westridge Dr. – Career Center Classroom
Watsonville, CA 95076

Workforce Development Board
September 24, 2025 @ 8:30 am
Location: 500 Westridge Dr. – Community Room
Watsonville, CA 95076

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.

Action Item 1: Approval of Meeting Minutes

(Action required) – Andy Stone

Recommendation

Approve the May 7, 2025 Executive Committee meeting minutes.

Suggested motion

I move to approve the May 7, 2025 Executive Committee meeting minutes.

**Workforce Development Board
Executive Committee
500 Westridge Dr, Watsonville CA 95076
Wednesday, May 7, 2025 8:30 a.m.**

Item 1 Attachment

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

The Chair called the meeting to order at 8:32 a.m., and a quorum was established. All participants attended in-person.

Committee Members in Attendance

Adolfo, Tracey
Bartels, Elyse
Delk, Marshall
Morse, Rob
Siegel, Carol
Vereker, Dustin

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
Vaiz, Mary Lou – WDB Clerical Support

Guests

None

Subject: Public Comment

Board member Siegel mentioned County Job Fair happening today.

Subject: Vice Chairperson's Report

Chair Morse noted that the last Full Board Strategic Planning meeting lacked a quorum. However, the presentation was engaging, and there was substantial input. We are making solid progress toward developing a comprehensive five-year plan with valuable feedback. A draft will be prepared for the Executive Committee Special meeting in July.

Subject: Action Items:

Item 1 – Approval of the February 26, 2025 Meeting Minutes

Action: It was moved to approve the February 26, 2025 Executive Committee meeting minutes.

Status: Motion to Approve: Carol Siegel
Motion Seconded: Marshall Delk

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

Oppositions: None
 Abstentions: None

Committee Action: All in favor, motion passed.

Item 2 – Proposed WDB Meeting Calendar PY 25/26

Chair Morse emphasized the importance of attendance to ensure quorum and encouraged members to respond to meeting invites and update their responses as needed. Pending Full Board approval on 5/28/25, calendar invites will be sent.

Action: It was moved to approve the Workforce Development Board (WDB) Meeting Calendar for Program Year (PY) 2025-2026.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Dustin Vereker
 Oppositions: None
 Abstentions: None

Committee Action: All in favor, motion passed

Item 3 – Eligible Training Provider Draft Monitoring Report PY 24/25

Brenda Diaz-Rivas reported that all Eligible Training Providers passed the monitoring process, and feedback from 11 participant interviews was positive.

- **Strategic Plan 2025–2030:** Survey sent to absent Board members; NWTW is preparing draft report due 5/28/25 to be reviewed by WDB staff and shared with Executive Committee for feedback.
- **Irvine Foundation Projects:** Civic Makers selected for Human-Centered Design; contract expected by early June. Racial Equity RFP released 5/1; proposals due 5/30.

Action: It was moved to recommend the full Workforce Development Board accept the PY 2024-2025 local ETPL monitoring report as drafted by WDB staff.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Elyse Bartels
 Oppositions: None
 Abstentions: None

Committee Action: All in favor, motion passed

Item 4 – WIOA Program Year 2025-26 Budget

WBD Director Andy Stone presented a provisional “status quo” budget of \$3,844,934, pending final allocations in June. A finalized version will be presented next meeting.

- Reviewed the Financial Report showing what we did for 24/25 and our proposed “status quo” budget for 25/26 to be updated once we receive our allocations.
- Going forward a subtotal line will be added to the report.

Director Stone also provided a federal budget update, noting potential 29% cuts and encouraged Board advocacy.

Action: It was moved to recommend the full Workforce Development Board approve a provisional WIOA budget of \$3,844,934 for PY 2025-26, based on PY 2024-25 funding levels, including a dedicated allocation of \$140,000 from the Adult and Dislocated Worker training services for On-the-Job Training (OJT) supporting apprenticeships.

Status: Motion to Approve: Marshall Delk
 Motion Seconded: Elyse Bartels
 Oppositions: None
 Abstentions: None

Committee Action: All in favor, motion passed

Item 5 – WIOA Partner Memorandum of Understanding Renewal

Sara Paz-Nethercutt presented the triannual WIOA Partner MOU for renewal. The MOU outlines partner collaboration and infrastructure sharing. A detailed attachment was provided for review.

Action: It was moved to recommend that the Full Workforce Development Board:

1. Accept the WIOA Mandated Partner Memorandum of Understanding (MOU) renewal as drafted by WDB staff and partners;
2. Authorize the WDB Chair to sign the MOU on behalf of the Board; and
3. Direct WDB staff to submit the MOU to the Santa Cruz County Board of Supervisors for final approval.

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

Committee Action: All in favor, motion passed

Item 6 – WDB May 28, 2025 Meeting Planning

Director Stone previewed several agenda items planned for the upcoming full WDB meeting on May 28, 2025, including:

1. Presentations of workforce achievement awards – Business of the Year and Community Champion;
2. Officer elections;
3. A State of the Workforce presentation by Josh Williams of BW Research.

Action: It was moved to recommend that the Workforce Development Board staff include the following items in the May 28, 2025 Workforce Development Board meeting agenda:

1. Workforce achievement awards
2. Officer election
3. State of the workforce presentation

Status: Motion to Approve: Dustin Vereker
 Motion Seconded: Carol Siegel
 Oppositions: None
 Abstentions: None

Committee Action: All in favor, motion passed

Subject: Report Items:

Item – 7 WDB Officer Nominations Program Year 25/26

Board member Siegel reported that the Nominating Committee proposed four At-Large candidates for two open officer seats: Alia Ayyad, Marshall Delk, Bryan Shields, and Dustin Vereker. Voting will occur by paper ballot at the May 28, 2025 Full Board meeting, with Mary Lou Vaiz assigned to tally the votes.

A discussion followed on Executive Committee oversight of attendance. Chair Morse suggested a formal annual review of attendance records. Andy Stone will prepare an attendance report for the next Executive Committee meeting.

No action, report item only.

Item 8 – Workforce Development Board Plan Updates

Director Stone provided updates on two key plans:

1. Operational Plan for Workforce Santa Cruz County

- **Goal 1:** Jobseekers have the competitive skills to earn a sustainable wage with opportunities for career pathways.
 - Six apprentices completed the Dientes apprenticeship program and will be featured in a video during the next meeting.
 - **Goal 2:** Santa Cruz County businesses have the talent needed to thrive now and into the future.
 - Joby Aviation is planning a drone pilot training program and a maintenance apprenticeship at Watsonville Airport.
 - **Goal 3:** Santa Cruz County Workforce Development supports community partners to positively impact the region's economic vitality.
 - The Workforce Strategic Plan and State of the Workforce report are on track for the May 28 presentation.
2. **AJCC Continuous Improvement Plan PY 23/24:** Details included in the attached report.

No action, report item only.

Item 9 – Workforce Development Board Staff Updates

Business Services – Nathan Kieu reported:

1. State of the Workforce Video - 7 videos with Full Capacity Marketing ready in June.
2. CEDS (Comprehensive Economic Development Strategy) Update – Content is complete and will be presented to the Board of Supervisors.
3. SBDC Small Business Summit – Nathan will be speaking about the State of the Workforce and WDB services offered.
4. Joby Apprenticeship Update –Progressing on plans to hire 8 individuals through apprenticeships

Community Engagement/ETPL – Brenda Diaz-Rivas reported:

- A survey was sent out to those board members who couldn't attend the board's engagement session on 4/16/25.
- A draft report is in development by NWTW and will be reviewed by the Executive Committee.
- Civic Makers has been selected as the vendor for the Human Centered Design component of the James Irvine Foundation Workforce Capacity Fund.
- The Racial Equity RFP was released May 1, with proposals due May 30.

No action, report item only.

Item 10 – WIOA Final Local Performance PY 2023

Director Stone reported that the Santa Cruz Local Area met all required WIOA federal performance measures for PY 2023. Final performance data was released on March 25, 2025 (WSIN24-37). Compliance with EDD Directive WSD20-02 was confirmed, including:

- Employment Rate 2nd Quarter After Exit
- Employment Rate 4th Quarter After Exit
- Median Earnings
- Credential Attainment

No action, report item only.

Subject: Committee Member Announcements:

Chair Morse closed the meeting with a reminder for interested members to attend the upcoming Small Business Summit.

Meeting adjourned at 9:59 a.m.

Next Meeting:

**Workforce Development Board
May 28, 2025 @ 8:30 am
Location: 500 Westridge Dr. –
Community Room Watsonville, CA
95076**

**Workforce Development Board –
Executive Committee Date: TBD
Location: 500 Westridge Dr. – Career Center
Classroom Watsonville, CA 95076**

Report Item 2: WDB Strategic Plan 2025-2030

(Vote required) – Andy Stone

Recommendation

Recommend the Full Workforce Development Board approve the WDB Strategic Plan for 2025–2030.

Background

Over the past several months, the Santa Cruz County Workforce Development Board (SCCWDB) undertook a comprehensive strategic planning process to shape workforce development efforts through 2030. The planning included extensive community input through stakeholder interviews, surveys, facilitated sessions, SWOT analyses, and a detailed labor market data review. The Full Board conducted a prioritization session on April 16, 2025, to identify key areas for strategic focus.

Through this inclusive and data-driven approach, three strategic priorities were identified:

- **Job Quality & Economic Mobility:** Ensuring individuals gain access to stable, well-paying jobs with clear opportunities for growth.
- **Employer and Small Business Engagement:** Strengthening relationships with local businesses, particularly small to mid-sized employers, to better align workforce services.
- **Skills Gaps & Training Alignment:** Closing the gap between available training programs and the skills employers need, especially within growing industries.

The resulting Strategic Plan includes measurable goals to guide implementation and ongoing evaluation through 2030.

The full Strategic Plan is available for review here: <https://bit.ly/3lvRbNg>

Next Steps

Present the final Strategic Plan to the Full Workforce Development Board for approval.

Suggested motion

I move to recommend that the Full Workforce Development Board approve the Strategic Plan for 2025–2030.

Action Item 3: WDB Operational Planning for PY 2025/2026

(Action required) – Andy Stone

Recommendation

Recommend that the Full Workforce Development Board adopt the Executive Committee's identified objectives for Program Year 2025–2026, that directly support the strategic goals outlined in the draft Workforce Santa Cruz County Strategic Plan 2025–2030.

Background

Each program year, the Executive Committee engages in a discussion to guide the development of operational objectives. With final approval of the strategic plan anticipated in September, the Executive Committee is charged with identifying operational objectives for PY 2025–2026 that will serve as the first-year implementation steps for achieving the plan's strategic goals.

The draft 2025–2030 Strategic Plan is centered around three priority areas:

1. Job Quality and Economic Mobility

2030 Goal: By 2030, increase the percentage of all WDB-assisted placements that meet or exceed the county self-sufficiency wage to 30%

2. Employer and Small Business Engagement

2030 Goal: By 2030, establish & maintain two active industry sector councils & provide value added workforce services to at least 500 unique businesses.

3. Skills Gaps and Training Alignment

2030 Goal: By 2030, 50% of all WIOA training enrollments will support the top ten high-demand occupations identified each year.

To maintain strategic alignment, the WDB will need to identify operational objectives for PY 2025–2026 that reflect these priorities. These operational objectives should represent the specific activities that need to be completed during the current program year to make progress toward achieving the Strategic Plan's five-year goals.

Next Steps

At this meeting, the Executive Committee will participate in a facilitated discussion to identify this year's operational objectives. The WDB staff will provide the Committee with potential topics for consideration. The Committee will add its own recommendations and then narrow the list down to its top selections.

Suggested motion

I move to recommend that the Full Workforce Development Board adopt the following operational objectives for Program Year 2025–2026: