

**Workforce Development Board  
SPECIAL Executive Committee  
500 Westridge Dr, Watsonville CA 95076  
Wednesday, July 23, 2025 8:30 a.m.**

**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

**Kristen Brown**  
Santa Cruz Chamber of Commerce

**Maria Elena 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

**Annabelle Rodriguez**  
Cabrillo College

**Francisco Rodriguez**  
Monterey Bay Labor Council

**Shaz Roth**  
Pajaro Valley Chamber of Commerce  
and Agriculture

**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

**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  
Ayyad Alia  
Bartels, Elyse  
Morse, Rob  
Siegel, Carol

**Committee Members Excused**

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

**Guests**

Delk, Marshall  
Sumano, Raymundo

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**Subject:      Public Comment  
                 None**

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**Subject:      Vice Chairperson's Report**

Chair Rob Morse announced three (3) board members stepped down, Eric Saavedra, Janet Nagamine and Chris Miller. Four (4) new Board Members are pending appointment to the Full Board in August by the County Board of Supervisors.

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**Presentations**

Brenda Diaz-Rivas gave a presentation on the Community Engagement Initiative results for PY 24-25. The Community Engagement Initiative was created to build awareness of all the different programs that train, educate and support the local Workforce and understand what the local workforce needs are in the community. WIOA partners, Community Based Organizations and WIOA participants had a part in providing feedback on Local Workforce needs and how to improve services. There were eleven (11) Workforce Development Services

presentations to Community Based Organizations and WIOA mandated partners. Brenda shared results of the Follow-up Survey from staff who attended the presentations.

Nathan Kieu shared the State of the Workforce Report produced by the Workforce Development Board and BW Research.

Topics covered included:

- Employment and job growth trends
- Unemployment rates
- Population changes
- Wage distribution
- Industry sector performance
- Educational attainment
- Opportunities for economic and workforce development

The State of the Workforce report is available to view on the Workforce Santa Cruz County website.

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**Subject:**      **Action Items:**

**Item 1 – Approval of the May 7, 2025 Executive Meeting Minutes**

**Action:** It was moved to approve the May 7, 2025 Executive Committee meeting minutes.

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Elyse Bartels  
Abstentions: Alia Ayyad

**Committee Action:** All in favor, motion passed.

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**Item 2 – WDB Strategic Plan 2025-2030**

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 (3) 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>

**Action:** It was moved to recommend that the Full Workforce Development Board approve the Strategic Plan for 2025-2030

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Alia Ayyad  
Abstentions: None

**Committee Action:** All in favor, motion passed

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### Item 3 – WDB Operational Plan for PY 2025-2026

The Executive Committee participated in a facilitated discussion to identify the operational objectives that directly support the strategic plan priority goals for the current program year PY2025/26. For each of the three (3) goals, the priority objectives selected are as follows:

1. **Job Quality & Economic Mobility:** By 2030, increase the percentage of all WDB-assisted placements that meet or exceed the county self-sufficiency wage to 30%
  - Promote Living-Wage Jobs by Highlighting Employers, Job Listings, and Trainings; Build more career ladders into our training strategy; Make living wage visible and actionable
2. **Employer and Small Business Engagement:** By 2030, establish & maintain two active industry sector councils & provide value added workforce services to at least 500 unique businesses.
  - Develop a Business Services Toolkit; Set up a CRM “Launchpad” and outreach calendar; Host an Industry Sector roundtable
3. **Skills Gaps & Training Alignment:** By 2030, 50% of all WIOA training enrollments will support the top ten high-demand occupations identified each year.
  - Productively Identify and Add Training Programs for Top 10 Local Occupations; Publish annual labor market snapshot, featuring Board’s Top 10 occupations; Eliminate barriers to training success by expanding support services and creating bridge programs

**Action:** It was moved to recommend that the Full Workforce Development Board adopt the selected operational objectives for Program Year 2025-2026

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Alia Ayyad  
Abstentions: None

**Committee Action:** All in favor, motion passed

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**Meeting adjourned at 10:48 a.m.**

**Next Meeting:** Workforce Development Board Executive Committee  
August 27, 2025 @ 8:30am  
Location: 500 Westridge Drive, Watsonville, CA 95076  
Career Center Classroom

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

