

**Workforce Development Board
Full Board
500 Westridge Dr, Watsonville CA 95076
Career Center Computer Lab
Wednesday, September 24, 2025, 8:30 a.m.**

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

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

Bartels, Elyse (Vice Chair)
Brown, Kristen
Corpuz, Frances
De La Garza, MariaElena
Delk, Marshall
Hernandez, Felipe
Holmquist-Gomez, Laura
Morse, Rob (Chair)
Rodriguez, Annabelle
Rodriguez, Francisco
Rodriguez, Isidro
Roth, Shaz
Pedersen, Alexander
Siegel, Carol
Sumano, Raymond
Van Den Heuvel, Casey
Vereker, Dustin

Committee Members Excused

Ayyad, Alia
Detlefs, Peter
Diaz, Alma
Dodge, Daniel
Hererra-Mansir, Carmen
Liebetrau, LeNae
Setzler, Katie
Shields, Bryan

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

Becerra, Ivan
Brito, Mirian
Estrada, Vivian
Frasca, Lizbeth
Froylan-Soto, Karla
Lewis, Joshua

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

Frances Corpuz
Sproutling and Company

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

Annabelle Rodriguez
Cabrillo College

Francisco Rodriguez
Monterey Bay Labor Council

Isidro Rodriguez
Watsonville, Aptos, Santa Cruz Adult Education

Alexander Pedersen
Santa Cruz County Small Business Development
Center

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

Lopez, Roberto
Michael, Jack
Ming, Racy
Mitchell, Jennifer
Moskalyk, Andriy
Munoz, Beatrice
Ortiz, Nayeli

Subject: Non-Agenda Public Comment

It was noted that Community Action Board is celebrating its 60th anniversary with a Gala on October 18, 2025, at The Grove in Santa Cruz.

Subject: Chairperson's Report

No report.

Subject: Presentation

The Workforce Achievement Awards were presented to two recipients.

Subject: Consent Items

Item 1 – Approval of May 28, 2025, Meeting Minutes

Item 2 – WIOA Local Program Services: Revised and New Policies

Action: It was moved to approve the consent items, including the May 28, 2025, meeting minutes and the revised and new local program services policies, as drafted by the Workforce Development Board.

Status:	Motion to Approve:	Casey Vane Den Heuvel
	Motion Seconded:	Laura Holmquist-Gomez
	Oppositions:	None
	Abstentions:	Marshall Delk

Committee Action: All in favor; motion carried.

Subject: Action Items

Item 3 – WIOA Program Year 2025-26 Budget

An update was provided on the allocation for the WIOA budget, and the Financial Report was reviewed. The total available funding for PY 2025–26, including carry-in funds, was reported as \$4,503,221. The training allocation for On-the-Job Training (OJT) remains at \$140,000.

Action: It was moved to approve the updated WIOA budget for PY 2025-26.

Status: Motion to Approve: Carol Siegel
 Motion Seconded: Casey Van Den Heuvel
 Oppositions: None
 Abstentions: None

Committee Action: All in favor; motion carried.

Item 4 – WDB Bylaws Update

Adjustments to the WDB’s operating practices were reported as follows:

- Simplifying the committee structure by eliminating several standing committees (e.g., Youth Council) and retaining only two: the Executive Committee and the Comprehensive Economic Development Strategy (CEDS) Committee.
- Establishing a new process for electing Executive Committee members, as committee chairs are no longer automatically seated.
- Allowing the WDB Chair to appoint business representatives as Chair and Vice-Chair of the CEDS Committee, rather than assigning those roles to the WDB Chair and Vice-Chair.
- Modifying one at-large membership category to be included within “Workforce Representatives.”

Action: It was moved to approve the staff-recommended updates to the WDB Bylaws and to have staff take the next steps (County Counsel review and Board of Supervisors approval) for finalizing the Bylaws.

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

Committee Action: All in favor; motion carried.

Item 5 – WDB Strategic Plan 2025-2030

The Santa Cruz County Workforce Development Board (SCCWDB) identified three strategic priorities through 2030:

- **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 full Strategic Plan was provided at: <https://bit.ly/3lvRbNg>

Action: It was moved to approve the Strategic Plan for 2025-2030.

Status: Motion to Approve: Casey Van Den Heuvel
Motion Seconded: Elyse Bartels
Oppositions: None
Abstentions: None

Committee Action: All in favor; motion carried.

Item 6 – Top Ten (10) Occupations for PY 2025-2026

To meet the strategic priority of Skills Gaps & Training Alignment, staff reported that a percentage of enrollments must align annually with the Top Ten Occupations. Data was reviewed to support the selection of each occupation, including career pathways and entrepreneurial opportunities. Staff developed a demand score to identify the following occupations:

1. Registered Nurses
2. Medical Assistants
3. Dental Hygienists
4. Carpenters
5. Plumbers, Pipefitters & Steamfitters
6. Dental Assistants
7. Heavy and Tractor-Trailer Truck Drivers
8. Electricians
9. Police and Sheriff's Patrol Officers
10. First-Line Supervisors of Construction Trades and Extraction Workers

Action: It was moved to approve the Top Ten Occupations for PY 2025–26, as identified by staff.

Status: Motion to Approve: Casey Van Den Heuvel
Motion Seconded: Annabelle Rodriguez
Oppositions: None
Abstentions: None

Committee Action: All in favor; motion carried.

Item – 7 Plan Updates

1. Operational Plan Update

Through the 2025 strategic planning process, WDB staff and the Executive Committee identified three strategic priorities. Champions will present progress updates at future board meetings. The Operational Plan Status Report for PY 2025–26 was reviewed. The new priorities are:

- Job Quality & Economic Mobility
- Employer & Small Business Engagement
- Skills Gaps & Training Alignment

These priorities replace the previous Operational Plan.

No action; report item only.

Item 8 – Workforce Development Board Staff Updates

Legislative (Andy Stone):

- WIOA is board-funded through this fiscal year.
- Medical and CalFresh benefits may create referrals into WDB programs to meet work-hour requirements.
- WIOA legislation is pending reauthorization.

WIOA Career Services (Sara Paz-Nethercutt):

- The WIOA Program Services Procurement was released on July 14, 2025. A pre-bidders' conference was held with five interested parties.
- Bids are due by September 30, 2025.
- On December 3, 2025 a request for awards will be presented to WDB for approval.
- Contract negotiations will begin July 1, 2026.

Business Services (Nathan Kieu):

- The Comprehensive Economic Development Strategy (CEDS), approved by the Board of Supervisors, is ready for submission to the Economic Development Agency.
- A Board Agenda Management System (Boardable) is being procured to streamline and modernize agenda processes, with a planned launch in November.
- Launchpad CRM will be implemented to improve service delivery in Santa Cruz County.
- A Businesses Services Toolkit is being developed to provide employers with clear access to WDB services.
- Joby is currently recruiting three participants for its Aircraft Maintenance Technician apprenticeship program.

Community Engagement / ETPL (Brenda Diaz-Rivas):

- *James Irvine Foundation Public Workforce Capacity Fund:*
 - Human-Centered Design (HCD) sessions have begun. An HCD learning lab will take place in the coming weeks.
 - Two WDB staff members are participating in a five-month Peer Learning Group, with Irvine-funded partners to share insights, best practices, and challenges.
 - Racial Equity – the contract with vendor TKM has been executed.
 - Approval was obtained from the Program Officer to allocate \$43,000 from the Public Workforce Capacity Fund Grant toward innovative Human-Centered Design projects.
- Under the Community Engagement Initiative, a presentation will be delivered to PVUSD staff regarding available services and the MENtors program, which supports justice-involved fathers in becoming mentors.

No action; report item only.

Item 9 – Eligible Training Provider List (ETPL) 2024-25 Annual Report

The five attachments were shared. There is no longer a wait list for participants.

Overall Training Outcomes for PY 2024–25:

- Total Participants: 96 enrolled in WIOA-funded training programs
- Completion Rate: 63.5% (61 completions out of 96)
- Successful Completions: 52 completed training and met performance measures
- Employment Outcomes: 12 entered employment post-training
- Average Wage: \$36.55 per hour across completions

No action; report item only.

Meeting Adjournment

The meeting adjourned at 10:28 a.m.

Next Meetings:

Executive Committee

November 5, 2025 @ 8:30 a.m.
Location: 500 Westridge Dr.,
Career Center Classroom,
Watsonville, CA 95076

Workforce Development Board

December 3, 2025 @ 8:30 a.m.
Location: 500 Westridge Dr.,
Community Room,
Watsonville, CA 95076