



SANTA CRUZ COUNTY

**1000 Emeline Avenue
Santa Cruz, CA 95060
(831) 454-4873**

www.santacruzwb.com

MEMBERS:

Ron Slack, Chair
Good Times

Carol Siegel, Vice Chair
Santa Cruz Seaside Company

Alan Aman, Chief Operating Officer
PAMF Santa Cruz

Paul Arsenaull, Business Representative
Sheet Metal Workers' Union, Local 104

Alia Ayyad, Director
Center for Employment Training

Diane Berry-Wahrer, Supervisor
Department of Rehabilitation

Greg Caput, Supervisor
SC County Board of Supervisors

John T. Collins II, Senior Vice President
Goodwill Industries

Christina Cuevas, Program Director
Community Foundation of Santa Cruz County

VACANT
National Council on the Aging

Rick Deraiche, Deputy Division Chief
Employment Development Department

Russ Elliot, Director, Human Resources
Easton-Bell Sports

Cecilia Espinola, Director
Santa Cruz County Human Services Department

Jon Gundersgaard, Senior, Technical Recruiter
Seagate Technology

Janet M. Heien, Human Resources Director
Driscoll's

Dave Hood, President
First Alarm

Christine Johnson-Lyons, Executive Director
Community Action Board

Julie Lambert, Vice-Chair
S. Martinelli and Company

Cesar Lara, Executive Director
Monterey Bay Central Labor Council

Bonnie Lipscomb, Director
City of Santa Cruz Redevelopment Agency

Stephen Mangelsen, Partner
B2B CFO

Vicki Miranda, VP Human Resources
Dominican Hospital

Bonnie Morr, Chair
United Transportation Union, Local 23

Patrick Mulhearn, Business Representative
Aptos Chamber of Commerce

Carlos Palacios, Manager
City of Watsonville

James Parker, Facility Team Leader
Whole Foods Market

Rock Pfothenhauer, Dean Career Education and Economic Development
Cabrillo College

Mary Powers, Principal
Santa Cruz Adult School

James Quist, Senior Vice President
Wells Fargo Bank

Howard Sherer, Co-Owner
Hutton Sherer Marketing

Mark Treanor, Branch Manager
Graniterock

William Tysseling, Executive Director
Santa Cruz Area Chamber of Commerce

Ed (Ned) Van Valkenburgh, Marketing Representative
Carpenters Union Local 505

Michael Watkins, Superintendent
Santa Cruz County Office of Education

Robert Williamson, Business Representative
IATSE, Local 611

Chris Wolfe, Administrative Equipment Manager
Granite Construction, Inc.

DIRECTOR:

David Lundberg

**Workforce Investment Board
Executive Committee
Wednesday, May 25, 2011 @ 8:30 AM
1000 Emeline Avenue, Santa Cruz, CA**

The Chair called the meeting to order at 8:35 AM.

Committee Members in Attendance

Collins, John T., II	Senior Vice President, Goodwill Industries
Lambert, Julie	Director of Finance and Human Resources, S. Martinelli & Company
Sherer, Howard	Co-Owner, Hutton-Sherer Marketing
Slack, Ron	Publisher, Good Times

Committee Members Absent

Siegel, Carol	Employment Mgr, Seaside Company
Hood, Dave	President, First Alarm
Williamson, Bob	Business Rep, IATSE Local 611

Staff in Attendance

Lundberg, David	WIB Director
Gray, Lacie	WIB Sr. Analyst
McNeil, Gary	WIB Sr. Analyst

Guests

None.

Subject: Welcome

Discussion: Chair Ron Slack called the meeting to order and welcomed members, staff, and guests.

Subject: Public Comment

Discussion: None

Subject: Director's Report

Discussion: Workforce Investment Board (WIB) Director David Lundberg commented and discussed the following informational items:

- It has been a very busy and challenging year, and he thanked staff for their contributions.
- Julie Lambert was thanked for her service as Vice-Chair on the Executive Committee; she is stepping down from that position after this meeting.
- The unemployment rate for the County remains high, 13.1%, as compared to 11.7% in the state, and 8.7% nationally
- Plantronics celebrated its 50th anniversary.
- Bob Williamson attended the California Federation of Labor/CIO Conference this month.
- There are concerns about the 2012 federal budget, since cuts in domestic spending and services as a trade-off for raising the debt ceiling may results in WIA funding reductions.

Subject: Approval of March 23, 2011 Minutes

Discussion: Chair Ron Slack opened the floor for any comments or corrections.

Action: Approval of March 23, 2011 Minutes

Status: Motion to Approve: Julie Lambert
Motion Seconded: Howard Sherer
Committee Action: All voted in favor; motion passed.

Subject: Committee Reports

Committee reports are discussed in the consent agenda items.

Subject: Consent Items

- C.1 Committee Reports: Career Center, CEDS, Youth Council**
- C.2 WIA 3rd Qtr. PY 2010-11 Financial & Performance Report**
- C.3. WIB 2010-11 Monitoring Reports on Program Services**
- C.4 Individual Training Account and Support Services Policy Changes for PY 2011-12**
- C.5 Youth Council member nominations**
- C.6 WIB and Committees' 2011-12 Meeting Calendar**

Recommendation: Accept and File Consent Agenda Item Recommendations.

Action: Approve Consent Agenda Item C.1 through C.6

Status: Motion to Approve: Howard Sherer
Motion Seconded: Julie Lambert
Abstentions: John T. Collins, II as to item C.3
Committee Action: All voted in favor, motion passed.

Subject: Report Item R.1 New Business Sector Board Members

Recommendation: Review Efforts to Recruit WIB Business Sector Members.

Discussion: Committee members and staff discussed options for recruiting new Board members. There have been some recently approved additions to the Board, but it remains a challenge to maintain a more than 50% majority of business representatives on the Board. Efforts continue to recruit representatives from Chaminade, Whole Foods, Fox Racing Shox, Nordic Naturals, Plantronics and someone from the agricultural sector. David Lundberg conducted a new Board member orientation for directors Stephen Mangelsen, Patrick Mulhearn, and Vicki Miranda.

Status: The Committee discussed the item without formal action.

Subject: Report Item R.2 WIB Actions, Grants, Proposals, Legislation and Regional Activities.

Recommendation: Review Current WIB Actions, Grants, Proposals, Legislation and Regional Activities.

Discussion: David Lundberg reported that the WIB has applied for a Governor's Rapid Response Discretionary Grant in the amount of \$999,795 to assist laid off workers impacted by the weak economy and business closures, the WIB is awaiting a decision from the state as to whether it will be funded. The WIB also received a \$1.4 million National Emergency Grant to assist with tsunami clean-up efforts. The project is currently being implemented. The WIB supported a successful federal grant application submitted by Shoreline Workforce Development Services to provide workforce services for Veterans in the tri-county San Luis Obispo, Monterey, and Santa Cruz Counties region. The WIB has also submitted two applications for state grants with partners County Office of Education and the Green Careers Partnership in responses to solicitations for proposals for youth services and green jobs training. The WIB is also working with consultant Rob Gamble to consider options for expanded and more pro-active rapid response services. Gamble recently wrote a web article about how approximately thousands of dollars in unemployment benefits are saved for each lay off that is averted. The state will be conducting a fiscal and procurement monitoring of WIB services in July. The Employment Development Department has asked to conduct an Americans with Disability Act (ADA) compliance review of the Capitola center, but since this is an EDD stand-alone service site, the WIB is not responsible for meeting compliance requirements or addressing any deficiencies, if any. A new memorandum of understanding is being drafted to include Santa Cruz and San Benito Counties in a consortium that also includes the Monterey, Santa Barbara, and Ventura WIBs. Additionally the Monterey WIB has recently awarded WIA funded service contracts to Shoreline Workforce Development Services and the County Office of Education to provide services in North Monterey County.

Status: The Committee discussed the item without formal action.

Subject: Discussion and Action Items
D.1 Approve Committees' 2011-12 Actions for WIB's Strategic Plan

Recommendation and Action:

- ***Consider and adopt the proposed specific task for the Executive Committee;***
- ***Consider and adopt the each Committee's 2011-12 activity(ies) to support the targets to meet the WIB's strategic goals.***
- ***Adopt the Career Center Committee's recommendation for the Committee's name change to the Workforce Services Oversight Committee.***

Discussion: WIB Senior Analyst Lacie Gray updated the Committee on the status of the Strategic planning process and the Committees' 2011-12 activities to support the WIB strategic goals. A score sheet will be developed to track progress on the activities. For the specific task of the Executive Committee, the group agreed to a recommendation for the Board to appoint an ad hoc Oversight Work Group to look at Board and committee structure and effectiveness in addressing the goals in the Strategic Plan. The Committee suggested a number of Board members who might be interested in serving on the Work Group.

Status: Motion to Approve: Julie Lambert
Motion Seconded: John C. Collins II
Abstentions: None
Committee Action: All voted in favor, motion passed.

Subject: D.2 Discuss and Recommend WIB Officers for 2011-12

Recommendation and Action:

- **Review and approve slate of candidates for the Workforce Investment Board and its subcommittees**

Discussion: The Committee briefly reviewed the slate of candidates for WIB governing body and committees for FY 2011-12, as follows:

Full Board and Executive Committee: Chair – Ron Slack; Vice-Chair – Carol Siegel; Immediate Past Chair/At Large Member – Howard Sherer

Career Center: Chair – Dave Hood; Vice-Chair – Bob Williamson

Youth Council: chair – John Collins; Vice-Chair – Carol Siegel

CEDS: Chair – Ron Slack; Vice-Chair – Carol Siegel

Status: Motion to Approve: Julie Lambert
Motion Seconded: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Subject: D.3 Discuss and Approve 2011-12 WIA Budget and Services Plan

Recommendation and Action:

- **Approve the proposed FY 2011-12 Budget for the formula WIA Adult, Dislocated Worker (DW), and Youth programs the attachment to be distributed at the meeting;**
- **Authorize staff to negotiate with the WIA service providers based upon the proposed FY 2011-12 budget for the Adult, DW, and Youth services and to prepare contracts for approval by the County Board of Supervisors**

Discussion: David Lundberg summarized the 2011-12 WIA budget and services plan for the Board. On May 18, 2011 the Workforce Services Division gave the WIB the WIA formula funds for Adult, DW, and Youth programs for PY 2011 -12. Based on these allocations, there is a \$393,508 (13%) reduction in WIA formula funds. This is 19% lower than PY 08-09 allocation amounts. Funding for WIA contract services in FY 2011-12 is proposed to continue with the current service providers: Fast Track to Work – Cabrillo College, Shoreline Workforce Development Services, and County Office of Education. With the end of ARRA funds and the formula reduction, ERISS labor market information services may not be renewed, and WIA services is undergoing a reorganization, reduced from six to four employment training specialists. Training scholarships have been reduced from \$6,000 to \$4,500. 45% of the WIA formula allocation is reserved for training. The WIB hopes to identify additional revenues to maintain services and staffing. There is also some uncertainty about the CEDs funding as a result of the termination of the County Redevelopment Agency.

Status: Motion to Approve: Howard Sherer
Motion Seconded: Julie Lambert
Abstentions: None. (John T. Collins II recused himself from the item and did not vote.)
Committee Action: All voted in favor, motion passed.

Subject: D.4 Review and Approve Process the 2011-12 LWIA Plan Modification

Recommendation and Action:

- **Approve the process, schedule for public comment, and submission to the State of the PY 2011-12 Modification to the Local Workforce Investment Area (LWIA) Strategic Plan**

Discussion: The Committee reviewed the plan for public review of the 2011 state mandated local plan modification to the existing Five-Year Strategic Plan (2000). Following the thirty-day public comment period, the plan will be reviewed for approval to the WIB Executive Committee, before submission to the State.

Status: Motion to Approve: Julie Lambert
Motion Seconded: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Subject: D.5 Discuss Planning for June 8th WIB Meeting

Recommendation and Action:

- **Develop June WIB meeting agenda outline, including presentation**

Discussion: The Committee discussed the agenda for the June 8, 2011 full Board meeting, which will include an economic development panel developed by the CEDS Committee. Ron Slack will report on the status of the 2011 Summer Youth Employment Program, and will recruit WIB business members to participate in the program.

Status: The Committee discussed the item without formal action.

Information Items I.1 – I.3

I.1 – Report on Pilot Summer Youth Employment Program

I.2 – Labor Market Information

I.3– Rapid Response Activities

The Committee accepted and filed the Information Items.

Meeting adjourned at 11:15 a.m.

**Next Meeting: Executive Committee
October 19, 2011 @ 8:30 am
1000 Emeline Avenue
Santa Cruz, CA**

**Workforce Investment Board
November 2, 2011 @ 8:30 am
Simpkins Swim Center
Santa Cruz, CA**