



SANTA CRUZ COUNTY

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MEMBERS:

Ron Slack, Chair
Good Times
Julie Lambert, Vice-Chair
S. Martinelli and Company
Alan Aman, Chief Operating Officer
PAMF Santa Cruz
Paul Arsenault, Business Representative
Sheet Metal Workers' Union, Local 104
Alia Ayyad, Director
Center for Employment Training
Diane Berry-Wahrer, Supervisor
Department of Rehabilitation
VACANT
Plantronics, Inc.
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
Aaron Garfinkel, CEO
Green Power
Jon Gundersgaard, Senior, Technical Recruiter
Seagate Technology
Janet M. Heien, Human Resources Director
Driscoll Strawberry Associates, Inc.
Dave Hood, President
First Alarm
Christine Johnson-Lyons, Executive Director
Community Action Board
Cesar Lara, Executive Director
Monterey Bay Central Labor Council
Bonnie Lipscomb, Director
City of Santa Cruz Redevelopment Agency
Stephen Mangelsen, Partner
B2BCFO
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
Carol Siegel, Employment Manager
Santa Cruz Seaside Company
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
IAITSE, Local 611
Chris Wolfe, Administrative Equipment Manager
Granite Construction, Inc.

DIRECTOR:

David Lundberg

**Workforce Investment Board
Meeting Minutes
February 23, 2011 @ 8:30 am
Simpkins Swim Center
979 17th Ave.
Santa Cruz, CA 95062**

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

WIB Members in Attendance

Arsenault, Paul
Ayyad, Alia
Caput, Greg
Collins, John T., II
Siegel, Carol
Cuevas, Christina
Deraiche, Rick
Gundersgaard, Jon
Heien, Janet
Van Valkenburgh, Ed
Watkins, Michael

Mangelsen, Steve
Palacios, Carlos
Pfothenhauer, Rock
Powers, Mary
Sherer, Howard
Slack, Ron
Treanor, Mark
Tysseling, Bill
Hood, Dave
Johnson-Lyons, Chris
Lambert, Julie

Members Absent

Berry-Wahrer, Diane
Blackstone, Steve
Elliott, Russ
Espinola, Cecilia
Garfinkel, Aaron
Gilbert, Jeri

Lara, Cesar
Lipscomb, Bonnie
Morr, Bonnie
Quist, James
Williamson, Bob
Wolfe, Chris

Staff in Attendance

Lundberg, David
McNeil, Gary
Gray, Lacie
Hinojosa, Teresita
Corbett, Connie

WIB Director
WIB Senior Analyst
WIB Senior Analyst
WIB Senior Analyst
WIA Services Program Manager

Guests

Allen, Jo Ann
Castro, Lori
Flinn, Loyanne
Jamison, Sara
McGriff, Chris
Merrill, Gary
Mulhearn, Patrick
Parker, James
Timberlake, Ellen

County Office of Education
University of California, Santa Cruz
Monterey County WIB
Shoreline Workforce Development Services
Your Future Is Our Business
Santa Cruz County Business Council
Congressman Sam Farr's Office
Whole Foods Market
Human Services Department

Subject: Welcome and Introductions

Discussion: Chair Ron Slack welcomed all present and announced the addition of three new Board Members, Vicki Miranda, Alan Aman, and 4th District Supervisor Greg Caput.

Subject: Changes to the Agenda

Discussion: Consent Item C.8 was removed from the agenda.

Subject: Public Comment

Discussion: In order to share “workforce intelligence”, or information regarding workforce development related initiatives and opportunities, each Board member introduced him or herself, and commented on any information of which they were aware. As a sampling of the information sharing, Ron Slack commented on Good Times positive experience in hiring a Subsidized Employment Training participant, working with Shoreline. Other members reported on businesses that may be hiring, (Driscoll (nationwide), First Alarm), and others that have experienced layoffs, moving operations, or downsizing (Graniterock, Seagate). One company, Nordic Naturals, has built a new plant in Watsonville with the assistance of the County, which provided road improvements.

Subject: Chair/Director’s Comments

Discussion: Chair Ron Slack reported on the success of the Santa Cruz City Tannery Art project, including the artist housing, the work studios that will open in July, and the capital campaign to build a performing art center. He commented on the groundbreaking of the National Marine Sanctuary building in Santa Cruz and other proposed projects that may have job impacts. He also reported on a meeting with the Santa Cruz County Business Council, announced the WIB’s participation in an economic development scrum on January 13, a regional meeting with Assembly member Monning on January 21, and the upcoming Cabrillo College Career Technical Education event on March 10.

Director David Lundberg reported to the WIB that Senior Analyst Paul Demarest retired, and Youth Program duties will now be assigned to Senior Analyst Teresita Hinojosa. He reported on planning efforts to operate a scaled back Summer Youth Employment Program, which would be all or partly privately supported. The WIB’s Local Workforce Investment Act plan was recertified, and the WIB is pursuing a number of grant funding opportunities. David also commented that the House budget bill proposes to reduce Workforce Investment Act funds, and since ARRA funding has ended, there will be a reduction in WIB funding in the next program year.

The Chair, the Director, Howard Sherer, and John Collins also reported out information gathered at the National Association of Workforce Board’s forum earlier in the month.

Subject: Approval of the November 3, 2010 Meeting Minutes

Discussion: None

Action:

- **Approve November 3, 2010 Meeting Minutes**

Status:

Motion to Approve:	John T Collins, II
Motion Seconded:	Mark Treanor
Abstentions:	None
Committee Action:	All voted in favor; motion passed.

Subject: Consent Items C.1 through C.7

C.1 Approve appointment of Chris McGriff to the Youth Council

C.2 Accept & File Youth Council Report

C.3 Accept and file Comprehensive Economic Development Strategy (CEDS) Committee Report

C.4 Review and Approve PY 2010-11 Financial Status and Participant Report through November 30, 2010

C.5 Accept and File Items for WIB and Workforce Services

C.6 Accept and File Letter of Appreciation to Former Supervisor and WIB Member Tony Campos

C.7 Accept and File Automatic Extension Approval for PY 2010-11 LWIA Plan Modification

Action:

- **Review and Approve Consent Agenda Items C.1 – C.7**

Status: Motion to Approve: Rock Pfothenauer
Motion Seconded: Mary Powers
Abstentions: Dave Hood, Chris Johnson-Lyons & John T. Collins II on Item C.4
Committee Action: All voted in favor; motion passed.

Discussion and Action Items D.1 – D.2

Subject: D.1 Review WIB Strategic Planning Status

Recommendation:

- **Discuss and Approve WIB Strategic Plan and Next Action Steps**

Discussion: John T. Collins II, Executive Committee Member and Chair of the Strategic Planning Workgroup, provided an overview of the draft Strategic Plan. The Board briefly discussed the Strategic plan, and noted that modifications can be made to the Plan periodically to reflect a changing landscape and to add guiding principles.

Action:

- **Approve 2011-14 WIB Strategic Plan and Next Action Steps**

Status: Motion to Approve: Michael Watkins
Motion Seconded: Carol Siegel
Abstentions: None
Committee Action: All voted in favor; motion passed.

Subject: D.2 Report on Efforts to Recruit WIB Business Members

Recommendation:

- **Report on Efforts to Recruit new Business Sector Board Members**

Action:

- **The Board received the report, and not action was requested or taken.**
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Information Items I.1 – I. 3

Subject: I.1 Report on Summer Youth Employment Program

Discussion: The Director referred the Board members to the final report on the Summer Youth Employment Program. The Board expressed interest in forming a workgroup to explore the feasibility of piloting a Summer Youth Employment Program in 2011. The work group would include volunteer Board members and the WIA Youth Program provider, Jo Ann Allen of the County Board of Education.

Action:

- **Establish a Workgroup to Explore the Feasibility of Operating a Summer Youth Employment Program in 2011.**

Status: Motion to Approve: Bill Tysseling
Motion Seconded: Chris Johnson-Lyons
Abstentions: None
Committee Action: All voted in favor; motion passed.

Subject: I.2 Labor Market Information

Discussion: The Director referred the Board members to the latest labor market information for Santa Cruz County and the state.

Action:

- None Required
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Subject: I.3 Rapid Response Activities

Discussion: The Director referred the Board members to the report on recent Rapid Response activities.

Action:

- None Required
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Meeting adjourned at: 10:30 am

Next Meeting: June 8, 2011 at 8:30 am
Simpkins Family Swim Center
979 17th Avenue, Santa Cruz, CA