

Marketing/Public Outreach Committee
Wednesday, August 2, 2006
3:30 – 5:00 pm
Capitola Career Center
2045 40th Avenue
Capitola, CA 95010

MEMBERS:

Howard Sherer, Chair
Hutton Sherer Marketing

Kathy Bisbee, Vice-Chair
Cruzio, The Internet Store

Paul Arsenault, Business Representative
Sheet Metal Workers Local Union, #104

Alia Ayyad, Director
Center for Employment Training

Donna Blitzer, Director, Govt. and Community Relations
UC Santa Cruz

Dene Bustichi, President
Bustichi Construction

Tony Campos, Supervisor
SC County Board of Supervisors

Greg Carter, Executive Director
Santa Cruz Chamber of Commerce

John T. Collins II, Senior Vice President
Goodwill Industries

Christina Cuevas, Program Director
Community Foundation of SC County

Janeen Diltrick, Manager
Employment Development Department

Jo Anne Diott, VP, Human Resources
Santa Cruz Seaside Company

Russ Elliot, Human Resources Manager
O'Neill, Inc.

Cecilia Espinola, Director
Santa Cruz County Human Resources Agency

Bob Gelwicks, Rehabilitation Supervisor
Department of Rehabilitation

Bob Harper, Director
Watsonville/Aptos Adult School

Janet M. Helen, Human Resources Manager
Dixco Strawberry Associates, Inc.

Christine Johnson-Lyons, Executive Director
Community Action Board

Linda Kennedy, VP, Human Resources
West Marine, Inc.

Marvin Labrie, Executive Director
Physicians Medical Group of SC County, Inc.

Susan LaForge, Senior Project Director
The National Council on the Aging

Julie Lambert, Controller
S. Martinelli and Co.

Bonnie Morr, Chair
United Transportation Union, Local 23

Al Nocella, VP Human Resources
Sutter Santa Cruz

Karen O'Brien, Sr. HR Director
Agere Systems

Carlos J. Palacios, City Manager
City of Watsonville

Rock Pfothenhauer, Dean of Instruction
Cabrillo College

Tone'e Picard, VP, Business Services
Picard Consulting

Mary Powers, Principal
Santa Cruz Adult School

Ron Slack, Publisher
Good Times

William E. Wagy, Equipment Manager
Granite Construction Company

DIRECTOR:

Kathy Zwart
WIB Director

3:30 – 3:35 Call to Order and Public Comment

Procedure: The public is welcome to comment. All comments not related to Items on the Agenda may only be made at the beginning of the meeting.

3:35 – 3:40 Approval of May 24, 2006 Meeting Minutes

3:40 – 3:45 Chair's Report

3:45 – 4:45 Discussion and Action Items:

- D.1 Review and Approve the 2006 Workforce Development Planning Schedule
- D.2 Review and Approve 2006 August Points for Planning the 2007 Economic/Workforce Development Forum
- D.3 Review and Approve the 2007 Economic/Workforce Development Forum Sponsorship System
- D.4 Review and Approve the Workforce Investment Board Customer Awards System Recommendations

4:45-4:50 Discussion Item:

- D.1 Workforce Investment Board Website Update

4:50-4:55 Meeting Evaluation

4:55-5:00 Agenda Building for Next Meeting

Next Meeting: November 1, 2006

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 benefits 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 contact Lisa Quail at (831) 454-4873 (TDD Number 454-2123) 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.