



MEMBERS:

William E. Wagy, Chair
Granite Construction Company
Howard Sherer, Vice-Chair
Hutton Sherer Marketing
Paul Arsenault, Business Representative
Sheet Metal Workers Local Union, #104
Alla Ayyad, Director
Center for Employment Training
Kathy Bisbee, Marketing Director
Cruzio, The Internet Store
Donna Blitzer, Director, Govt. & 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
Cecil Cirillo, Executive Director
City of Santa Cruz Redevelopment Agency
John T. Collins II, Senior Vice President
Goodwill Industries
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Janeen Dittrick, Manager
Employment Development Department
Jo Anne Dlott, 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 Harper, Director
Watsonville/Aptos Adult School
Janel M. Heien, Human Resources Manager
Discal Strawberry Associates, Inc.
Rich Hill, City Manager
City of Capitola
Christine Johnson-Lyons, Executive Director
Community Action Board
Linda Kennedy, VP, Human Resources
West Marine, Inc.
Laura Kuhn, Community Development Director
City of Scotts Valley
Marvin Labrie, Executive Director
Physicians Medical Group of Santa Cruz, Inc.
Susan LaForge, Senior Project Director
The National Council on the Aging
Julie Lambert, Controller
S. Martinelli and Company
Bonnie Morr, Chair
United Transportation Union, Local 23
Al Nocella, VP Human Resources
Sutter Santa Cruz
Karen O'Brien, Human Resources Director
Surf Control, Inc.
Carlos Palacios, City Manager
City of Watsonville
Rock Pfothenhauer, Dean of Instruction
Cabrillo College
Tonee' Picard, VP, Business Development
Thuridion Software Engineering
Emily Reilly, Owner
Emily's Bakery
Ron Slack, Publisher
Good Times
Deborah Sweeney, Rehabilitation Supervisor
Department of Rehabilitation
Alice S. Tainack, Assistant Superintendent
SC County Office of Education
Lou Tuosto, Owner
Tuosto Insurance and Financial
Dick Wood, Principal
Santa Cruz Adult Education

DIRECTOR:

Kathy Zwart
WIB Director

**Workforce Investment Board
Executive Committee
Wednesday, April 7, 2005
3:30 pm - 5:00 pm
Santa Cruz County Office of Education
809-H Bay Avenue
Capitola, CA**

The Chair called the meeting to order at 3:39 pm.

Committee Members in Attendance

Wagy, Bill	Chair, Equip. Mgr. Granite Construction
Sherer, Howard	Vice-Chair, Hutton Sherer Marketing
Blitzer, Donna	Director, Govt. and Community Relations, UCSC
Cuevas, Christina	Program Director, Community Foundation of Santa Cruz County
Dlott, Jo Anne	V.P., Human Resources, SC Seaside Company
Elliot, Russ	Manager, Human Resources, O'Neill, Inc.
Espinola, Cecilia	Director, SC County HRA
Kennedy, Linda	V.P., Human Resources, West Marine, Inc.

Committee Members Absent

Collins, John T., II	Senior V.P., Goodwill Industries
Picard, Tone'e	V.P., Business Development, Thuridion Software Engineering

Staff in Attendance

Zwart, Kathy	Director, Workforce Investment Board
Lundberg, David	Senior Analyst, Workforce Investment Board
Quail, Lisa	Administrative Support, Workforce Investment Board

Guests

Picolorich, Jan	Director, SC County HRA, CareerWorks Division
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Subject: Welcome

Discussion: The Chair welcomed all those in attendance.

Subject: Public Comment

Discussion: None.

Subject: Committee Reports

Career Center Committee: Mr. Elliot reported on the activities of the Career Center Committee. At the last meeting, the Committee discussed improving the Labor Market Survey. Mr. Elliot also gave an update on the Employer Engagement Workgroup that is currently working to assist CareerWorks in identifying 10 On-The Job Training (OJT) sites and participants. At this time there are 4 placements. Ms. Picolorich stated that there were 29 additional candidates in the pipeline. Mr. Elliot also commented on the value of new member Al Nocella.

Marketing/Public Outreach Committee: Ms. Kennedy reported that the Marketing Committee had focused on the Bi-Annual Awards Ceremony and Newsletter content at their last meeting. There was also discussion on how to market the Workforce Investment Board (WIB) Annual Report and wrap up work on the Earned Income Tax Credit (EITC).

Youth Council: Ms. Cuevas reported that the Youth Council's focus at their last meeting was to look at longer-range plans on Essential Employability Skills as well as finalizing the RFP recommendations.

Nominating Committee: Ms. Dlott reported that the Nominating Committee has identified a number of Board members interested in serving as officers and At Large members. The Nominating Committee will bring their final slate of candidates to the May meeting.

Subject: Approval of January 5, 2005 Executive Committee Meeting Minutes

Discussion: None

Action:

- Approval of January 5, 2005 Executive Committee Meeting Minutes

Status: Motion to Approve: Linda Kennedy
Motion Seconded: Russ Elliot
Abstentions: None
Committee Action: All in favor, motion passed

Subject: Consent Items
C.1 Accept and File Second Quarter Business Services Report
C.2 Approve and File Suenos Collaborative Monitoring Reports
C.3 Accept and File Youth Council Report
C.4 Accept and File Second Quarter PY 2004-05 Performance and Expenditure Reports

Discussion: None.

Action:

- Approve Consent Items C.1-C.4

Status: Motion to Approve: Howard Sherer
Motion Seconded: Linda Kennedy
Abstentions: None
Committee Action: All in favor, motion passed

**Subject: D.1 Discussion and Action Item
Review and Approve WIB 2005 Business Survey Plan and Budget**

Discussion: David Lundberg, WIB analyst provided an overview of the purpose, funding and history of the WIB Labor Market Survey. WIB staff has identified an additional \$40,000 in funds in order to be able to survey businesses with 5 or more employees. Staff is recommending that the funding be approved to survey small business that make up a large part of the Santa Cruz economy. Staff is also recommending a focus on healthcare occupations and a multi-year analysis. Members discussed and suggested various marketing strategies including: Chamber newsletters, an announcement in the Sentinel and asking the Marketing Committee to address marketing the survey.

Action:

- Approve the expenditure of funds in 2005 for the Business Survey Plan and Budget

Status: Motion to Approve: Jo Anne Dlott
Motion Seconded: Linda Kennedy
Abstentions: None
Committee Action: All in favor, motion passed

**Subject: D.2 Discussion and Action Item
Review and Approve Next Steps for Bi-Annual Awards Luncheon**

Discussion: Ms. Kennedy, Marketing Committee Chair provided an overview of planning decisions made regarding the Bi-Annual Awards luncheon. Ms Kennedy advised the theme would continue: Honoring Workforce Champions. The event will be held on October 20, 2005 at the Cocoanut Grove. We will be partnering the Santa Cruz Chamber of Commerce. Planning and discussion for a keynote speaker continues.

There was discussion of sponsorship and the overall cost of the event. The Director advised the committee that the number of people attending the Event affects the cost. The Director said that the excess revenue is applied to the program budget. Gold, Silver and Bronze level of sponsorships are planned again.

Action:

- Approve Next Steps for Bi-Annual Awards Luncheon

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Howard Sherer
Abstentions: None
Committee Action: All in favor, motion passed

**Subject: D.3 Discussion and Action Item
Review and Approve Youth Council Recommendations for
Service Contract for FY 06-07**

Discussion: The Director provided an overview on the requirements to conduct a competitive procurement for youth services and the local process to date. This procurement was deemed a "failed competition" as we had one primary bidder with a number of subcontracted partners. The Request for Proposal reserves 42% of the youth budget for participant stipends in work experience. The Request for Proposal (RFP) Review Team had requested additional detail from the proposer be included in the contract.

Mr. Sherer asked about the annual cost of the contract. The Director said that the contract costs approximately \$750,000 annually to administer annually that comes from WIA funds.

Action:

- Approve Youth Council Recommendations for Services Contract for FY 06-07

Status: Motion to Approve: Christina Cuevas
Motion Seconded: Linda Kennedy
Abstentions: None
Committee Action: All in favor, motion passed.

**Subject: D.4 Discussion and Action Item
Accept and File Pajaro Valley Training Facility Interim Report**

Discussion: The Director provided an Interim Report on the Pajaro Valley Training Facility (PVTf). The consultants are working on the regional business assessment phase and have reported to and worked extensively with members of a Business Advisory Committee (BAC). The consultant's methodology, the economic sectors and the business needs were reported.

Ms. Espinola commented that the findings confirm the continued data regarding employee turnover and lack of customer service skills. She suggested that we might have to look at different ways to create the tools that can be used to help the employer.

Action:

- Accept and File Pajaro Valley Training Facility Interim Report

Status: Motion to Approve: Linda Kennedy
Motion Seconded: Donna Blitzer
Abstentions: None
Committee Action: All in favor, motion passed.

**Subject: D.5 Discussion and Action Item
Accept and File Report on Workforce Investment Board
Membership**

Discussion: The Director advised the Executive Committee that staff has met with County Counsel. Currently the feasibility of separating the WIB and CEDS function is being examined. Congress also has a bill pending looking at changing the composition of the WIB. Staff is also conducting a regional scan of WIBs in California.

Action:

- Accept and File Report on WIB Membership

Status: Motion to Approve: Howard Sherer
Motion Seconded: Jo Anne Dlott
Abstentions: None
Committee Action: All others in favor, motion passed.

**Subject: D.6 Discussion and Action Item
Review and Approve WIA Budget Modification**

Discussion: A request is being made to transfer funds from the Dislocated Worker Account to the Adult Account based on activity and need. The economy is stabilizing, there are fewer large dislocations and there are fewer dislocated workers seeking services. The purpose of this request is to move resources where they are needed most. The Executive Committee, local WIB and the State will need to approve this request.

Action:

- Approve WIA Budget Modification

Status: Motion to Approve: Howard Sherer
Motion Seconded: Jo Anne Dlott
Abstentions: None
Committee Action: All others in favor, motion passed.

**Subject: I.1 Presentation Item
National Association of Workforce Boards (NAWB) Conference**

Discussion: Mr. Sherer, Ms. Kennedy and the Director attended NAWB Forum 2005 in Washington, D.C. Ms. Kennedy reported that the focus of the conference was on the needs of business and using public resources to address those needs. business. The general message was for WIBs to be more in tune with the business community in which they reside. Mr. Sherer also concurred with Ms. Kennedy on the focus of the forum. Additionally, Mr. Sherer talked about the keynote speakers that discussed the competitiveness of the American economy and the strong competition from the China and India. There had been a considerable comparison of the size of population and the education system of all three countries by the Assistant Secretary of Vocational Education and Hedrick Smith. Both speakers had made a call to action for business leaders and WIBs to work with the K-12 system to emphasize the need for math and science.

There was general discussion on next steps to be taken. The Director announced that the Monterey WIB has approached us in having a regional retreat. After discussion, the Committee concluded that Santa Cruz needed its own 1/2-day retreat and would send a representative to the Monterey retreat as had been done with NOVA. The Executive Committee will function as the Steering Committee for the retreat.

**Subject: I.1 Information Item
Legislative Information**

Discussion: The Director reported on highlights of the President's budget for FY2006 regarding WIA and on provisions of H.R. 27.

**Subject: I.2 Information Items
Labor Market Information**

Discussion: The Director reviewed labor market data and talked about the unemployment rate still lower than it was a year ago in Santa Cruz County.

Meeting adjourned at: 5:08 pm.

**Next Meeting: Thursday, May 26, 2005
3:30 pm-5:00 pm
Santa Cruz County Office of Education
809 H Bay Avenue
Capitola, CA**