



**Workforce Investment Board
Marketing/Public Outreach Committee
Meeting Minutes
May 3, 2006
Capitola Career Center
2045 40th Avenue
Capitola, CA 95010**

MEMBERS:

Howard Sherer, Chair
Hutton Sherer Marketing
Linda Kennedy, Vice-Chair
West Marine, Inc.
Paul Arsenault, Business Representative
Sheet Metal Workers Local Union, #104
Alia 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
John T. Collins II, Senior Vice President
Goodwill Industries
Christina Cuevas, Program Director
Community Foundation of Santa Cruz County
Greg Carter, Executive Director
Santa Cruz Chamber of Commerce
Janeen Diltrick, 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 Gelwicks, Rehabilitation Supervisor
Department of Rehabilitation
Bob Harper, Director
Watsonville/Aptos Adult School.
Janet M. Heien, Human Resources Manager
Dibod Strawberry Associates, Inc.
Christine Johnson-Lyons, Executive Director
Community Action Board
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, Sr. Human Resources Director
Agere Systems
Carlos Palacios, City Manager
City of Watsonville
Rock Plotenhauer, Dean of Instruction
Cabrillo College
Tone'e Picard, VP, Business Development
Picard Consulting
Mary Powers, Principal
Santa Cruz Adult School
Emily Reilly, Owner
Emily's Bakery
Ron Slack, Publisher
Good Times
Alice S. Tainack, Assistant Superintendent
SC County Office of Education
Lou Tuosto, Owner
Tuosto Insurance and Financial
William E. Wagy, Equipment Manager
Granite Construction Company

DIRECTOR:

Kathy Zwart
WIB Director

The meeting began at 3:40 pm.

Members in Attendance

Bisbee, Kathy	Marketing Director, Cruzio
Blitzer, Donna	Director, Govt. Relations, UCSC
Cirillo, John	Owner, Capitola Ventures
Collins, John C., II	Senior Vice President, Goodwill Industries
Picard, Tone'e	VP, Business Development Picard Consulting
Howard Scherer	Chief Exec. Officer, Hutton-Sherer Marketing

Members Absent

Kennedy, Linda	VP, Human Resources, West Marine
Slack, Ron	Publisher, Good Times

Staff in Attendance

Zwart, Kathy	Director, Workforce Investment Board
Richards, Frank	Senior Analyst, Workforce Investment Board

Guests

None.

Subject: Welcome

Discussion: Chair Kathy Bisbee welcomed everyone to the meeting.

Subject: Public Comment

Discussion: None.

Subject: Director's Report

Kathy Zwart indicated that John Cirillo will be working with the WIB as a consultant, performing an assessment of WIB Business Services. Ms. Zwart also indicated that the California Workforce Association has hired a public relations firm to provide marketing of Workforce issues in key media markets. Some services may be available through the firm, or through CWA to smaller WIB's.

Discussion: Members expressed their approval of the business services work and indicated an interest in the CWA effort.

Subject: Chair's Report

Discussion: None.

Subject: Approval of March 22, 2006 Meeting Minutes

Discussion: None.

Action:

- Approval of March 22, 2006 Meeting Minutes

Status: Motion to Approve: John Collins
Motion to Second: Tonee Picard
Abstentions: John Cirillo (was not at prior meeting)
Committee Action: Others all voted in favor, motion passed.

Subject: Discussion and Action Items
D.1 Review and Approve Draft Marketing Committee Meeting Schedule
for PY 2006-07

Discussion: None.

Action:

- Approval of PY 2006-07 Marketing Committee Meeting Schedule

Status: Motion to Approve: Howard Sherer
Motion to Second: John Cirillo
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Subject Discussion and Action Items
D.2 Develop Economic Workforce Development Forum and Awards

Discussion: This item generated considerable discussion, with agreement to combine the WIB Annual Awards meeting with an Economic Workforce Development Event. This is to promote the economic development "conservation" raised at the January 26, 2006 Full Board Retreat.

A number of ideas and potential speakers and participants were discussed, with general consensus to adopt a "stepped" agenda for the meeting with a Keynote Speaker to highlight the economic development theme, a panel or "roundtable" of speakers (with moderated questions?) from various disciplines (business, education, workforce?) leading to possible breakout groups to provide some workforce focus. The committee expressed the need to develop a forum to attract CEO's, even if only for part of the day.

There was discussion as to the WIB's role in terms of economic development. This tied into ideas about the theme of the meeting, with ideas ranging from how to establish/maintain a "sustainable economy" to a "conversation about the economy and the workforce"....

Several action items resulted from the discussion. Committee members agreed to talk to their CEO's to see what would get them to come. The members also agreed that CEO's should be asked what they think about having a politician as a speaker, and whether an interactive panel of CEO's was possible. Outreach through the Rotary Clubs was also suggested.

Several potential meeting dates were discussed: January 24, 31, February 2, 2007 with no final decision reached. It was determined that a "jelled" recommendation was needed by the June 8, 2006 meeting of the full WIB.

Action:

- Hold a Special Meeting on May 24, 2006 to continue further discussion on this topic

Status: Motion to Approve: Donna Blitzer
Motion to Second: Tone'e Picard
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Subject: Discussion and Action Items
D.3 Review, Discuss and Develop Labor Market Outreach Strategies

Discussion: Frank Richards provided an outline of the action steps planned to advise businesses about the LMI Survey, due to begin this month. This includes the contractor sending a "Fax Alert" notifying businesses of the upcoming survey and WIB Staff sending letters to businesses that cannot be reached through the ERISS "Fax Alert". Additional items include updating WIB website to provide information about the survey, contacting Chambers of Commerce to ask for their support and to consider a link to the WIB website on their Websites and a press release.

Members were also provided with a list of the questions related to business services from the WIB 2000 Business Visitation Survey, which will be used as a base for the upcoming Business Retention and Expansion (BR&E) Survey. The committee agreed to review the old questions, and it was indicated that they need considerable modification. John Cirillo will be working with WIB staff and the contractor to formulate new questions, hopefully framing questions that do not repeat the ERISS survey questions. There was discussion about what documents related to the WIB should be provided to businesses during the BR&E effort. The recommendation to provide a copy of the current WIB Newsletter and WIB Frequently Asked Questions (FAQ) and other materials was raised. The decision was made to provide the newsletter (as it contains the FAQ's).

Action:

- Approve Plan as modified per discussion

Status: Motion to Approve: Tone'e Picard
Motion to Second: Howard Sherer
Abstentions: None.
Committee Action: All voted in favor, motion passed.

Meeting adjourned at 5:00 pm. by general consent.

Next Meeting: Wednesday, May 24, 2006
3:30 pm-5:00 pm
Santa Cruz County Human Resources Agency, CareerWorks
1040 Emeline Avenue, Building E
Santa Cruz, CA 95060