



### SANTA CRUZ COUNTY

#### MEMBERS:

*William E. Wagy, Chair*  
Granite Construction Company

*Howard Sherer, Vice-Chair*  
Hutton Sherer Marketing

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

*Alia Ayyad, Director*  
Center for Employment Training

*Kathy Bisbee, Marketing Director*  
Cruzio, The Internet Store

*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

*Ceil 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 SC County

*Janeen Diltrick, Manager*  
Employment Development Department

*Jo Anne Dlott, VP, Human Resources*  
Santa Cruz Seaside Company

*Russ Elliot, HR Manager*  
O'Neill, Inc.

*Cecilia Espinola, Director*  
Santa Cruz County Human Resources Agency

*Bob Harper, Director*  
Watsonville/Aptos Adult School

*Janet M. Heien, Human Resources Manager*  
Discod Strawberry Associates

*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 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

*Carlos Palacios, City Manager*  
City of Watsonville

*Al Nocella, VP, Human Resources*  
Sutter Santa Cruz

*Carlos Palacios, City Manager*  
City of Watsonville

*Rock Pfothauer, Dean of Instruction*  
Cabrillo College

*Tone'e Picard, VP, Business Services*  
Thuridion Software Engineering

*Emily Reilly, Owner*  
Emily's Bakery

*Ron Slack, Publisher*  
Good Times

*Deborah Sweeney, Rehabilitation Supervisor*  
Department of Rehabilitation

*Alice S. Tahnack, Assistant Superintendent*  
SC County Office of Education

*Lou Tuosto, Owner*  
Tuosto Insurance and Financial

*Dick Wood, Principal*  
Santa Cruz Adult Ed.

#### DIRECTOR:

*Kathy Zwart*  
WIB Director

## Workforce Investment Board Marketing/Public Outreach Committee Meeting Minutes Thursday, May 12, 2005 3:30 p.m. to 5:00 p.m. Career Center at Capitola 2045 40<sup>th</sup> Avenue Capitola, CA

The meeting began at 3:45 p.m.

### Members in Attendance

Cirillo, John	Owner, The SPOT, Inc.
Dunno, Ellen	Marketing Director, Physicians Medical Group of SC County
Kennedy, Linda	VP, Human Resources, West Marine
Kuhn, Laura	Community Development Director, City of Scotts Valley
Sherer, Howard	CEO, Hutton Sherer Marketing

### Members Absent

Bisbee, Kathy	Marketing Director, Cruzio
Blitzer, Donna	Director, Govt. Relations, UCSC
Tuosto, Lou	Owner, Tuosto Insurance and Financial

### Staff in Attendance

Zwart, Kathy	Director, Workforce Investment Board
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### Guests

None.

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**Subject: Welcome**

**Discussion:** Chair Linda Kennedy welcomed everyone to the meeting.

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**Subject: Public Comment**

**Discussion: None**

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**Subject: Director's Report**

**Discussion: None**

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**Subject: Chair's Report**

**Discussion: None**

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**Subject: Approval of February 10, 2005 Meeting Minutes**

**Discussion:** Minutes from the February 10, 2005 were not available at the time of the meeting; Committee agreed by consensus to approve the February 10, 2005 minutes at the August 4, 2005 meeting.

**Action: None**

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**Subject: Discussion/Action Items  
D.1 Review and Approve Proposed PY 2005-06 Committee Meeting  
Calendar**

**Discussion:** The meeting calendar was reviewed by the group and approved without comment.

**Action:** Approve Proposed PY2005-06 Committee Meeting Calendar

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

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**Subject: Discussion/Action Items  
D.2 Develop and Approve Marketing Plan for Labor Market Survey**

**Discussion:** Group voted to defer discussion of this item to a future meeting.

**Action: None**

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**Subject: Discussion/Action Items  
D.3 Develop and Approve Plan for October Event**

**Discussion:** Staff presented a list of recommendations for improvements to the WIB Awards Event. All the recommendations were approved as presented with the following exception:

- Committee members voted to keep the "Thank You" ad but to have it run prior to the event as a way of providing additional publicity designed to increase attendance.

**Action:** Approve staff recommendations as presented with the exception noted above.

**Status:** Motion to Approve: Ellen Dunno  
Motion to Second: Linda Kennedy  
Abstentions: None  
Committee Action: All voted in favor, motion passed.

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Meeting adjourned at 4:40 P.M. by general consent.

Next Meeting: Thursday, August 4, 2005  
3:30 p.m.-5:00 p.m.  
Career Center at Capitola  
2045 40<sup>th</sup> Avenue  
Capitola, CA