

Subregional Roundtable – January 23, 2024

Hosted Virtually via Zoom

Attendees:

Yuba-Sutter Economic Development Corporation	Brynda Stranix Cynthia Roderick	bstranix@ysedc.org croderick@ysedc.org
Camptonville Community Partnership	Tracey Munson	
Hilber's Inc.	Brad Julao	
Center for Workers' Rights	Gabriel Hernandez	gabriel.hernandez@rightscenter.org
Everyday Impact Consulting	Jesus Mata Maikhou Thao	jesus@everydayimpactconsulting.com maikhou@everydayimpactconsulting.com
Civic Thread	Sherrel Branch Pristina Zhang Kiara Reed Xitalaliti Shafer	sbranch@civicthread.org pzhang@civicthread.org kreed@civicthread.org xshafer@civicthread.org
Valley Vision	Rene John Maritessa Bravo Ares	rene.john@valleyvision.org maritessa.ares@valleyvision.org
The Jakarta Movement	Satinder (Sunni) Sarma Kiran Sharma	sunni@jakara.org kiran@jakara.org
Yuba Community College District	Jeremy Brown Tawny Dotson	tdotson@yccd.edu jbrown@yccd.edu
Camptonville Community Member	Laura Drotar	

Welcome

Pristina Zhang provided an overview of the meeting agenda and introduced the teams at Civic Thread, Center for Workers' Rights, Yuba-Sutter Economic Development Corporation, and Everyday Impact Consulting. Xitalaliti Shafer reviewed housekeeping items, suggestions, and recommendations for a fruitful and engaging discussion, including the use of chat for questions, microphones, and activated cameras.

About CA Jobs First Yuba Sutter Approach Project Outcome

Pristina Zhang outlined key information about California Jobs First (CERF) to the group, as well as the goals, outcomes, and how input from this meeting would be used. The Civic Thread team then shared [a link to CEDS Comprehensive Economic Development Strategy](#), which "reflects the vision of the Yuba-Sutter Economic Development District for regional prosperity and economic development. This plan is meant to be a guide for the entire community. Businesses, residents, students, workers and elected leaders of the Yuba-Sutter region."

A summary of the [Subregional Roundtable Meeting #2](#) was shared, as well as the following action plan 3 Step Action Plan to meet community needs for jobs:

- Identifying priority projects and stakeholders
- Developing equity proposals utilizing community level expertise
- Negotiating project benefits to ensure checks and balances, as well as alignment

Additionally, the following objectives were shared as related to the Project Selection Overview:

- Equity
- Sustainability
- Job Quality and Access
- Economic Competitiveness & Resiliency

Next, a specific case study, Integration Innovation and the North State's Working Landscape, was presented and thoroughly examined during the session.

Group Discussion

The group discussion kicked off with Dr. Dotson asking what the 3 projects that the CEDS committee suggested had been. Brynda answered that the wastewater and water accessibility near the Hard Rock Casino & Hotel was one of the projects identified. The second project identified was the regional transit for commuting between counties, and lastly a project for a trail to connect Yuba County and Sutter County. Kiara Reed added that they were currently waiting for additional guidance around this topic. The discussion then progressed into other projects as well as questions facilitated by Kiara:

- Dr. Dotson asked about the airport, to which Brynda responded by sharing that they have a commitment for a \$100M project and shared that if they could have \$50M additional, they could finish connecting Wheatland's sewer system. A push would put this project in motion. Brynda also shared that she sees 8-10 projects that cannot be realized without sewage, so this is vital for economic development.
 - Dr. Dotson responded that companies like Tesla were limited due to basic utilities not being available. Brynda confirmed that the counties are missing opportunities due to the lack of infrastructure.
- Next, Tracey shared the project that her organization, Camptonville Community Partnership, has been working towards and suggesting it as a potential project.
 - Kiara responded to think to the priorities and how they relate
 - Laura shared that she is living in Camptonville and part of Sierra Builders Guild, trying to build

trails that connect in Yuba county. Campton to Brownsville. She shared the point-person and gave more insight into the project. Kiara responded that they would love to include them in this conversation.

- The following question was: How can potential projects or previous projects champion the four core objectives?
 - Brynda shared that their projects support all of these objectives, although they are waiting for confirmation.
 - Kiara asked Tracy to also share in the exercise of talking through the objectives and how the project addresses them.
 - Tracey shared there would be job access, keeping a healthy forest, and reduced wildfires, as well as job quality and access to include gathering wood, and not sure what jobs would look like.
 - Cynthia responded that the community would benefit in various ways.
- Pristina posed a question about job access for youth, and whether they make up a big part of the workforce.
 - Brynda shared that a young adult lives with her and that in terms of workforce commitment, there are opportunities, but we need to recognize that their view of work may look different than for people in the workforce for longer.
 - Dr. Dotson shared that she has 2 teenagers working, and detailed what that looks like, but shared that she can't really speak more broadly. Emergent generations do have different expectations around employment. She shared that job satisfaction would impact the communities they live in at a higher rate.
- Kiara thanked folks for sharing, brought up the need for language justice considerations and asked Brynda about projects that may have met, or not, the objectives.
 - Brynda shared that Hard Rock Casino made a lot of promises to the community and they delivered on these, with things like local hires being one example.
 - At this point, Kiara asked Sunni to expand on the migrant community employment. Sunni shared that there is much diversity, and some folks that recently came from India are working clerical jobs at places such as Sunsweet, Hard Rock, and at local canneries. She also remarked that she remembers interviewing on the spot and shares that no one has applauded them for the type of employer they are.
 - Brynda shared that Hard Rock hires in a very special way, having previously interviewed on the spot, looking for people with high energy, and bringing interpreters. In addition, they host employee appreciation days, have team building activities, and overall have a unique take on employee care. Sunni agreed that employees are overwhelmingly happy with their job.
- The next question posed was: **Thinking about past projects, how have you observed them embodying the four core values?**
 - Laura shared that she is from Michigan and moved to Camptonville. She shared there's a project, Women in Skilled Trades (WIST), that started as a free class about hands-on skills, projects, and fitness training. She also shared that maybe for small towns IHSS can be an avenue that people can know more about and access as a resource.
- Kiara posed the next question for the group: **How can our project better bring you along and what can we clarify? How can we better serve you?**
 - Dr. Dotson asked if there's a way to guarantee our community will even get any of this money, and Kiara responded that we can't guarantee that, but requested that Valley Vision weigh in.
 - Maritessa shared that they are waiting for additional guidance from the state, and said to stay tuned. Additionally, Rene shared that they are looking for funding for all projects submitted that can be funded by other sources, such as state, federal, and private.
- Kiara pointed back to the What Are We Doing Here slide and the outcome: the portfolio of projects that will go to the leadership council for consideration, and they will vote on those projects.
 - Maritessa shared that it will be important to share the portfolio of projects to be more competitive as they apply, community led, identified and prioritized.
 - Dr. Dotson shared that this region has not fared well when there is a lumping in with the broader

- capital region. It's tough to compete with urban areas.
- Brynda asked: How will Valley Vision rank the priority of the projects within the region? Does it seem backwards to propose projects at this time?
 - Kiara responded that it's more on the leadership council to create the criteria, which will be forthcoming. Rene provided additional insight.
- Next, Kiara asked about the criteria being shared with the state, and the timeline for that.
 - Maritessa said that they have committed to the end of the month. She added that there will be a branding release as well and said she will share things as soon as they know.
- Rene shared that the current secretary of labor is from a rural community and this is an advantage for these communities.

Additional Information & Closing

Maritessa shared more information about the leadership council, what has taken place thus far, and the new round of interviews, explaining that more information will be shared about that timeline.

- Kiara asked for the nomination process, and how to nominate someone. Maritessa answered that it would be similar to the first round. The link will be shared with all who have joined subregional roundtable meetings.

Pristina shared that the Subregional Meeting #4 will take place in late February or March and that more details would be forthcoming regarding in-person or hybrid. She then shared compensation guidelines for collaborative members and for new participants and thanked everyone for their participation.