



## Monthly Capital Region Leadership Council Meeting Minutes

Wednesday, October 30, 2024 from 11:00 am - 4:30 pm

Red Hawk Casino 1 Red Hawk Pkwy, Placerville, CA 95667

### Leadership Council Attendees:

P	Adam Wilson	P	Gloria Stearns	P	Rana Ghadban
P	Adelita Serena	P	Ivory Watts	A	Robert Bendorf
P	Anthony Taula-Lieras	A	James Corless	E	Robert Heidt, Jr.
P	Cameron Law	P	Jason Buckingham	A	Sam Greenlee
A	Christy Jewell	P	Jeneba Lahai	P	Spencer Bowen
P	Crystal Bethke	A	Jenny Hatch	P	Suzanne Dizon
A	Denzell (Fedrequake) Nunsuch	P	Jeremy Brown	P	Tex Ritter
A	Daurice Smith	P	Kimberly Parker	P	Theresa Milan
A	Dawnte Early	P	Lindsey Nitta	P	Todd Cutler
A	Devin Middlebrook	P	Malaki Amen	P	Troels Adrian
P	Elisa Herrera	P	Michael Jasso	P	Volma Volcy
P	Eliza Tudor	P	Nkiruka Catherine Ohaegbu	A	Wayne Mitchum Jr.
A	Fal Asrani	A	Orville Thomas	P	William Walker
P	Gabby Trejo	P	Paul Bancroft		
P	Gabe Ross	E	Paul Towers		

"P" = present, "A" = absent, "E" = excused

### Additional Attendees:

- Evan Schmidt, *Valley Vision*
- Renee John, *Valley Vision*
- Gretchen James, *Valley Vision*
- Connor Kinder-Ebersberger, *Valley Vision*
- Hillary Tellesen, *Valley Vision*
- Richard Dana, *Community Strong Strategies*
- Christina Craner, *Community Strong Strategies*
- Carly Adams, *Community Strong Strategies*
- Isa Avanceña, *Community Strong Strategies*
- bel Reyes, *Innovation Bridge*
- Sarah Eastberg, *Community Member*
- Michael Blair, *Community Member*
- Cynthia Brown, *Community Member*
- Barry Broome, *Community Member*

## I. Welcome & Framing

- Presented by Evan Schmidt, *CEO, Valley Vision*
- Jane Marsh, *Red Hawk Casino*
  - Sharing APEX features and insights
- Land acknowledgments, presented by Evan Schmidt, *"We acknowledge that we gather on the traditional lands of the Miwok people, specifically the Shingle Springs Band of Miwok Indians, who have stewarded these lands for generations. We honor their deep connection to this region and their enduring commitment to preserving their culture, history, and natural environment."*
- Remembrance - Bill Camp, Leadership Council member
  - Volma Volcy, *Chief of Staff, Sacramento Central Labor Council* - sharing about Bill's legacy. Volma has been in Sacramento for eight years. When he started at Sacramento Central Labor Council, Bill checked in immediately to ensure all was well. Bill cared about people deeply, and how he was impacting folks positively. He organized in Cuba, Honduras, etc. Volma shared: "It's not often you get a hero... it's a rare thing. He was mine." He did things for the right reasons. He was a fighter. If you worked with him, you worked tirelessly. The Leadership Council took a moment of silence to remember Bill's legacy.
- Group Agreements: 1 Mic, allow for authenticity, what's learned here, leave here, be open-minded, and show grace for growth
- Meeting Goals
  - Update on key We Prosper Together activities
  - Take action to approve the Economic Equity Priorities
  - Take action to approve the Industry Priorities, utilizing outcomes from employer engagement
  - Taking the work we have done so far, and today - turning it into a RFP to bring to the community, with the goal to release in the next month or less
  - We'll have opportunities to engage with each other along the way today, so we're not just sitting and listening the entire time
- Agenda for the day
  - Welcome & Framing
  - Grounding Activity
  - We Prosper Together: Routine Action Items and Updates
  - Economic Equity Priorities: Collaborative Roundtables
  - Industry Priorities: Industry Research & Analysis, Recommendations, Collaborative Roundtables
  - Public Comments
  - Final Remarks, Questions & Closing

## II. Grounding Activity

- Presented by bel Reyes, *Innovation Bridge*
- First Job Journeys
  - Take a moment to think about your very first job! Whether it was a summer job, your first role after school, or something else.
  - Once everyone has thought of their first job, go around the table and share:
    - What was your first job?
    - Can you find a way to connect it to one of the related industries that we're focused on today?
    - For example, if your first job was babysitting, maybe you can connect that to the healthcare or education sectors because you were caring for or teaching young people.

## II. We Prosper Together: Regional & State Updates

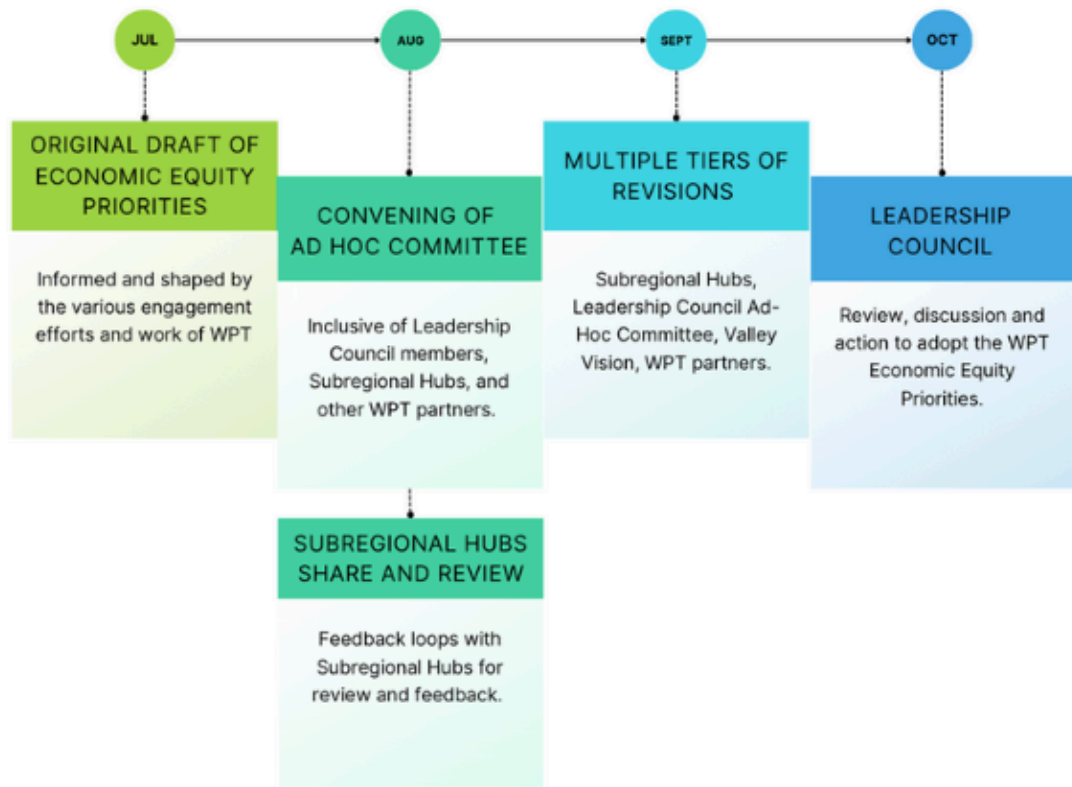
- Presented by Gretchen James, *Project Manager, Valley Vision*
- Routine Action Items and Updates
  - **Action item:** September Meeting Minutes
    - By a show of hands, please select one:
      - Oppose - 0
      - Can Live With - 3
      - Support -23
      - Abstain - Malaki Amen and Kimberly Parker
    - Approved by the Leadership Council
- Updates from the State
  - Tribal Investment Initiative
    - \$15M over three years to advance economic development within California's Tribal communities.
    - Supports planning, pre-development, and implementation activities.
    - Timeline: SFP to launch in December
  - Implementation Fund
    - The state has postponed the release until after January 1 next year. There is no specific date or time frame for how long it will be open and when applications will be reviewed.
    - The state has not confirmed whether or not there will be a public comment period.
- Our Regional Plan is now Live!
  - Building off the 2023 Capital Region Economic Assessment, We Prosper Together's Regional Plan: Strategies for a Thriving and Inclusive Economy provides a shared roadmap for creating a thriving and equitable economy in the Capital Region

- Your insights and perspectives have been essential in this milestone - thank you for celebrating with us!
- The Regional Plan and Executive summary can be accessed at [weprospertogether.org/our-regional-plan](http://weprospertogether.org/our-regional-plan)
- Introducing the Catalyst Phase Community Ambassadors,
  - North Valley Community Foundation - Colusa County
  - Tahoe Prosperity Center - El Dorado County
  - Nevada County Economic Resource Foundation - Nevada County
  - Sierra Business Council - Placer County
  - The Ring of Democracy - Sacramento County
  - California Health Collaborative - Sutter County
  - Yolo Community Foundation - Yolo County
  - Camptonville Community Partnership - Yuba County
  - Labor - Sacramento Central Labor Council
- Next Steps
  - Catalyst Phase RFP
    - Aiming to release in November 2024, pending approval (deck for three points)
  - Sector Investment Coordination - work is anticipated to begin in Q1 2025
  - Ongoing Community Engagement - Catalyst Phase Community Ambassadors will continue to engage with community members in each County to spread awareness about the We Prosper Together initiative, Regional Plan, and upcoming funding opportunities

### III. Economic Equity Priorities

- Presented by Renee John, *Managing Director, Valley Vision*, Malaki Amen, *Executive Director of California Urban Partnership*, and bel Reyes, *Executive Director of Innovation Bridge*.
- Hoping to get the ratification of the Economic Equity Priorities
  - Knowing there may need to be edits after today, but hoping for your insight, and thoughtful attention to these items
- Overview
  - Background
    - Identified and developed by the collective voices and contributions of those engaged in WPT through a series of engagement strategies (e.g. ad hoc committee, Subregional Hubs,
  - Purpose
    - Recognizing that our efforts must intentionally incorporate inclusionary strategies for our disinvested communities to result in different outcomes, the priorities guide aspects of WPT, including planning, catalyst phase, funding, engagement, and decision-making.

- Malaki - thank you to Renee and Valley Vision staff and all of you who are on this team, to roll out the We Prosper Together initiative.
  - Speaking on his background in Economic Development work. Having participated in convening communities of color in other economic development convenings, often economic equity can be overlooked. It's important for us to connect with disinvested communities in a meaningful way. If not meaningful, we won't be able to all prosper together. We've had a chance as a council to weigh in, in a meaningful way. There's give and take due to many stakeholders, and you'll have to consider different perspectives. With this program, there has been a need to have some compromises, but he's glad it's a living document and we can continue to develop this.
  - We're looking at economic priorities that will intentionally center disinvested communities in everything that We Prosper Together does. We have these economic equity priorities, as well as industry priorities. Bringing these together is where the rubber meets the road.
- Want to uplift what was just shared; an acknowledgment for those involved in this decision-making. Equity continues to be at the center of what we're doing; uplift that level of engagement.
- At a glance - process timeline.



- Important to edit along the way so it remains relevant.
- Important to name the disinvested communities in our region. Need to not only be named but also ensure that these communities have a voice at the table.
- Excited for you all today to take a deeper dive, and get your initial thoughts. If you haven't already, reference your packet.
- [Economic Equity Priorities](#) - Components
  - Utilize the link above for full details
  - Collaborative Roundtable: Discussion Questions
    - What resonates with you?
      - What ideas or elements stand out to you as particularly meaningful or impactful?
    - What questions do you have?
      - Are there any areas that need clarification or further explanation?
    - What's missing?
      - Are there any key elements, ideas, or perspectives that have not been included?

#### IV. Collaborative Roundtables: Share-Out

- Presented by bel Reyes and Renee John
- **What resonates with you?**
  - Discussed the separation between the equity and the tradable sectors - we would love to see them intertwined.
  - Notion of trusted messengers - how this is important. There are certain gaps in represented communities - having trusted folks at the table resonated
  - Focus on small business / entrepreneurship
- **What questions do you have?**
  - How does this relate to climate resiliency?
  - Concentrating on primary education
  - What is the definition of a disenfranchised community, and how you can view the industries from that lens.
  - Want to know more about wrap-around services
  - How will we hold folks accountable?
  - How will this be used? Is this in RFPs? Will there be disinvested communities that will be left out because they don't have the resources needed from the start?
  - Will the LC be able to have a say in this verbiage after the edits are made?
- **What's missing?**
  - Tradable sectors - didn't see that verbiage mentioned
  - Geographical areas - missing from this verbiage, considering the differences in the region and how that affects their needs. The definitions within this may be different depending on differing geographic areas.

- The urban areas are very different from the rural ones. Lack of transportation, high speed internet, food deserts, education. Need to provide some other considerations for sectors in those areas
    - Both in great need / have different needs, but the rural challenges in infrastructure means that they have a greater need for setup - so if things are set up 50/50 (urban to rural) it's not equitable
  - Need for technical assistance in areas and/or smaller businesses that may not have the same funding that larger businesses have
  - Sustainability - after the funding runs out - what then?
  - Clean tech commitments - want to ensure that we're moving forward with that in mind
  - Want to flush out the info around "data-driven" - how do we figure out who says the data is good and determines that.
    - Who will be gathering the data, where is it coming from?
    - What tools will be used?
    - Using this to figure out who and where these funds will be going to
- Discussing the options for moving forward from here. Wanting to ratify asap so they can include it with the RFP. Can either take the questions and aim to move forward today, to ratify later in the meeting, or at another time.
- bel reviewing the topics covered during the roundtable activity. Want to be sure to hold ourselves accountable in answering your questions, and noting what's missing in this document as we move forward with your feedback.
- **Questions from Leadership Council:**
  - Gloria Stearns: Since you mentioned this is a living document, knowing that we'll be making edits, I want to make a motion to ratify this as a living document, with the suggestion that industries are included for further consideration.
  - Anthony Taula-Lieras: I want to understand examples of these priorities as a living document through the Community Ambassadors, so we can understand how this process will be supported. Focus on accountability.
  - Malaki Amen: Echos the mechanisms for accountability will be addressed. We've had some challenges, we're on a path to reach these disinvested communities through our ambassadors, but through this - we need to look at a solution that distributes half of the catalyst fund, and the other half after the community ambassadors have had a chance to connect with the communities after the changes have been made to outline accountability.
  - Adam Wilson: Reiterates the need to have geographical aspects taken into account.
  - Malaki Amen: Don't want geographical aspects to be taken too much into account
  - Evan clarifies: Want to make sure that rural areas were taken into account to ensure that their needs are taken into account equitably.
  - Rana Ghadban: Community-centric approach. The first part of the document dives into the diversity of the region, and if we rework that section it could be a great area to include the geographic verbiage.

- Renee: The RFP review committee, who includes LC members, holds us accountable with the adjustment to the economic equity properties. Subcommittee to work on accountability metrics.
  - RFP review committee
  - Motion to move forward in current form, with adding “tradable sectors” + accountability committee
- Evan - thanking everyone for their work on this today. For today - she is going to recognize the motion, and her recommendation - to come back after they review the industry sectors with the aim to get to this by the end of the day.
- **Action item:**
  -

#### **V. Action: Adopt Economic Equity Priorities**

- Presented by Gretchen James, *Valley Vision* and Renee John, *Valley Vision*
- Motion to approve today with the commitment to take the following actions moving forward:
  - Build the Economic Equity Priorities (EEP) into the Catalyst RFP with approval from the RFP committee;
  - Establish a measurement model and tools with input from Community Ambassadors and report back;
  - Continue to make adjustments with Leadership Council approval.
- Motion by Gloria Stearns, seconded by Troels Adrian
  - By a show of hands, please select one:
    - Oppose - 0
    - Can Live With - 6
    - Support - 15
    - Abstain - 0
- Approved by Leadership Council

#### **III. Break**

#### **IV. Industry Priorities Context Overview**

- Presented by Evan Schmidt, *CEO, Valley Vision*
- Since the beginning of the process, our industry sector priorities have been a focus of the project. In the current moment, we need to focus on our industry priorities. If not - we won't be able to make as much of an impact. The other piece of context that the Brookings Institute brought to us, is that we're needing more than 335k jobs to meet the needs of our disinvested communities. In our region, we have a need to diversify our industries.



- The last time we met in person was in June - the Leadership Council voted on the following industries: Research & Development, Precision Manufacturing, Working Lands, Business Services. We're going to return to this in a minute. What we said we would do is research and vet those industries further.
  - Four key areas that are not part of our key tradable sectors: noted as Opportunity (Creative Economy, Tourism, Healthcare, and Construction)
  - We spent the summer vetting the tradable sector strategies. More work with Brookings but GSEC also went out to talk to employers to do interviews, roundtables, etc.
- Industry Priorities Context Overview
  - June: Using data from the Capital Region Economic Assessment and outcomes from the Subregional Hubs' community engagement, the Leadership Council preliminarily approved four tradable sector areas for additional research and action.
  - July - August: CitiesGPS conducted a talent demand analysis to assess the readiness of our region's workforce for these sectors.
  - September: The Greater Sacramento Economic Council conducted employer interviews and roundtables, providing valuable on-the-ground perspectives on these sectors' current and projected future growth.
  - Today: Valley Vision is bringing to you, for adoption, a set of Industry Recommendations that will grow our regional economy and ensure that disinvested communities are connected to high quality, middle skill jobs.
    - If adopted, these will be used to inform the Catalyst RFP.

## V. Industry Research & Analysis

- Presented by Troels Adrian, *Greater Sacramento Economic Council*
- Wants to acknowledge that their CEO, Barry Broome is here as well
- Capital Region Industry Analysis & Recommendations
  - Just over a month, connected with many industry leaders
  - Background - engaged back in July. Brookings did a ton of deep data dive (can take this from the slide)
  - One of the reasons that they name these industries so specifically is due to the language used in each industry - need to relate to them as they relate to themselves.
- Their timeline moved very quickly. Working in conjunction with the State requirements, they moved forward with 76 companies total. For reference, if you connect with 100 companies in a year, that's standard. They reached 76 in about 5 weeks, so very proud of the data gathered and the speed at which they did it.
  - July 2024: Engagement begins with Valley Vision
  - August 2024: Question development & planning

- September - October: Six industry roundtables and 22 1:1 conversations - 76 companies reached
- October 11 - Draft report shared with Valley Vision
- October 30 - Presentation to Leadership Council
- [Methodology](#)
  - They took a strict qualitative data approach. They wanted to get into the three broad themes, - economic outlook for the region / workforce / talent, and what is your outlook economically.
  - Prioritized confidentiality, to be able to receive transparent feedback
- Companies by county:
  - Colusa: 1
  - El Dorado: 3
  - Nevada: 3
  - Placer: 14
  - Sacramento: 41
  - Sutter: 2
  - Yolo: 10
  - Yuba: 2
- Companies by industry:
  - Life Science: 6
  - Cleantech: 7
  - Semiconductor: 8
  - Precision Manufacturing: 24
  - Advanced Business Services: 19
  - Foodtech, Agtech & Working Lands: 12
    - Note about working lands, didn't speak to as many Ag folks as they had hoped
- Findings - Advanced Business Services
  - Company/industry characteristics
    - Banking
    - Consulting
    - Enterprise technology
    - Large Service Providers
    - Corporate / regional HQs
  - Areas of strength
    - High-skilled talent base
    - Ample supply of analyst-level workforce
    - Strong perception that Greater Sacramento is a high-performing region that will sustain business growth into the future
  - Areas of concern
    - Soft skills and basic office competencies (ex: ability to work with enterprise suite products) impacted by age differences (Gen Z, etc.)

- Hiring projections are trending differently in the past due to the influence of Ai for entry-level workforce
- Lack of capital for expansion, particularly for startups/tech employers
- Findings - Foodtech, Agtech and working lands
  - Company/industry characteristics
    - Food science
    - Agtech
    - Food processing
    - Farming
    - Forestry
  - Areas of Strength
    - Region is globally known as a center of excellence. There is a lot that other industries locally can learn from this industry
    - Opposite of the blue-collar pressure below, there is a lot of talent available for tech jobs.
    - Quality of life is widely known globally
  - Areas of Concern
    - Blue-collar workforce is aging out and there is tough competition for new talent.
    - Imbalance in economics: growers feeling price pressures but value-added parts of supply chain see optimism
- Findings - life science
  - Company/industry characteristics
    - Biotechnology
    - Medical device
    - Instrument design
    - Healthcare solutions and technology
  - Areas of strength
    - Aggie Square is seen as a potential game-changer for the region's stature
    - Strong value proposition on cost and labor force attractiveness vs. Bay Area
    - Proximity to the Bay Area helps with capital access
  - Areas of concern
    - While growing, the local labor force is still small leading to retention issues
    - Limited secondary opportunities hamper recruitment of top tier talent
    - Need more partners/resources for clinical trials
- Precision Manufacturing
  - Company/industry characteristics
    - A variety of small industry verticals all organized around highly value-added processes and products
    - Electronics/mechatronics processes are prevalent

- Areas of strength
  - Strong engineering culture and labor force
  - Sierra College's mechatronics program is universally lauded
  - Increasing opportunities for partnerships to diversify labor force
- Areas of concern
  - Being in California is tough due to government responsiveness
  - People are loving the talent they have, but there's not enough of it. Looking to expand on how they are bringing folks in
    - Opening New Doors
  - Cost of operations, including utilities. As much as we love our local utility companies, but need to recognize the cost gap compared to other locations
- Findings - Cleantech
  - Company/industry characteristics
    - Battery manufacturing
    - Renewable energy product manufacturing
    - Circular economy
    - Zero-emission technology products and services (visioning and robotics, for example)
    - Several significant headquarters and corporate operations in the market
  - Areas of strength
    - Supportive policy environment for industry growth
    - SMUD is seen as a national leader in driving partnerships and zero-emission transition
    - Huge demand for products and services in California and the West Coast
  - Areas of concern
    - Similar concerns as precision manufacturers regarding cost of operations and government responsiveness
    - Need to increase knowledge of job availability in local workforce
    - Opportunities for other utilities to learn from SMUD
- Findings - Semiconductors
  - Company/industry characteristics
    - Chip fabrication (Silicon Carbide platform)
    - Chip design and testing
    - Corporate offices
    - Semiconductor supply chain services and management
  - Areas of strength
    - Strong workforce, particularly for corporate and mid-skill engineering talent
    - Far superior value and cost proposition to other parts of California
    - Presence of Intel and increasingly Solidigm driving new entrants to the market

- Areas of concern
  - Overreliance on Intel as talent source for other companies
  - Limited awareness in the region of opportunities in semiconductor industry
  - Difficulty recruiting and training cleanroom workforce
  - Need to build out R&D capacity and stature to attract the very best talent out of the Bay Area
- Recommendations
  - Improve government responsiveness to tradable sector needs
    - Example: Woodland Research & Technology Park. One of the cool things they've done is to say - if you're in this research park, if you're in R&D or semiconductor, you can get in within three months. This is the type of thinking that's needed more.
  - Successful R&D node for each industry of the future
    - Example: Aggie Square
  - Stronger alignment between training providers and industry
    - Example: Sierra College Mechatronics programs. Employers didn't feel - by and large - that they have everything they need from local education providers. How do you make sure that employer needs take into consideration employee needs (transportation / other barriers)
  - Monetary incentives to recruit and retain transformational industries
    - Example: Rancho Cordova Jobs & Talent Attraction Program - having a strong program, or programs that have incentives to retain (SMUD) are very important
  - Stronger branding of tradable sector growth and job opportunities
    - Example: regional brand initiative. Don't feel that they get the love they need locally. Semiconductor and Clean tech both requested campaigns around these industries
  - Continued leadership on housing construction
    - Example: region leads the state in pro-housing designated communities. The more housing we have, the better off we'll be. Not an economic development activity, but economic development-enabling activity.
- GSEC CEO Barry Broome shares: In our work, at the end of the day we're equity guys. Every true economic development person in America is measured by equity. How do you create equity, and increase competitiveness so companies can thrive locally. Roseville example: exporter of talent, and importer of workers. 50% of Sac county work outside the county. So a regional approach is important because folks are working all over the region. Social causes - greenhouse gas example - we sit down with folks about the 2034 deadlines for all-electric, and compare them to Germany. They've put 10s of millions into infrastructure. Sometimes we take an aspirational approach in CA but don't think enough about the logistics. The industries are going to need to buy into our plan. How do we connect folks to those opportunities in a meaningful way? Example: if we're short labor in the semiconductor industry - we've seen certifications from Purdue and Arizona State that

are online; how to bring that to Sierra? He has a social objective but has to have an economic objective that meets social expectation, and then needs to bring folks together to meet the equity needs. Those are some of the things we found successful - he wanted to provide context.

## VI. Industry Recommendations

- Presented by Evan Schmidt, CEO, Valley Vision
- Evan - one opportunity we have here is strategic clarity. Everything we can do to create strategic clarity, the more successful we will be. Appreciate the collaborative efforts of everyone in this room.
  - Recommendations from Valley Vision - in your packet - not outside the recs from GSEC
  - Precision Manufacturing - High-quality middle-skill workforce consists of:
    - Assemblers and Fabricators
    - Metal and Plastic Workers
    - Production Workers
    - Installation, Maintenance, and Repair Workers
    - Operators
    - Drafting and Mapping Engineer Technicians
    - Administrative Roles
    - Managers and Supervisors
    - Art and Design Workers
  - Working Lands - Looking at the full supply chain around this field. Really important sector for our region, and is inclusive of our more rural economies. High-quality middle-skill workforce consists of:
    - Agricultural Workers
    - Art and Design Workers
    - Dispatching and Distribution Positions
    - Engineers
    - Firefighting and Prevention Workers
    - Forest, Conservation, and Logging Workers
    - Management Occupations
    - Material Moving Workers
    - Material Recording and Scheduling
    - Production Occupations
    - Rail Transportation Workers
    - Technicians
    - Wholesale and Manufacturing Sales Representatives
    - Wood, Metal, and Plastic Workers
  - Business Services - High-quality middle-skill workforce consists of:
    - Business Operations Specialists
    - Computer Occupations

- Information Record Specialists
  - Sales Representatives
  - Supervisors and Managers
  - Legal Support Workers
  - Financial Specialists
  - Advertising, Sales, and Public Relations Positions
  - Administrative Roles
  - Art and Design Workers
- Biotechnology: Previously Research & Development - have been a lot of momentum around opportunities regionally in this area. High-quality middle-skill workforce consists of:
  - Lab, Drafting Engineering, and Mapping Technicians
  - Information and Records Organization Specialists
  - Mathematical Science Occupations
  - Management and Supervisory Positions
  - Installation, Maintenance, and Repair Workers
  - Administrative Roles
  - Art and Design Workers
- **Questions from Leadership Council:**
  - Malaki Amen: Can you give specific examples of what the RPF might fund? Funding hiring folks directly? Research of connecting with disinvested communities who are affected?
    - Renee: Using the term “last mile or exploratory” - last mile are things like: if I just had this one item I could get this done /// exploratory are things like: I think this is a good idea but not sure. \$9M in pre-development, and the funds coming from the state will be “shovel-ready”, implementation funds. The team has asked if pilot funding could be included, they think they will get approval in a limited capacity.
    - Evan added a couple of examples: physical space. Not construction but everything leading up to that - planning, permitting, etc. Program planning could be inclusive of program development, community outreach, and pilot programs.
  - Michael Jasso: Is there an expectation that an implementation request needs to be tied to a pre-development request
    - Renee: no, but there will be a need - they need a letter of support from this collaborative, or not, so the state can see there’s a level of support

## VI. Collaborative Roundtables & Shareback

- Presented by bel Reyes and Renee John
- Discussion Questions + Feedback
  - What resonates with you?

- Construction - low hanging fruit; the industry wants folks from disinvested communities. They are actively hiring, so they (CBO) have created a pathway. From there you can grow and expand. Leap-frog from the blue-collar level to industries where you have an entry point without an advanced degree. Feels that there are two objectives: bringing economics to the community and helping uplift disinvested communities. But when you bring them together, it's tough with limited funds, because where do you concentrate those efforts. Hoping that we're able to get some of the funds to move those forward.
- Healthcare is missing - that sector can grow with population growth. What we're really recognizing are centers of excellence vs. specific industry names. Also - not just about distributing funds, but really more of a strategy region-wide - what do we want to grow from that perspective.
- Importance of having a strong pipeline
- Commenting on Troels' presentation and the mechatronics program at Sierra College - we need to go further and get into our schools with our racist teachers who tell students: you're undocumented - you won't be able to do XYZ.
- Middle skills occupation - very important
- Open Doors - very important - can help folks who may have skills but who don't have the credentials needed to continue a career they had in their home country and move here. But also - at the high school level - encouraging them to go into these fields like mechatronics. It's just a matter of figuring out how to get these folks into the pipeline.
- Folks in CBOs / or those that social services work with. May not be refugee folks, may be ESL who may not have completed HS or GED. Folks who have extreme barriers to entry; don't see these folks represented in the plan, would like to see that.
- What questions do you have?
  - Noticed in July that construction & healthcare were at the top of the list and that has shifted - wondering why.
  - What might we need to do to build out the program and meet the needs of everyone involved, making us stronger. Connecting the industry sector priorities and the industry priorities to strengthen our efforts overall
    - Troels: they have a 100% hiring rate from the mechatronics program at Sierra College, and the starting pay rate in that field is close to \$100k. The issue is that they need more students involved. Seems to me that the equitable thing to do would be to go to the communities that are disinvested and get them involved.
  - Data that identifies pathways for each sector - how available are they compared to each other. How does the connectivity with disinvested communities translate to the RFP



- Geographically, some of these areas don't make sense with regards to the industries that have come forward - this is a challenge.
      - Troels: There's an interesting initiative going on now with the Yuba Water Agency - giving a generous grant to get local programs off the ground. This is an example of what they're doing that actually generates jobs
    - How flexible are we to these industries? I think this has been written generally enough to be flexible, but what if there's an opportunity in an area that's close to this?
    - Questions around how the State is going to do this - caps on implementation funding, etc.
    - It would be helpful to know the size of each sector. Three of the sectors seem small, so what are the numbers of each sector?
  - Are there any specific details that would help you to make a decision regarding the approval of these industries?
    - Costs - when we're talking about expanding on these programs, how are we intersecting the industry needs with this work - and what would it cost to implement the items that we would like to?
- Evan bringing attention to the selection of industries - looking at viable industries that would lead to livable wages, well-paying jobs.
  - Suggestion: include the data findings in the RFP as they relate to the industries.
  - Evan also notes: With regards to the concerns around our rural areas, could be an opportunity to look at the infrastructure needs, or bring together trainings, to examine our rural community needs and create solutions
  - Let's consider this as a starting place, to do that deeper work to create solutions in our communities

## VII. Questions & Answers

- Presented by Evan Schmidt, *CEO, Valley Vision* and Troels Adrian, *Greater Sacramento Economic Council*
  - Confirmed by Renee - they are looking to fund a geographically diverse portfolio

## VIII. Action: Approve Industry Recommendations

- Presented by Gretchen James, *Valley Vision*
- **Action item:** Approve Industry Recommendations. The RFP will include the prioritization of the industry sectors that we've included.
  - By a show of hands, please select one:
    - Oppose - 0
    - Can Live With - 9
    - Support - 11
    - Abstain - 0
  - Approved by Leadership Council

**IX. Public Comments**

- Presented by Gretchen James, *Valley Vision*
- None

**VII. Next Steps, Questions, & Closing**

- Presented by Evan Schmidt, *Valley Vision*
- Thank you for your assistance today - I know everyone's coming here with such different lenses, and for us to grapple through the material and blend our varying priorities and experiences and lenses that we have into one set of strategies is hard work. I really appreciate your time and effort and attention to this today. I'm really excited about moving this forward, the insights that you shared, and the work in front of us.
- Upcoming event - We Prosper Together Collaborative Meeting on November 21, 2:00-4:00 pm via Zoom - [register here](#) - we would love to have your participation and sharing with your networks.
- Thank you!

**VIII. [Meeting Adjourned at 4:26 pm]**