

MEETING SUMMARY



Meeting Title	CERF Program: Summer of Learning Session 2						
Date	7/27/2023	Start Time	3:00 PM	End Time	5:00 PM	Location	Virtual
Facilitator(s)	Evan Schmidt (VV), Jose Bodipo-Memba (SMUD)						
Speakers and Guests	Coreen Campos (Vice President of Impact & Resource Development, United Way Fresno, and Madera Counties), Sam Greenlee (Executive Director, Alchemist Community Development Corporation), Tonya Dowse (Executive Director, Siskiyou Economic Development), Marek Gootman (Senior Fellow, Brookings), Suzanne Jones (District 4, Placer County Board of Supervisors)						
Attendees:	Alana Ramsay (VV), Maritessa Bravo Ares (VV), Richard Dana (CSS), Christina Craner (CSS), bel Reyes (CSS), CERF Collaborative Participants						

Meeting Purpose & Objectives (source: Internal Staff Agenda)
<ol style="list-style-type: none"> 1. Demonstrate theory in action by sharing practical examples of low-carbon initiatives implemented with an equitable lens through engaging with organizations that are actively involved in such efforts. 2. Inform Collaborative of the Capital Regional efforts, progress, and opportunities going forward.

Item 1: Greetings and Welcome Remarks	Agreements & Action Items
Discussion Summary <ul style="list-style-type: none"> ● Overview of CERF Objectives 	1. None

<ul style="list-style-type: none"> ● Overview of Agenda <ul style="list-style-type: none"> ○ Panel of Economic Development Pilot Project awardees ○ Presentation from Brookings ○ Updates on region's progress 	
Item 2: Innovative Projects Advancing CERF	Agreements & Action Items
<p>Discussion Summary <i>Please provide a descriptor of your projects, areas of focus, and region in California.</i></p> <ul style="list-style-type: none"> ● Coreen Campos, Vice President of Impact / Resource Development, United Way Fresno, and Madera Counties. Focused on inclusive economies work and the benefit they have had access to communities. Their project is social infrastructure centered around whole person care, so people can see a vibrant economy which is done through workforce development, entrepreneurship opportunities and daily barrier removals (housing and access to food). ● Sam Greenlee, Alchemist Public Market Connect food and opportunity. CalFresh at Farmers markets, place-based economic development, and Alchemist Food Kitchen which works with underserved entrepreneurs to start food businesses. Building Public Market in Sacramento's river district, featuring outdoor space, outdoor food hall with restaurants, commercial kitchen, ● Tonya Dowse - Innovation opportunities for Siskiyou's working landscapes. Believe this is their economic dna, want to support businesses in wood utilization, clean energy, etc. Need opportunities for extraordinary innovation and climate adaptation at the community level. Selected as one of California's iHubs and selected to lead regional climate adaptation collaborative <p><i>Could you please share how within those strategies you are approaching inclusivity and defining equity and how are you operationalizing both in the project's implementation process?</i></p> <ul style="list-style-type: none"> ● SG - Defining equity through Alchemist's Racial Equity statement. Outgrowth of mature programs where they have deep connections in community, hearing what the barriers are (lack of capital, etc.) and designing the program to address these barriers. 	<p>1. None</p>

Model has been to provide people the runway and resources to get their business off the ground until they can stand on their own

- TD - Lens as a rural community: chronic poverty, low wages, dependance on government support. Cities range is size from 800 to 7,000. Hard to bring resources into the communities because the capacity isn't there. The whole project is designed to support investment in their communities and create high-wage opportunities. It's a different lens, but also very important.
- CC - CERF is really about addressing the barriers people place on their pathway to prosperity. We have to start with inclusive economies in order to do this. United Way isn't just booking at the project, but also thinking holistically. Doing this by providing place-based support. Investing in CBOs in order to "do with, not do to."

Could you describe 1-2 ways in which you are engaging or involving the community in the project efforts?

- TD - Project has been a long time in the making, about 5-10 years ago. Project came through the community. The community residents asked for someone to save the historic landmark. Everything along the way from feasibility planning to developing the capital included working with everyone to determine a way in which all could benefit. Community meetings, 1:1s, cohort groups, social media, outreach
- CC - Centering on resident voice and resident engagement by talking to them directly. One of partner organizations launched a community congress where residents across the county have established what their priorities are (need for digital infrastructure, on workforce development, access to education and needing internet).
- SG - Have a great set of representation in the group that has gone through their program. There are a lot of voices coming through the people who are trying to build these businesses. Have also done a lot of meetings with the surrounding neighborhoods and neighborhood associations to get their input. Partners bringing in knowledge about the workforce, entrepreneurs bringing in what they need for their businesses, and community bringing in knowledge about the community's access to affordable housing, food, etc. Even figuring out how snacks can be brought to the Public Market for kids who expressed interest. Have been working for better representation on their board and staff. Staff working in the River District have been really helping support the community's advocacy. Have worked consistently to incorporate feedback, the farmers market has really built trust.

Can you share a challenge you've already faced or expect to face, and any partnerships that have helped you move the project forward.

- CC - The challenge of the pace. Program was designed for 2 years but even that will go by quick. There is a critical ramp up period and then also a need to be able to show replicability. It's a tall order. It's easy to get going and then get focused on granny deliverables. But we want to make sure we still stay centered on the residents and maintain that trust.
- SG - How do we have the funding on hand so the process can actually get moving (to get deposits in and to get contractors paid). State policies beyond CERF about reimbursements, once you use up your advancements, reimbursements take a while (waiting 90 days). Interest rates are not matching the funding.
- TD - Having the ability to cash flow the project will be challenging. Using tax credits, need to have demonstrated cash on day one. Getting construction projects for investment is a big lift, costs and takes twice as much as you expect. Proud of the way Siskiyou County is very good at helping each other out. Have a whole new set of collaborators and partners supporting them every day, and try to return the favor.

Any final words of advice or guidance that you would like to offer to the Capital Region Collaborative as they begin to dig into research and planning opportunities in their regional CERF work?

- SG - One issue we always see here is that the funding always trails the planning. There is a need to make sure when projects are ready, they are able to receive funding and there's an urgency in pursuing it. Being able to separate those who have deep connections in the community and those that are chasing funding opportunities. Focus on growing impact and delivering for the Capital region
- TD - Embrace a "stick to it-ness" attitude. This is a long term strategy and its a heavy load. Keep plugging away at it and don't be afraid to ask. Communicate well what you want to do and the interest may surprise you.
- CC - We had a lot of projects in mind, but what we ended up submitting was sup...Not only did it cement partnerships the community needed, it also allowed to leverage supplemental investments. It allowed us to pull together our resources and go deeper than we would have.

<p><i>We've been talking about lots of terms that, outside of this room, other people may be confused. What would you say to explain why this is so important to the communities you serve?</i></p> <ul style="list-style-type: none"> ● SG - If we don't center inclusivity from the start then it continues the divide between those who don't have resources and those who already do. I.e. gentrification. If we don't center inclusivity, the benefits don't reach those who need it most. ● TD - The investment will be really impactful at the community level. ● CC - Like the word "disinvestment." The word really struck me because it's active and puts the onus on the system. It's easy to complain about the symptoms, but until we recognize the neighborhoods, communities, and people that have been disinvested, we can't create honest conversation and plans for change. 	
<p>Item 3: Capital Region CERF Research - Presentation from Brookings</p>	<p>Agreements & Action Items</p>
<ul style="list-style-type: none"> ● Through the discovery, making sure those who have traditional economic development experience and those who have been left out are able to understand each other's perspectives, creating a two-way exchange 	<ol style="list-style-type: none"> 1. None
<p>Item 4: Capital Region Survey and Next Collaborative Meeting</p>	<p>Agreements & Action Items</p>
<ul style="list-style-type: none"> ● Purpose: To better understand our human networks and the people who are already doing the work and what are the assets and challenges that exist among are human capital of our region ● Really important to hear from the people. So we know how to move projects and coalition forward, hence the survey <ul style="list-style-type: none"> ○ Understand who is in the network ○ Focus on community voice ○ Understand the organizational strengths ● Data will later be shared with the public ● Summer of Learning sessions are monthly to learn together and building our library resources together <ul style="list-style-type: none"> ○ August 24, 3-5pm 	<ol style="list-style-type: none"> 1. Take the survey <ol style="list-style-type: none"> a. https://www.surveymonkey.com/r/VV-CERF-Survey 2. Register for the next meeting <ol style="list-style-type: none"> a. https://us02web.zoom.us/j/84461212693?pwd=ZTY5QmUxHm10nPXDRx69

Item 5: Closing Remarks (Suzanne Jones)	Agreements & Action Items
<ul style="list-style-type: none"> ● Suzanne Jones-Supervisor Placer County, District 4 <ul style="list-style-type: none"> ○ Regional participation is important for regional sustainability <ul style="list-style-type: none"> ■ Tahoe concerns: Housing impacts, climate change in the forest and tourism industry ■ Center in the county: Agricultural issues ■ Western: Fast workforce development ○ CERF goal to provide high road jobs, opportunities to families and create a sustainable economy 	<p>1. None</p>

Misc Notes (to edit later):