



Community  
Economic  
Resilience  
Fund

## Community Engagement

### Half-Day Workshop

Meeting Minutes

Wednesday, July 13, 2022; 1 pm to 4 pm via Zoom

#### Meeting Goals

1. To provide an overview of the components of the Outreach and Engagement Plan, per the Community Economic Resilience Fund (“CERF”);

#### Agenda

- I. **Welcome and Introductions** (~15 mins)
  - o Evan begins at 1:05 pm with an overview and purpose of the meeting
- II. **CERF Overview** - (~5 mins)
  - o Recap: CERF 101 [slides]
  - o Q: How long is the planning phase?
    - A: Planning phase will be 18-24 months. The collaborative letter is taking place now and due on July 25th.
- III. **Setting Our Values** (~10 mins)
  - o Discussion: Do these values resonate with you? What is missing?
    - No feedback at this time.
- IV. **Overview of Our Framework** (~30 mins)
  - o Inclusive Economic Development
  - o Components of a Community Engagement Plan
  - o Regional Examples:
    - Fresno DRIVE
    - LA County CERF Region
    - Discussion: Where have you seen successful community engagement efforts? What did they include? (resources, activities)
- V. **Initial Q&A + Reflections** (~10 mins.)
  - a) Q: How long is the planning phase?  
(1) A: The planning phase is 18-24 months
  - b) Q: Does that timeline include the sign-on letter?  
(1) No, the Collaborative Partnership Agreement is part of this application process.
  - c) Q: Is the goal to recreate what Fresno did?  
(1) A: Not necessarily. Fresno DRIVE and LA County are just examples. We will create our own model. Of course, if there is something we really like from other models, we can include it in our own.

d) Q: As we look at the phrase “planning to plan” and this discussion about community engagement, how far into the weeds do we want to get?

(1) A: At this time, we are looking for a high level discussion, i.e. general values and best practices. We will have many more meetings in the planning phase to figure out the details. Right now we’re setting our course and putting our foundation together.

e) Q: In terms of how this is being conceptualized, I think nonprofits are part of the groups of those being hardest hit right now. How will we build capacity for those organizations to participate? I want to see groups that aren’t necessarily business-focused or related involved in this process. like how people are compensated. I’m wondering what that approach will look like? How will we allow non profits that may not have capacity the ability to participate?

(1) A: That’s definitely a part of the CERF program – making sure that CBOs are included in the Collaborative and other parts of this process. We discussed this in our Capacity-Building and Technical Assistance Workshop this morning. It focused heavily on how we can ensure CBOs are involved and what is needed to make that happen.

## VI. Group Discussion (1 hour)

### o [Jamboard Group Discussion](#)

- What comes to mind when you think of community engagement?
- Where have you seen successful community engagement efforts? What did they include? (resources, activities)
- What are some of the populations and communities that need to be prioritized in community engagement, and what are some best practices that can be used to engage with those folks?

## VII. Final Q&A + Reflections (~10 mins.)

- o Q: Will Valley Vision be facilitating the Community Engagement in the planning phase or subcontracting it out?
  - A: Both but a lot of it will be subcontracted out to make sure we bring in trusted representatives to help do the work. Especially when we’re thinking about all of our different regions, we want to make sure to subcontract out to those who represent or have connections to who we need to engage.
- o Q: I was looking at the CERF Guidelines and saw the High Road Transition Collaborative. What does that mean?
  - A: The HRTC is one of the required outcomes of the planning phase, along with a regional economic plan. This is a group from different sectors and geographies that will be primarily tasked with carrying out the Outreach and Engagement in the planning phase. We’ll also go over the

Collaborative Partnership Agreement letter soon which will be the sign-on for the initial collaborative.

- Comment: As a facilitator one of my rules is that those who talk should listen and those who listen should talk. Today I did that and heard not only things I would have said, but also great ideas I wouldn't have thought of. I want to commend the intelligence, the aptitude, and transparency. I feel affirmed. This is a great group of committee members.
- Q: What are you thinking now about how advocates vs. communities and how their input is weighed?
  - A: Our approach to engagement is a snowball method. When you hear a theme often and across groups, then you know it needs to be a priority. But at the same time, never immediately discounting the outliers because those also may represent a voice that isn't typically heard. We're really looking in this moment at how the Collaborative wants to create these decision-making processes, so it won't be only us who decides how priorities are set.

**VIII. Next Steps + Closing Remarks (~ 5 mins.)**

- Meeting ends at 2:58 pm.