



TAHOE PROSPERITY CENTER

CA Community Economic Resilience Fund CERF - Tahoe Subregional Kickoff Meeting September 25, 2023, Lake Tahoe Community College University Center

Present: Alana Ramsay, Kimberly Brown, Stacy Caldwell, Frank Gerdeman, Wendy Loomis, Samir Tuma, Laura Salinas, Hilary Hobbs, Carissa Bradley, Kristin York, Lisa Miller, Jennifer Krueger, Sarah Isabel Moe, Alexay Wright, Linde Ntutela, Bernadette Nieto, Jessica Penman, Ava Keck, Eric Robins, Daniela Hurtado, Jessica Penman, Brad Deeds, Sara Letton, Gil Mathew, Karen Goldberg, Tere Tibbetts, Derrick Martin, Heidi Hill Drum and Amanda Abbott

Welcome - Thank you to ADVANCE and LTCC for hosting

Introductions - All

Key Community Partners in the CERF process and development of the overall Sacramento regional plan.

- Valley Vision, Sierra Business Council (SBC) and NV County Economic Resource Council (NCERC) representatives in attendance
- Shared understanding of the [CA CERF Program](#), the process for developing a regional plan and how it fits with the [Envision Tahoe Prosperity Playbook](#).
- Funding explanation and subregion breakdown -
- [Regional Breakdown:](#)
 - **Valley Vision (VV) - Regional Convener** - Fiscal Agent - Creating Governance and Deliverables
 - **Leadership Council** - Looks at regions as a whole and gives feedback to Valley Vision
 - **Collaborative** - Gives feedback on our specific regions to the Leadership Council
 - *Subregion* - Colusa County
 - *Subregion* - Tahoe & Nevada
 - *Subregion* - Sacramento & Yolo
 - *Subregion* - Yuba & Sutter
 - *Subregion* - Placer & El Dorado
- [CERF Fact Sheet:](#)
 - Phased funding through Valley Vision
 - **Planning Phase** (We are here, 2023) **\$5m per region:**
 - Establish economic planning
 - Lead research and development strategy
 - Redefine Regional Economic plan
 - **Implementation Phase** (2024-26') - **\$268m total** for Ready to Launch Projects
 - **Catalyst Phase** (2024-26') - **\$14m per region** to strengthen plans and build a pipeline of actionable projects
 - **Tribal Funding Opportunities** (2024-26') - Projects in partnership with CA Native Tribes
- [Stipend funding for participation](#) through Valley Vision for community outreach
 - **\$50/hr** available for meeting attendance and participation
 - **\$25 gift card** available for individual survey completion



Presentation - Heidi Hill Drum & Derrick Martin

Community Outreach and Engagement Discussion

- Feedback and input on how the TPC can better engage underserved and under-represented communities?
 - Setting up a communication network to reach out to business owners and non-profits.
 - Evening meetings versus mid day meetings for broader engagement by workers
 - Engaging young people and getting their input
 - The challenge of balancing the tourism industry, which is a dominant driver of the local economy, but typically offers lower wages, with the need to create new industries and transition people to higher-paying jobs.
- Who can help us reach them and ensure they are engaged and supported?
 - Create Employer Collaboratives to bring in business voices and employee input
 - Business Associations/Chambers
 - Schools (High school and College)
 - Anchor Employers and Key Tahoe Industries

Action Items

- TPC to invite those still missing and add to the committee for better engagement.
 - Conduct outreach to small businesses and labor/trade associations to understand their needs and potential for inclusion.
 - Engage with educational institutions, such as Sierra College, Lake Tahoe Community College and Western Nevada College to involve students and gather their perspectives.
 - Explore opportunities to involve youth and support their aspirations.
 - Work with LTCC, Family Resource Center, Sierra Community House and others to engage our Spanish speaking community members
- Host monthly meetings to continue discussions and gather input from the community.
- TPC to share notes, slides and Alana's contact information for stipend reimbursement (please see included Stipend Explanation link in above section).