

## Meeting Notes

Trista Carter

And I'll start off by introducing myself. My name is Trista Carter. I am a regional stewardship manager here with California Forward. I want to give the opportunity for anyone to give any public comments. Anyone not from the HRTC, that's not a part of that, go ahead. If you have any comments, you may raise your hand or drop it in the comments in the chat.

Any HRTC member comments, any brief comments or announcements for HRTC members on any programs, activities, or events that are surf related and or to provide an update on the work that you're doing to build the high road economy?

Linda DiMario

We are hosting our Steam Ahead Summit 2. We have consolidated or in the process of consolidating all the Stem and Steam related resources and hosting it on a special Octane set of web pages. We're meeting on September 29 at Medtronics.

Iosefa Olifaitulli

Last year, we started our first annual event, and so in two weeks on September 21, we are having our second annual CIELO Night Market. We'll be featuring about 25 of our clients who have varying products and services, as well as food tastings. It's a night of celebration of entrepreneurship in Orange County.

Taryn Palumbo

We have our summit coming up on October 5. It is a community wide celebration of equity, so we hope that every single person who's involved with CERF is able to join us because it's really applicable for nonprofits business, community leaders, activists.

Austin Lynch

I'll just add that our members have been on strike. We've done rolling waves of strikes. We're very confident that we're going to achieve an agreement that substantially raises wages and pensions across the hotel industry for Orange County and LA County. We have the chance to pass Measure A in Anaheim in just a few weeks, which would raise wages for the whole hotel industry, as well as provide basic safety against sexual assault for housekeepers.

Ana Urzua

We're celebrating the graduation of folks working on their cooperative business as workers who are owners of their business, and they will be graduating on October 16 from a twelve week curriculum. We have a fundraiser for starting capital funds for them and an event.

Ish Herrera

I want to issue a warm, cordial invitation to all of you to join us for our 12th annual California Economic Summit, which is taking place in the Coachella Valley with the focus on both the Coachella and Imperial Valleys. We'll be in Indian Wells, and our event will take place from October 11 through October 13.

Bryon Shinyama

Our small business program is holding a fundamentals of ecommerce for small businesses on September 19. But it's going to be in Korean.

Jesse Ben-Ron

Since this is a final framework, this is a good way to get people's thoughts and feedback as we embark upon drafting the eight pages and whatever other documentation the state wants when it comes to Orange County receiving our full allotment of \$14 million. The funding is now \$14 million.

Previously, it was \$26.5 million, so the state agencies have reduced the amount each region will be getting in this phase.

\$1.5 million to select Sector Investment Coordinators. At some point we will have to select our sectors of priority for these pre development funds and that these people will help identify the projects and bring it to the HRTC to decide which projects we want to fund within that sector. We will submit the proposal any time before the end of November, but those funds won't be available until about May.

One thing that is important is the HRTC is the main decision maker here, and we must be a diverse and inclusive group. When we talk about the \$9 million, it must align with strategy and priorities. This is straight from the document, but these are all the things when we think about how the 9 million can be spent.

For the Sector Investment Coordinators, we will at some point have to do a job posting. Once the money is there, we'll have to develop a process to select and hire these people. They're going to be bringing the projects or supporting the HRTC and identifying projects for consideration. I highlighted the red one. It says that regions do not need to identify the industry clusters. So that's true for submission. However, I don't think we should delay the selection of industry clusters much longer.

We probably should select it because if we know what the industry clusters are, then when you think about the Investment Coordinators, you would hope that they have some experience in the industry. They probably have to have some grant writing skills, particularly when it comes to the state agencies that might have more funding to do. When you think about liaising with Workforce Economic Development Partners and other partners, it would really help if they already had some experience with those partners and what they did, and they're not starting from scratch.

Jasmine Pachanda

What is our role in terms of applying for the funding?

Jesse Ben-Ron

It's not as if we need the projects by November. When the funding is available, we have to go through the process with the industry coordinators and then back to the HRTC on which projects we will want to fund with that \$9 million. It's not as if by November we're going to select how we're going to spend that \$9 million in pre development. It's just to secure the money.

Toni Symonds

When you're using public money, there's always this kind of piece where you don't you don't hand out first dollars till you have last dollars. That can make pre development activities challenging because of our deadline. I'm just hoping that when we see the solicitation, that it's clear that you don't have to show total project costs. But then there's the challenge that what if it doesn't happen? There's also a lot of times the state will want to know, how do you demonstrate that it's ongoing? I'm just hoping that when we see the solicitation that we've got a task that we can clearly do within the timeline and the acknowledgment of the risk that could be there for the overall project that we're leading into.

Gloria Alvarado

You asked the question do we need to start working on clusters? And the answer is yes, because I think once the clusters are defined, it'll be easier to put together projects that actually include training, placement and then follow up. In my opinion, we need to start working in those clusters as soon as possible.

Anna Urzua

I wanted to point out some of the language that stood out to me that I think is important context to reiterate, I put it in the chat. Just as a reminder, what stands out to me is these projects are to build a

more equitable resilient economy, putting workers and communities at the center and just that disinvested communities are the ones that are typically are unable to reach these dollars because they don't have the same access to the capital.

And we've been in conversation with Jesse about sharing with the group the EDD pilot project that Cooperacion and Thrive Santana have received along with other partners. And it is an example we talk about the Deep community engagement. There was already sufficient support from the city of Sant Ana. There was language in the general plan and some of the specific plans about our organizations being resources, and there was workforce development and training and placement and a number of things that we're happy to share more about as an example.

Annie Yea

When will the Catalyst funding be distributed and when will the implementation funding be distributed? Because if projects can be applied for both funding, the organizations would have to spend the money for the Catalyst funding and then be ready to be eligible for the implementation funding.

Jesse Ben-Ron

We should be receiving funds to start this work May of next year, and the funds for implementation wouldn't be available really until July. However, I just don't see how that is possible unless they knew the projects at least six months prior to that, which we're not. I think the sequencing is difficult because the project has to be approved by this body by June of next year. I just don't know how that's feasible to be able to be approved, receive the funding, do the work, and then be ready to be approved for implementation by this body.

Iosefa Olifaitulli

What I'm learning is the way that Catalyst is rolling out seems to be the reason why HRTC and CERF is created, because when you need to hire a consultant to translate an RFP, that's a problem for CBOs and Disinvested neighborhoods. So I just want to name that it's not the easiest thing to navigate, particularly for folks who are new to this type of space.

Toni Symonds

I think maybe we need to create a space to have a conversation about not just catalyst, but about how one might think about strategies and other activities that is not within the confines of planning language, but of just kind of talking about we all engage in the benefits and the disadvantages of planning. Maybe we could create maybe two workshops to let people have a conversation so you can talk about it. Try to do our best not to have it in application language, but to talk about how it might affect different neighborhoods.

Trista Carter

I also want to add that California Forward has done some economic and community development workshops, and we have some future ones coming as well. We had a lot of great feedback and comments and questions that came out of that session.

Anna Urzua

It'd be great if there was also a way to add to the representation some of the community feedback. Hopefully we do just to see what is the experience from disinvested communities with regards to those industries, and any suggestions.

Jesse Ben-Ron

We can go ahead and make sure that as much of the outreach and engagement findings can also be presented alongside it.

Annette Kelly- Whittle

Did we decide on the number of industries of focus?

Jesse Ben-Ron

No, we did not decide the number of industries that could be part of the process as well. It sounds like the state doesn't want more than three, but I haven't seen that explicitly in language.

Toni Symonds

I would make a motion that we do try to determine our priority industries for the purpose of Catalyst. And I would also add to that the priority industries for Catalysts will not necessarily limit our ability to have priority industries in our regional plan. And I'll explain why that if there's a second to the motion.

Anna Urzua

I can second.

Toni Symonds

The reason is that for the Catalyst program, you're looking at doing very particular types of work. And you may or may not want to do those in your most dominant sector because they don't need the type of work that they're doing in Catalyst. That's why I'm suggesting that we identify for the purpose of Catalyst, but not necessarily cut off the decision of what the actual regional plan might say.

### **Motion Passes**

Trista Carter translating for Apolonio

So Apollonio was talking about how do we help folks who work in different industries, in formal economies and what tools do they have to be able to make small businesses more legit and formal and being able to afford as most traditional banking opportunities and funding sources are extremely high in their rates and being able to get that leg up and being able to support themselves and start their small businesses.

Jesse

I think that Catalyst funding, to be honest, makes it difficult.

Iosefa Olifaitulli

Because there's a lack of data around the informal economy and these micro enterprises that work in the shadows for a variety of different we not just Orange County. What are your thoughts on really about deeply understanding where he's coming from in terms of data to demonstrate the opportunity. This access to capital and access to technical assistance coaching is critical to help these folks move from the informal economy to the informal economy.

Dr. Wallace Walrod

Maybe you and I can work together on that because you have both your data from your very localized Oakview area, and scale that up to a countywide look.

Linda DeMario

I'm also thinking of this holistically as part of a continuum where if you think of, in terms of early startups, an incubator, an accelerator and the growth and scaling cycle of businesses, we can think of it the same way. You could create a platform where people who have those kinds of questions, issues, concerns or aspirations could find their way to a platform which would help them build a pathway to where they want to go.

Jesse Ben-Ron

Just from the SFP, this group will have to decide vision and goals which we will work on in a future

meeting and spend time getting everyone's thoughts and feedback on that and agreeing to them. This is our proposal on how to proceed with how we determine these things

We will have the researchers on our team develop examples. We will present those to the stakeholder groups. All outreach and engagement will be completed from our respective CBOs and other organizations that were participating in this and we will analyze those results. Once we have all the information from your colleagues and peers to the stakeholder groups, once we have all the information from the community and the regional Plan Part One, that we will go through the process of selecting strategies.

Our recommendation is that we pick 10.

We want to have those stakeholder convenings in early October. Then we'll get into, as I mentioned, the review of the outreach engagement findings, the vision and goals and then we can start just narrowing down our strategies. Once we have the strategies, the projects have to align to that, we can communicate those strategies to the community as they try to submit proposals for funding when it comes to projects.

The logic here is if we can get the strategies done by early December, then we are communicating the strategies, and then people can start the work of writing for implementation funding. We wanted to get that out at the beginning of the year for people to have enough time and to work through it. We wanted to give the most amount of time to the project submission and evaluations.

Gary Brown

I guess I feel a little frustration that we have an HRTC meeting and we're asked to vote on things and pretty much the decisions are made and so forth. Without delaying this time schedule, maybe getting some subcommittees of HRTC members to be involved in the development of some of these strategies rather than just hear the final motion at an HRTC meeting. I would, and I'm sure many members would volunteer on some of these to be a small subcommittee to work with the staff and California forward to develop these and bring them to the HRTC meeting as a subcommittee recommendation rather than staff developing things and bringing it for approval.

Jesse Ben-Ron

Through the stakeholder groups, it'll be a full brainstorm session where then the group will decide any and all strategies that they want to send to the HRTC, then through these meetings, the HRTC will decide the strategies they like.

The point is that you will hear from all the different stakeholders, you will hear from the community, you will hear from your stakeholder groups, and you can always reference back to the research to decide which strategies that you want to take. The HRTC will decide how to proceed with this and then it'll be executed per the HRTC. So this is why this is not me saying this is how it's going to be. This is me proposing a plan for execution. So we are moving through this process, obviously not quickly, but as well as we possibly can considering how many decisions and how many significant decisions are being asked of us to move forward.

Anna Urzua

That was super helpful to picture how it's going to go through multiple committees already, but I'm wondering if we could leave open the option of having a subcommittee once all the strategies from all the groups are developed, because it might be so many that coming to an HRTC meeting and having us figure it out here on the spot could be a challenge.

If the HRTC wants to look at the whole list, discuss, and then a subcommittee afterwards can be pulled to do more of that work and bring it for a final review.

For the identification of strategies, the motion is that we go through the stakeholder groups to prepare proposals for strategies that will come to the HRTC. And if needed, a subcommittee can be created that is balanced with stakeholder participation to narrow to the final proposals for the HRTC to approve. Do we have any opposition of the motion?

Gary Brown  
I'll second.

**Motion Passes**