

Jesse Ben-Ron

The state has a consultant that will develop a logic model for all of CERF, but it is optional for each region to try to develop one with this consultant as well. A logic model is a graphic depiction of your organization that identifies its resources, programming, intended outcomes. It shows the relation between your program's activities and expected outcomes and provides an overview of your organization that can serve as a roadmap for strategic planning. It allows the group to come together on some common principles and outcomes and help with fundraising. Here are the different components that would go into a logic model where we would have to work with the consultant on identifying the inputs, the outputs and then ultimately the outcomes. But this is a process to plan and try to synthesize the stuff that we're doing.

The question is do we want to do one so we can reach out to the consultant to do one just for our region, do a theory of change analogic model just for our region.

Toni Symonds

I would make a motion that we should find more information about this with a presentation to learn more, and that the second part of the motion would be that it would be done as a subgroup so that people could determine what their level of engagement was and that the subgroup would then bring a proposal back to the broader group to talk through options for how it might be implemented rather than just have a subgroup to go do it, but that they would kind of conceptualize it and bring it back for everybody.

Iosefa Alofaituli

Obviously we're familiar with inputs and outputs and activities, but the part that I don't really see in government is the concern with the outcomes, because when we do grant reports and grant applications, it's all about the activities and the outputs and where do the outcomes lie?

Christy Tran

That question is definitely layered. The answer that probably is the most basic level to that question is what CERF is hoping to do is really bring the region together and bring a lot of people who have never been at the table together before.

Iosefa Alofaituli

If we don't sort of confront this issue at something as significant as CERF, where can we? I feel like a lot of our systems and infrastructure is built to produce outputs and activities rather than the end game, and that's why we continue to be in this cycle of addressing surface issues rather than getting at the root issue. If we're investing all these millions of dollars in a collaborative, thinking innovatively and with the community at the center and resiliency, then we've got to start tackling that.

Linda DiMario

I see the value of theory of change logic model for what we're doing. I see it being rather imperative and essential, given the fact that for all the good things that we have been able to accomplish, we have never been very good at playing well together for long periods of time in a sustainable fashion. This is a huge opportunity for us to come together and find those points of intersection and intentionality about what we want to see in our region. .

Garry Brown

Yeah, I would second the motion. I definitely need a lot more information on the overall benefit of this effort.

Cesar Covarrubias

I would second the motion, but I also want to make sure that the consultant has the complete feedback from the diverse group.

Toni Symonds

Does someone have a suggestion on how we might combine those things to both learn more? Have a subgroup come up with a proposal that they could bring back? Does everyone want to hear more about it or what works for people?

Anna Urzua

I don't have a process proposal or anything like that, but I feel in support of exploring a logic model, especially if it helps us bring together everything from the multiple stakeholders. Here the community input that has been

gathered and that it could help us just kind of chart and organize what can come out of a huge effort like this. I think I would just want to warn that it's something usable, adaptable, that we can make it graphically appealing, just that it has some use and it also doesn't set in things into stone.

Jesse Ben-Ron

I guess the next step is how do we proceed? Is it in some of the recommendations or does staff try to do a lot of the legwork to present to all of you or do we just have them present directly to this group in a future meeting?

Jesse Ben-Ron

What are people's recommendations on proceeding? It's clear the sentiment is explore more, but I guess it's like does people work on how we want to do that.

Melanie Schlotterbeck

If you pick a meeting date, offer it out to anyone who can attend and have it recorded so that if folks couldn't attend, they can watch it after the fact, but I support proceeding and getting more information as well.

Jesse Ben-Ron

Is there maybe a second to having an optional meeting and where it's recorded for people to learn more who are interested?

Debra Sanchez

I second the motion.

Garry Brown

Okay. Just for a point of clarification, I heard two motions. There was a motion and a second on the floor already to have a subcommittee. Then there was another motion. So, what are we voting on?

Toni Symonds

And I'm happy to have modifications, but I did type it and put it in the chat.

Jesse Ben-Ron

The language will be right with Tony just saying, request further presentation by the consultant, establish a subgroup to develop a draft plan for consideration by the HRTC. That is what's on the table.

Trista Carter

We'll move on to the next agenda item. In the packet, there's a template letter support from the city of Fullerton on a state grant that they applied for. They needed the letter a few weeks ago, and although you didn't submit the a letter of support, it would be good to consider whether or not you want to provide letters of support for funding that aren't specifically CERF related.

Jesse Ben-Ron

In short, if we are asked to weigh in on projects in Orange County, does this group even want to consider it?

Annette Kelly-Whittle

I think that we should consider it because even in certain grants that talk about being involved in CERF, so people having a letter of support can be helpful for those types of grants.

Toni Symonds

As an inclusive organization, there may be questions or support being asked for proposals that not everybody in the HRTC might understand how that works. So maybe we should have a policy that says you can make the request, but you also need to establish an office hour so that if groups wanted to learn more, they would have that option. The other question is, are we saying that the CERF in and of itself would be writing a letter of support, or is the group making a request of the HRTC partners to consider sending their own letters?

Jesse Ben-Ron

The decision of the collective body, but we can also explore where it's optional for every one of you.

Toni Symonds

If it's the first, then we need to have a very specific process with fact sheets and multiple opportunities, because I would hate to push out voices. We need to think of a process before we essentially put their voice on something.

Kate Klimow

I served on the OC tax Board for a while when they would get a lot of requests for endorsing school bonds, that sort of thing. They had guidelines that established that projects had to meet these things, and then they would just write a letter that says it's in alignment with our standards or our guidelines. It might be easier to have something like that as opposed to HRTC endorsing this project or supporting this project. We come up with a list of standards and then when groups want to ask for our support, we can provide a letter that says this project meets HRTC's standards for community development, inclusiveness, etc.

Linda DiMario

You are spot on because that's the same experience I've had. If somebody presents something for our support, then if it falls under one of those seven things neatly, then that way we don't put ourselves at odds with the entire collective.

Toni Symonds

This could be a good beginning opportunity to think through these processes because we're going to need to do them when we get to phase two. When I've worked for elected officials is they often will say they will not weigh in on competitive applications if the other applicant is in the region. We need some really good guidance, but I think it's got to be centered by the disinvested communities, which I know everybody's in favor of.

Andrew Fahmy

I think that's a good strategy to ensure that we're all aligned with the efforts as opposed to supporting or endorsing. One thing I would suggest in terms of process is to still provide like an opt out strategy.

Garry Brown

I would just want to go with the caveat that this would only pertain to public agencies. I would not want to see private development or other projects come to us for support because they think we would. We're a large, diverse group with different opinions? I wouldn't want to oppose something and then turn around and have the HRTC supporting it with my name on it.

Linda DiMario

I do not suggest it's good policy for us to give 60 different members the opportunity to extract themselves if we can agree that this collective is here for one common purpose, and that is to move forward these things that are already established in CERF. If that becomes our benchmark and anyone submits a request to us, then we would want to have CERF be a powerful voice in support of that as a collective.

If we do this and then everybody has to look at and everybody has to decide whether they can support it or not and they have to take it to their boards of directors, then don't bother. It'll be a logistical nightmare.

Annette Kelly-Whittle

I'm going to agree with Linda on that. I would hate for us to not do them at all only because these things could be crucial in money coming into the county.

Sarah Riggs

Is there any instance where there can be alignment with Serf and a contradiction as well?

Jesse Ben-Ron

I think the idea is that it would unanimously be in alignment, based on certain principles, each organization's mission, and strives for some part of CERF. If these projects kind of check all the boxes, every organization would naturally be supportive of it. Although these are not CERF specific projects, if they check all the boxes, they could hypothetically be eligible for CERF implementation funding.

Kate Klimow

I'm trying very hard to say we're not supporting something if a non-CERF project wants HRTC support. What we can do is say your project is in alignment with CERF guidelines.

Toni Symonds

The American Indian Chamber of Commerce of California is very sensitive about other groups speaking for Native Americans and that Native Americans need to voice their own opinion. There needs to be protection that a group can't come in and say that I'm in alignment with all of you. That our letter somehow validates a voice that invalidates somebody else.

Kate Klimow

I'll make a motion that for the next meeting, a proposed guideline and process be developed for reviewing for alignment of non-CERF related projects. That's the motion and the direction would be a rough template of a letter you could share. My motion is that we review a possible process and letter for acknowledgment purposes of non-CERF related projects.

Trista Carter

We have the motion on the floor, and we had a second. Any abstentions, any nays? Okay, motion carries.

Jesse Ben-Ron

Toni brought up how rich our small business community is in that she requested some data. Also, we held a community forum meeting and weren't able to get all the notes together in time for that deliverable to the state. So we want to include that as an appendix to the report. Before we include anything new into the report, it was approved that you should have to see it and approve of it.

Toni Symonds

I appreciate the small business profile. I did think that the write up, particularly on the self-employment overview, I thought starting with the paragraph with the Lyft and the Uber was to me, it threw off the write up around entrepreneurship in general. I would suggest that first paragraph or the focus of that concept of the concern of that piece get brought down lower in the narrative.

I didn't know if it was possible to add more about the makeup of who is the small business ownership. The fastest growing segments are Latinas. Asian American women are a big segment.

Ana Urzua

One of the things that I would like to be able to see or understand low-income immigrant populations. In what sectors are they the largest, what industries do they tend to work with? Can we see where, in what industries and what sectors are they working so that we can make targeted strategies that could benefit those populations?

Jesse Ben-Ron

The motion would be, do we want to include this content into the regional plan, part one that'll ultimately get submitted to the state?

Toni Symonds

I would make a motion that we include the proposed language in the report, reflecting the additional language as it becomes available.

Ana Urzua

I can second.

Trista Carter

Any abstentions? Any nays? Motion carries.

Jesse Ben-Ron

We welcome your input and feedback on how are we going to ultimately select the project in the first half of next year. This is not us creating a scoring rubric. We have to wait to see if the state provides one for us to work off of.

We're going to try our level best to select our strategies by the beginning of December. The strategies are going to be really important in providing more specificity on the projects we want to see as an HRTC.

Our strategies are a way for Orange County to see what our focus is on how to narrow that down. We will want to send that out at the beginning of the year. We think it'd be helpful for there to be some sort of mandatory

intent to apply. Again, the recommendation is because these projects are not catalyst projects, they should be, as the state likes to say, ready to go. It shouldn't be as heavy as a lift for people to send in some sort of summary of the proposal.

If they want to produce less, they can. Our hope is to make it public, so people can see other proposals to consider, that this group was doing something similar. We'll allow people to consider whether their proposal is strong enough or whether they should be partnering with others moving forward.

We would like to take the proposals to the stakeholder groups, which is broader than the HRTC, in order to kind of reduce down the number of projects the HRTC is going to consider. Once that is done, we want to ensure there is community and resident outreach to flag projects of preference.

Hypothetically we're probably looking at maybe three projects to submit from Orange County. Are people comfortable with this process? You would have your own proposals that you're involved in.

Linda DiMario

When we get to the it says early April Community Outreach to identify projects of preference.

Jesse Ben-Ron

The outreach and engagement we're doing with strategies we ultimately want to hear from residents and other community stakeholders on what's going to work for them. This body is the final decision-making body, but it would help for us not to not necessarily presume what the community thinks are the best projects.

Iosefa Alofaituli

I had the opportunity to participate in Sarah Middleton's process with outreach and Engagement and selecting the grantees partly because or none of us were applicants. I think was at the crux of the decision making was the rubric of sorts by which we look at these. Once these applications come in and they come to us, how do weigh these things? Will that be also part of a process by which we're getting input from community or how will that aspect of it be processed?

Jesse Ben-Ron

I think we should have an idea in place to get input on trying to get broader input on the rubric.

Melanie Schlotterbeck

I've been through this process with work at the statewide level, and based on the diversity of groups participating here, that it would be helpful to come up with broad strategies, but then how do you compare an economic program with an environmental one? I'm just aware of the fact that we can agree to something, but we may get a little bit more information later that we then need to shift our approach. I'm just hoping we build in some flexibility.

Toni Symonds

I was thinking maybe office hours or a little webinar and with the intent that people could actually talk through ideas with maybe some project people that have a little experience to identify what stage they're in.

Ana Urzua

If we're able to even push back at those deadlines, because I'm having a hard time imagining if we are ahead of the game, how everybody else is doing. If there's maybe a visual way, because I know there's catalyst projects and strategies, we're also talking industries at some point. So there's a lot of things we're trying to there's industries, strategies, and then proposals of projects, and then there's the Catalyst. So maybe a visual.

Iosefa Alofaituli

I was wondering if we can have a quick learning moment for me and teaching moment from either you or Trista. I feel like we've voted on a lot of things today and we've voted on stuff before, but we're not voting on everything. How do you decide what we're voting on and what we just discuss?

Jesse Ben-Ron

Moving forward on agendas, I could probably note that will probably require a voting item. It's anything that requires moving forward on something has been required, a vote of you. I make a judgment call, but if it's

significant in any way, the HRTC is reviewing approving or voting directly on the item and others are just for information purposes only for the sake of just transparency and awareness.