

Feb 9, 2024

Jonathan Light

We had a meeting yesterday and we want to ensure we can incorporate climate and environmental justice into all the workgroups as they envision going forward with a project or grant funding.

Ish Herrera

Christy from the Governor's Office for Business and Economic Development is in attendance today. If you've received any correspondence from her, we encourage you to connect.

Garry Brown

Last week, we had a poll to add or separate health, the strategies of health, and environmental justice. And I just wanted to thank all of you who supported that separation.

Ish Herrera

Annalisa is going to drop in the chat the spreadsheets that contain 105 strategies that are both in English and Spanish. The goal over the next couple of weeks is to reduce that focus from 105 to 21.

Jesse Ben Ron

A lot of time was committed to the research document in addition to outreach and engagement to the community. Those findings were presented to you in two meetings. This process was presented and approved by the stakeholders, as large as this group is it's not fully representative of Orange County. The top strategies for each stakeholder group were included in the Excel sheet that you have had for a while. We will refine the language until we get to a point where this group is comfortable with it.

Dennis Arp

Is it better to be more broad or specific?

Jesse Ben Ron

If the state says we want something different then we will come back and make those changes.

Jill Katevas

I am the leader of our registered apprenticeship program with OCDE. We can register any non-traditional sector or job for we're focused on youth ages 16 to 24.

Linda DiMario

It's in our best interest to be very specific about how we're going to achieve the outcomes that we're proposing.

Melanie Schlotterbeck

Based on the conversation that we had yesterday, in our environment and environmental justice group, Ish, can you confirm that we're trying to avoid the siloed approach that has historically been prevalent in grant opportunities and that it might be more advantageous to be inclusive and collaborative?

Ish Herrera

That's the spirit of this work is to break down siloes across industries, geographies, and communities.

Melanie Schlotterbeck

The environmental justice, subsection of this is willing and able to participate in all of the categories and we would encourage collaboration on that front.

Annette Kelly-Whittle

In our current regional plan, the key industries driving demand include ICT, digital media, healthcare, hospitality, retail, tourism, and manufacturing. Our focus remains on leveraging available funding for these industries. Specifically, in terms of apprenticeships.

Andrew Gonzales

Our apprenticeship programs are entirely self-funded by our members, eliminating the need for additional funding.

Christa Sheehan

I agree with keeping the strategies broad, evidence shows that without free training and soft skills training people continue to struggle to access some of these career opportunities.

Austin Lynch

Building trades apprenticeships also apply to hospitality apprenticeships about self-funding, we also include soft skills.

Luis Sarmiento

I've noted some key comments from our colleagues. While there are existing economic development resources, it's crucial to ensure these resources effectively reach those in need.

Nate Greensides

Expanding on Luis' remarks, it's essential to recognize the existing economic challenges faced by many low-income individuals and Santa Ana residents. Many of these individuals naturally adopt carbon-neutral practices in their businesses due to cost constraints and environmental concerns. With this in mind, this context underscores the significance of strategies outlined in cells B3, B6, and B13.

Jesse Ben-Ron

Do we want to start including some of this language before the vote or see what rises to the top amongst those 21 and then discuss including specific language when we refine it?

Linda DiMario

It seems that several sets of strategies and tactics could be merged into a more cohesive and compelling approach.

Nate Greensides

Having language, especially during times of emergency or economic upheaval, is crucial. They play a vital role in ensuring clear communication and access to vital information for all residents, particularly non-native English speakers in Orange County, including those in Santa Ana.

Toni Symonds

The previous recommendation underscores the importance of proactive measures in addressing barriers to accessing services, especially before disasters strike.

Desiree Martinez

How deep has anybody investigated the AI portion of the strategy or where that came from?

Jesse Ben Ron

The process involved a brainstorming session where ideas floated and then put to a vote. As a result, we included a section in our report on AI, drawing insights from an expert or typically involved with the UN in AI matters. It emerged organically from stakeholder discussions.

Andrew Gonzales

A significant portion of resources are directed towards aiding individuals with rent payments and supporting businesses. Rather than constantly addressing immediate needs like rent and food assistance, we could focus on creating jobs within an industry that remains stable despite economic downturns or pandemics.

Cesar Covarrubias

While creating resilient economies and jobs is important, we must also acknowledge that some of these jobs may not offer sufficient wages to meet the high cost of living in Orange County.

Ish Herrera

What is an example of a job that is immune to an economic shock?

Wallace Walrod

One that stands out is health care. People don't stop getting sick during a recession and as Orange County is getting increasingly older, people consume more health care.

Luis Sarmiento

In terms of economic shocks, focusing on businesses and services that are low-barrier, low-tech, and more in-person can be crucial in responding effectively to economic shocks

Nate Greensides

I see some particular cells that mimic other categories is there any sort of thinking in including similar items in multiple categories?

Jesse Ben Ron

We want to have this vote and let's see how things unfold. Following the vote, we can refine and adjust details as needed, as you rightly pointed out.

Luis Sarmiento

We propose shifting the focus from simply improving community outreach to prioritizing initiatives that foster active involvement and engagement of community members in economic development endeavors. In the network of resources let's add the community land trust.

Rick Adams

I am seeing a miss on transportation, we should address it on the level of building an infrastructure.

Toni Symonds

We had two recommendations relative to the health needs and access to resources for American Indian and Alaska Natives in the Orange County and Los Angeles corridor and just hope people will consider that the whole issue is culturally appropriate and culturally sensitive.

Cesar Covarrubias

Let's ensure that we have resilient neighborhoods as health starts where people live and operate.

Nate Greensides

Many non-English speakers have expressed interest in wanting to work in the health sector, but language is a barrier.

Linda DiMario

Let's focus on preventative medicine and preventing some of the things that we find ourselves engaged with, like diabetes. I thought maybe we might want to add that.

Nate Greensides

There might be some space in this category for increasing employment opportunities for non-traditional methods of health to be normalized. Such as midwives delivering babies at home instead of at the hospital.

Apolonio Cortez

Let's also invest in preventative care, such as mental health resources and public health in general. Rather than only focusing on treatment.

Sokolin's Translator

She wants to ensure that the English language is accessible, especially for a healthy community. She is a Cambodian speaker so my language is very important to her.

Johnice Williams

I appreciate everyone who has spoken up about healthcare as it is number one on my priority list.

Melanie Schlotterbeck

I'm a little bit confused on F-2 where it says "use students from four-year community college and high school marketing programs to partner with their multimedia programs, and pathways and create campaigns and competitions." I don't know that that fits under this category. If someone has an explanation on how that ties into environmental equity I would like to hear it.

Jesse Ben Ron

That surfaced in one stakeholder group and was supported. I was not in a position to remove options.

Jill Katevas

I think the goal here was to spark an interest in getting into fields and having that environmental awareness. I think that's where this is coming from.

Toni Symonds

I want to highlight the green innovation zone. The concept was to choose areas that had large concentrations of small businesses and help them collectively move to a greener pathway.

Nate Greensides

We are not highlighting public transportation. A lot of education is still necessary in area F-2. Marketing and education are aspects that can be added to any one of these individual suggested strategies.

Garry Brown

How much latitude do we have to modify or add something that's not there?

Andrew Gonzalez

There's a lot of money that already exists in both state and federal government.

Jesse Ben-Ron

This is yours to submit to the state, the challenge is that we begin to undermine the process that was agreed to when incorporating stakeholder groups. You all need to decide on whether to rewrite strategies or not.

Linda DiMario

The two words do appear in one of those such as preventative health. It appears in the fifth one which allows us to expand on that.

Nate Greensides

I was not suggesting that a new strategy be added to this particular category. The green zone is a great initiative and a lot of younger individuals are probably more knowledgeable in environmental justice.

Luis Sarmiento

My suggestion would be where it says more outreach and awareness in preventative health, rewording it to more investment in preventative health strategies.

Nate Greensides in chat:

Is there an easy webpage or link that outlines or summarizes what the strategies for the state are?

Jesse Ben Ron

There isn't something directly from California Jobs First for us to review, and to try to match. We have what was provided and presented such as the PowerPoint presentations in the December meeting.

Ish Herrera

The tone in Sacramento when looking at the state budget is that they care about issues related to climate change, energy resources, high-quality jobs, and inclusiveness of disinvested communities.

Christy Tran

Think about what is best for your region versus trying to align with state initiatives. CA Jobs First hopes to give the power of economic development to you and to support your disinvested communities.

Toni Symonds

How can we further use this information and the capacity building that we've done to access state resources that implement our vision?

Jesse Ben Ron

If it's helpful to the whole group, given some of the suggestions, I can add the modified language, so you can see where that strategy could be headed. You all would still have a week to vote. We will also share a Spanish link. This is not final, it helps give this whole group a clue of where all of you are at versus the things that you want to prioritize.

Ish Herrera

We will need to entertain a motion to formally open the poll in the survey as described and amended by Jesse. Jerry Brown makes a motion and Linda seconds. All those in favor signify by giving the thumbs-up emoji or saying aye.

Jesse Ben Ron

You'll have by 11:59 pm the end of next week, to cast that vote. We bring back the poll to confirm it here. You will see the full results, not just the top three and we can consolidate certain things if you all would like before we send it to the state.

Ish Herrera

Are there any oppositions to the motion or abstentions? Motion carries unanimously. Our next meeting is scheduled for February 23, same time.

Jesse Ben Ron

Thank you to the environmental group and all sectors. We understand that economic development and good-paying jobs are the center of this, but the health aspects and environmental aspects are critical as well. Thank you for explicitly saying that as a stakeholder group.

Ish Herrera

I want to remind everyone to coordinate with Johnice offline to review and discuss the strategies for public health.

Jesse Ben Ron

If you want to use me as the facilitator of some of those conversations, you're more than welcome to do that.