

STRATEGY COMMITTEE FORMATION

WORKFORCE DEVELOPMENT BOARD

WDB AD-HOC COMMITTEE/LEADERSHIP TEAM

AGENDAS - July 2017 through October 2017

Leadership Team Members

Cindy Harrington	Humboldt County Economic Development & Workforce Development Board Executive Director
Karen Meynell	Humboldt County ED Specialist & Headwaters Fund Executive Director
Gregg Foster	Redwood Region Economic Development Commission Executive Director
Leila Roberts	North Coast Small Business Development Center Director
Connie Stewart	Humboldt State University-California Center for Rural Policy Director
Steve Kimberling	Workforce Development Board-Private industry
Dianna Rios	Headwaters Fund Board Member & Fortuna Chamber of Commerce
Greg Seiler	Headwaters Fund Board & Private Industry
Randy Weaver	California State Employment Department-Labor Market Information Division
Prudence Ratliff	College of the Redwoods-Director, Workforce & Community Education

CEDS Leadership Team

July 19, 2017

AGENDA

1. Role of Leadership Team
 - a. Recommendations to Strategy Committee
 - b. Goals = based on initial survey – 3-5 high priority
2. Strategy Committee Recruitment
 - a. Need Private, public, community organizations, education, nonprofit
3. Process Development to Date
 - a. Funding, survey, interviews, 2 community meetings
 - b. Find common themes across industries – no wide net – issue based not cluster based. Changes to Policy/Physical infrastructure/Programmatic
 - c. Feedback
 - d. Revisions
4. Timeline – July to August, develop survey. Communication plan/marketing plan, survey out to community for one month beginning in September. Conduct interview during October. Analyze data. Conduct first community meeting beginning of November to present analysis. Draft CEDS document and present draft at second community meeting in January or February. Public comment.
5. Survey –
 - a. Demographics to include. Identify issues to rank.
6. Community Outreach



CEDS ad-hoc Meeting Agenda

September 12, 2017

1. Introductions
2. Role of Ad-Hoc Committee
3. Discuss Process/ Methodology to collect SWOT, background information leading to strategies

WDB Strategy Committee determined that the process will include community survey, stakeholder interviews and industry focus groups.

- a. Community Survey
 - i. Decide on method. What is the goal of the survey? Weigh costs versus data validity
 - ii. Paper or digital survey?
 - b. One-on-one stakeholder interviews to occur in October/November
 - i. Review list from 100 business interviews and select stakeholders
 - c. Target industry focus groups – 8 meetings – Will discuss at a later date
4. Cannabis – How should cannabis be addressed in the CEDES? WDB Strategy Committee requested the ad-hoc determine this
 - a. Include in CEDES as an agricultural product
 - b. Include as an appendix
 - c. Do not include
 5. Timeline
 - a. Check-in with where we are on timeline
 6. Next steps – who, what when
 7. Next meeting

9/12/2017



Stakeholder Interview Questions

1. *How is our economy doing compared to other similar regions?*
2. *What do we do well in economic development?*
3. *What are we not doing to improve our economy?*
4. *What community can you think of that we should be more like?*
5. *What do you see as opportunities for our region in economic development?*
6. *What do you see as the barriers standing in the way of growing our economy?*
7. *What is the main challenge in changing the messaging about our economy from the glass is ½ empty to the glass is ½ full. How do we get people to shift to embracing opportunity?*
8. *Who else should we interview?*



CEDS Ad-Hoc Meeting Agenda

September 19, 2017

1. Introductions/Changes to Agenda/Etc.
2. Discuss Stakeholder List
3. Discuss Stakeholder Interview Questions
4. Discuss Community Survey Design
5. Next steps – who, what when



CEDS Ad-Hoc Meeting Agenda

September 19, 2017

1. Introductions/Changes to Agenda/Etc.
2. Discuss Stakeholder List
3. Discuss Stakeholder Interview Questions
4. Discuss Community Survey Design
5. Next steps – who, what when



CEDS ad-hoc Meeting Agenda

October 11, 2017

1. Approve final paper survey for recommendation to WDB
2. Finalize stakeholder list
3. Review stakeholder interview questions
4. Next steps – who, what, when
5. Next meeting – October 24th 3-5pm



CEDS ad-hoc Meeting Agenda

October 11, 2017

1. Approve final paper survey for recommendation to WDB
2. Finalize stakeholder list
3. Review stakeholder interview questions
4. Next steps – who, what, when
5. Next meeting – October 24th 3-5pm