



## Stakeholder Update

September 10, 2020

Hello from MOVE2030!

We wanted to bring everyone up to speed on our Action Groups which were created from the August 10<sup>th</sup> Community Stakeholder meeting. We understand your lives are stretched incredibly thin right now and appreciate any and all involvement you have with MOVE2030. Mendocino Opportunities for a Vibrant Economy is in full swing with gathering data and creating action items so that we can;

1. Analyze
2. Prioritize
3. Find Funding

For a variety of projects around the county which will stimulate economic development and offer residency through crisis events.

It is NOT too late to get involved! All meetings have been recorded; links are located at the end of this document. Stay tuned for a meeting mid- October to go over all the incredible information which was gathered, as well as contact details for who is continuing outreach to complete Action Items into 2021.

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**ACTION TEAM A = ENTREPRENEURSHIP / BUSINESS**

Tuesdays from 3 to 5pm | Aug 19 | Sept 1 | Sept 15 | [Register Link: https://bit.ly/3fDlqxG](https://bit.ly/3fDlqxG)

Community Champions = Jim Mayfield | Barbara Burkey | Gerry Gonzalez

The largest team by far. From this discussion a Facebook page has been created to offer ideas and interaction on all things entrepreneurial. Please sign up and participate at <https://www.facebook.com/groups/eomendocounty/>

Several action item sub committees have now been determined with tasks to complete and with sub team leaders who will be meeting outside of the set pre -determined dates. Team A is set up to encourage entrepreneurs and grow business, which is reflected in the sub - categories which include;



- Mobile permitting
- Mentoring /Business Advisors in sectors such as accommodation, hospitality, food, retail
- Start Up incubator
- Improving the permitting process and setting up an ombudsman concept to facilitate business
- Improving small business opportunities and operations
- Researching financing options outside of the traditional banking loan concept

#### ACTION TEAM B = DIVERSITY IN INDUSTRY

Thursdays from 11 to 1pm | Aug 13 | Aug 27 | Sept 10 | [Register Link: https://bit.ly/2EXS801](https://bit.ly/2EXS801)

Community Champions = Maureen (Mo) Mulheren, Jessica Morsell – Haye

Though much smaller, this group has completed their meetings and have come up with some fantastic ideas, some of which overlap other groups. Focusing on;

- Needs of our rural communities
- Strengthening our restorative sectors
- Business hubs
- Increasing tourism and creativity
- Bolstering youth engagement / education in trades

#### ACTION TEAM C = GREEN INFRASTRUCTURE

Tuesdays from 9 to 11 am | Aug 25 | Sept 8 | Sept 22 | [Register Link: https://bit.ly/31KbZrB](https://bit.ly/31KbZrB)

Community Champions = Jim Roberts, Lucresha Renteria

Small but mighty, Action Team C has had compelling conversation with lots of ideas which will be further discussed in the weeks ahead. They too have discovered many overlapping needs to address, including;

- Overcoming barriers to swift permit approvals
- Must have shovel ready projects in the wings, ready to go when funding is made available
- Solar Storage and sustainable water lines in remote communities
- Co- Housing and other low - cost alternatives to create more livable/ affordable space
- Broadband challenges



Partnering with agencies such as:

- Forest Reciprocity
- City of Ukiah Electric Company
- Tesla
- Mendo Food Hub
- AlertWildfire.org
- FurtherReach.org

#### ACTION TEAM D = TECHNOLOGY IMPLEMENTATION

Thursdays from 9 to 11 am | Aug 20 | Sept 3 | Sept 17 | [Register Link: https://bit.ly/31uHpSt](https://bit.ly/31uHpSt)

Community Champions = Michelle Hutchins, Glenn McGourty

Action Team D is all about integrating technology, we know broadband is a rural challenge, one which has a host of individuals working on already with the Broadband Coalition. Getting tech into the classroom at a younger age is a priority with this team. Also discussed;

- Facilitating granges and libraries throughout the region as tech hubs
- Branding made in Mendocino / encouraging shop local / ease of online options = no amazon
- Adult continuing education
- Removing the stigma of cannabis and the cash base business plan
- Resilient Power Grids
- Technology Centers in all communities
- Starring items on receipts from local suppliers to signify how much money is staying in the county

Lots of great ideas!

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We want you to talk outside these groups as this is your platform to make positive improvements in your county.

I will be sending out follow up emails with links to a box folder with additional reading material. These updates will also include contact information for who is in the group and a link to the recorded video. If you are not in a specific group, but would still like this information, please do not hesitate to ask- recordings can be found below.

Marie Jones will be sending out notes and slides from each meeting as well as occasional surveys to get the pulse of the group and to better determine further action items.



If you would like to get involved with what we are calling the BigMAC – I encourage you to do so. Meetings will be the 4<sup>th</sup> Thursday of every month, at 2pm. Our kick - off is in just a few weeks. This meeting will specifically be designed around increased engagement for our outlying communities and how best to share information happening around the county. As you may know M.A.C. stands for [Municipal Advisory Council](#) and we have several around the County, all of whom have shared challenges as well as unique situations, which will be better addressed in a larger group meeting. We encourage any and all of you to contribute to these monthly meetings. Sign up information follows:

You are invited to a Zoom meeting.  
When: Sep 24, 2020 02:00 PM Pacific Time (US and Canada)

Register in advance for this meeting:  
<https://us02web.zoom.us/meeting/register/tZErdU-prTMOhdWYw46B2NcQkXK-3w0FgD67>

After registering, you will receive a confirmation email containing information about joining the meeting.

**Thank you all for your time and commitment, from the MOVE2030 Steering Committee,**

Hon. Dan Gjerde, County of Mendocino, 4th District | Hon. Ted Williams, County of Mendocino, 5th District | Carmel Angelo, CEO County of Mendocino | Brent Schultz, Dir. Building /Planning, County of Mendocino | Darcie Antle, Deputy Chief Exc. Officer, County of Mendocino | Mary Anne Petrillo, CEO West Business Development Center | Paul Garza, West Business Development Center, Chairman of the Board | Una Wirkebau, MOVE 2030 Economic Coordinator | Jesse Burnett, Interim Director EDFC | Diann Simmons, EDFC | Stacey Caico, Workforce Alliance North Bay | Megan Barber-Allende, CEO Community Foundation of Mendocino | Jeff Tyrrell, Project Manager Community Foundation of Mendocino



## RECORDINGS:

### Action Team A / Entrepreneurship

- **August 18:** [https://us02web.zoom.us/rec/share/MQy9vpRujbZmOzrv1t7be-Bwb7zxphVBtSLaqWQC\\_tAyRHw9mJNHnzyTDt5DX2pp.lbLE06N9v23Upi-v?startTime=1597786969000](https://us02web.zoom.us/rec/share/MQy9vpRujbZmOzrv1t7be-Bwb7zxphVBtSLaqWQC_tAyRHw9mJNHnzyTDt5DX2pp.lbLE06N9v23Upi-v?startTime=1597786969000)
- **September 1:** <https://us02web.zoom.us/rec/share/xYllmD600F-jKnlouwnUqRIHHN1rvtoukQG4LedywM02JkMPy1YTW3q-nJFd2E2-.NtBfEqdISmHY0kcn?startTime=1598996296000>



## Action Team B / Diversity

- **August 13**: [https://us02web.zoom.us/rec/share/cJvIX2msl8dweYKyGtgzB73qBAX261pW\\_uNHZE\\_Aebw8nSSEZtQS RmkpRNPdqOS6.zjgv3gp8fMy0\\_jcj?startTime=1597341817000](https://us02web.zoom.us/rec/share/cJvIX2msl8dweYKyGtgzB73qBAX261pW_uNHZE_Aebw8nSSEZtQS RmkpRNPdqOS6.zjgv3gp8fMy0_jcj?startTime=1597341817000)
- **August 27**: [https://us02web.zoom.us/rec/share/8zY\\_FU0TX8KpQ9KjzRCmgpyXkOO9NI5DuLPnrH2i7a57dSiXsSEw4 wFLmPR8ErNk.u\\_Q6mq3WWZBEhvaT?startTime=1598550106000](https://us02web.zoom.us/rec/share/8zY_FU0TX8KpQ9KjzRCmgpyXkOO9NI5DuLPnrH2i7a57dSiXsSEw4 wFLmPR8ErNk.u_Q6mq3WWZBEhvaT?startTime=1598550106000)
- **September 10**: [https://us02web.zoom.us/rec/share/GHJhe7YLY2zp0\\_vfEeXVibFgnXnMtYirrtWgp53TDXy16XFsoK pELanGjy2g9\\_O6.\\_zLXGVTq7hNqz5Z2?startTime=1599759772000](https://us02web.zoom.us/rec/share/GHJhe7YLY2zp0_vfEeXVibFgnXnMtYirrtWgp53TDXy16XFsoK pELanGjy2g9_O6._zLXGVTq7hNqz5Z2?startTime=1599759772000)

## Action Team C / Green Infrastructure

- **August 25** : [https://us02web.zoom.us/rec/share/\\_dz3KHqL-Pk\\_1-BH5h7mFZRCEbO5POGrbDxHblXvcV3JJontGbmP3XFltRRjA\\_K.4SmFbgqfG\\_Z39Hr-?startTime=1598370251000](https://us02web.zoom.us/rec/share/_dz3KHqL-Pk_1-BH5h7mFZRCEbO5POGrbDxHblXvcV3JJontGbmP3XFltRRjA_K.4SmFbgqfG_Z39Hr-?startTime=1598370251000)
- **September 8**: [https://us02web.zoom.us/rec/share/B1z44rAMl9zIPbt\\_b0oaneBj\\_CboGteA4YNIO7MzrTvDW3qRAXj CkA\\_AAyisD1Je.FoqfGiulZnVE\\_gf7?startTime=1599579806000](https://us02web.zoom.us/rec/share/B1z44rAMl9zIPbt_b0oaneBj_CboGteA4YNIO7MzrTvDW3qRAXj CkA_AAyisD1Je.FoqfGiulZnVE_gf7?startTime=1599579806000)

## Action Team D / Technology

- **August 20** : [https://us02web.zoom.us/rec/share/zujZeePNiv-oM4N\\_I0T4b\\_a2UGwetzt-Q3ZDL6AtA0qTEzbyFG5P2Cug2mXU\\_RY.mhQ5yJhIVROGrRy?startTime=1597937882000](https://us02web.zoom.us/rec/share/zujZeePNiv-oM4N_I0T4b_a2UGwetzt-Q3ZDL6AtA0qTEzbyFG5P2Cug2mXU_RY.mhQ5yJhIVROGrRy?startTime=1597937882000)
- **September 3** : [https://us02web.zoom.us/rec/share/-1PLFaWGuyC6kUmi0oDOcjRv1T-ogNfzICVwB9ac73xCBebkSHgkPXhYirECJU-P.XuA9qRjMjl04A\\_23?startTime=1599147485000](https://us02web.zoom.us/rec/share/-1PLFaWGuyC6kUmi0oDOcjRv1T-ogNfzICVwB9ac73xCBebkSHgkPXhYirECJU-P.XuA9qRjMjl04A_23?startTime=1599147485000)