



10am to 10:30

Welcome/ MOVE 2030/Vision

Ted Williams, Supervisor District 5

Economic Development vs Economic Growth

Paul Garza, Chairman West Business Development Center

10:30 to 11:00

After the Fire: Paradise/ Butte County

Monica Nolan, Executive Director, Chamber Paradise

Collaboration during COVID: Humboldt County

Scott Adair, Executive Director Economic Development

Building an Economic Center: Opportunity Stanislaus

David White, CEO Opportunity Stanislaus

11:00 to 11:30

**The Economic Imperative:
Mendocino Opportunities**

Adam Fowler, Director of Research at Beacon Economics

11: 30 to 12 noon

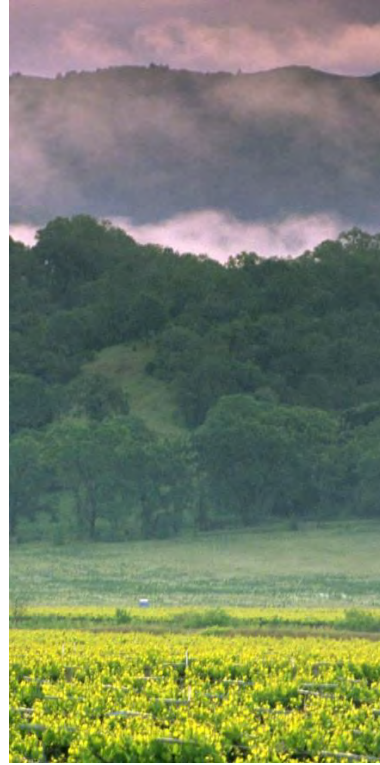
Creating a Community of Results

Mary Anne Petrillo, CEO West Business Development Center

Closing Remarks

*Dan Gjerde, Supervisor District 4
Carmel Angelo, CEO County of Mendocino*

- This session is being recorded
- The audience muted
- Use the chat area to share information
- Use Q&A box to post your specific questions
- Questions will be answered via Q& A or live
- All attendees will receive this recording



MOVE 2030

Mendocino Opportunities for Building a Vibrant Economy

Supported by funds from EDA and the County of Mendocino to develop an Economic Recovery and Resiliency Plan.





MOVE 2030

Mendocino Opportunities for
Building a Vibrant Economy

Ted Williams
Supervisor, County of
Mendocino, District 5

Vision Setting and the MOVE 2030 plan



MOVE 2030 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



MOVE 2030

Mendocino Opportunities for
Building a Vibrant Economy

Paul Garza, Jr.
Chair, Board of Directors,
West Business Development Center

What is
economic development?

Economic Development

Economic development is the conscious adoption and execution of strategies formed through government policy and public/private partnerships to create economic growth through qualitative improvements, especially job and wage growth.

Growth vs Development

Economic development

- Increased wages, career advancement and working conditions (living-wage jobs)
- Requires increased education
- Long-term investments, higher long-term growth
- Innovation/entrepreneurship
- Balanced policies: environment, communities, health
- Community prosperity
- Primacy on local resources

Economic growth

- Jobs
- Little or no training
- Short-term transactions
- Typically, negative impact on social structures and services
- Profit
- Opportunity

Economic Development: Tools

The FOUR I's

- **INFRASTRUCTURE**

Transportation systems, building, housing, hospitals, schools, land use policy, etc.

- **INVESTMENT**

Capital infusion (loans, venture funds), government grants, development bonds, dedicated taxes/special assessments, etc.

- **INTELLIGENCE**

Workforce development, recruitment of high skilled individuals, remote workers, business attraction, etc.

- **INNOVATION**

Entrepreneurship, small business development, technology transfer, value-added, etc.

Economic Development: Achieving Success

- Base on local resources
- Data drives decisions
- Create a collective vision
- Build collaboration
- Create partnerships between business/industry, government and non-profits which secure outside funding

Case Studies



Monica Nolan
Executive Director
Chamber of Commerce
Paradise Ridge



Scott Adair
Executive Director
Economic Development
Humboldt County



Dave White
Chief Executive Officer
Opportunity Stanislaus
Stanislaus County



Adam J. Fowler
Director of Research,
Beacon Economics

The Economic Imperative: Mendocino Opportunities

MOVE 2030

Mendocino Opportunities for
Building a Vibrant Economy



Mary Anne Petrillo
CEO, West Business
Development Center

Building a Community of Results

Key Economic Goals

To develop a strategy, determine investments, and establish a shared responsibility for our collective economic outcomes MOVE 2030 has set four key economic goals :

- Grow entrepreneurship and strengthen existing businesses
- Develop a diverse industry base
- Establish a green infrastructure
- Implement technology across sectors

Creating Economic Action Plans

WHAT: Economic action plans are *initiatives*. They outline resources (money, people and materials) needed, anticipated outcomes, and impact on our economy.

WHY: Economic action plans will become a framework for implementing activities backed by the community. They are to be used to give guidance to leaders in local governments, agencies and community activities as they prioritize plans over the next decade.

HOW: With the help of community champions and professional facilitation action teams will meet for at least 3 sessions over the next 2 months.

Community Champions

Entrepreneurship/ Business Expansion

Jim Mayfield

Owner
Rainbow Ag

Barbara Burkey

Vice Mayor
City of Pt Arena

Gerardo Gonzalez

Mayor, City of Willits

Building a Diverse Economy

Jessica Morsell-Haye

Council Member
City of Fort Bragg

Maureen Mulheren

Council Member
City of Ukiah

Green Infrastructure

Jim Roberts

Owner
The Madrones

Lucresha Renteria

Executive Director
Mendocino Coast Clinics

Technology Expansion & Use

Michelle Hutchins

Supt, Mendocino County
Office of Education

Glenn McGourty

Retired: Director University
of CA Cooperative Extension

Facilitation: Marie Jones consulting
Administration: Una Wirkebau, MOVE 2030 Coordinator

Economic Action Teams

Entrepreneurship/ Business Expansion

Community Champions

Jim Mayfield
Barbara Burkey
Gerry Gonzalez

- Tuesday, August 18
- Tuesday, Sept. 1
- Tuesday, Sept. 15
3-5 pm

Registration Link:

<https://bit.ly/3fDlqxG>

Building a Diverse Economy

Community Champions

Maureen Mulheren
Jessica Morsell-Haye

- Thursday, August 13
- Thursday, August 27
- Thursday, Sept. 10
11-1 pm

Registration Link:

<https://bit.ly/2EXS801>

Green Infrastructure

Community Champions

Jim Roberts
Lucresha Renteria

- Tuesday, August 25
- Tuesday, Sept. 8
- Tuesday, Sept. 22
9-11am

Registration Link:

<https://bit.ly/31KbZrB>

Technology Expansion & Use

Community Champions

Michelle Hutchins
Glenn McGourty

- Thursday, August 20
- Thursday, Sept. 3
- Thursday, Sept. 17
9-11am

Registration Link:

<https://bit.ly/31uHpSt>

Sign up registration link can be found in the chat.



Dan Gjerde
Supervisor, County of
Mendocino, District 4

Carmel Angelo
CEO, County of Mendocino

Closing Remarks

