

## Poverty action team minutes

November 29, 2018

In attendance: Rachel Ebel-Elliot, Angelica Millan, Heather Gurewitz, Julie Fetherston, Julie Beardsley, Waldi Helma, Brenda Moreno Sanchez

Rachel asked for additions to agenda, none were added.

The group cancelled the December meeting which would have been December 27<sup>th</sup>. The next Poverty Action Team meeting will be Thursday, January 24<sup>th</sup>.

Julie F. gave a brief summary of the summit and reported that the ideas that came out of the breakout groups were about the marketplace and whether we could add some skills training booths or workshops as part of the ongoing marketplace. There was discussion about the workshops West co will be creating/providing for the marketplace vendors prior to the start of the marketplace to help them develop their marketing, create a business plan etc. Waldi expressed concern about setting expectations for marketplace vendor. Having had a business herself, she said how difficult it is to have a successful business here and that entrepreneurship may not be the answer for everyone. Her desire would be to temper the vendors expectations of making a lot of money and perhaps help them with a back up plan and some skill development and path to more traditional jobs. Heather expressed concern that this was more than the marketplace planning group was willing or able to take on right now. Just getting the Marketplace up and running was a gigantic task and adding additional items (especially at this late stage) was not practical. It was suggested that after the market had its first year we could revisit if there was a need and capacity for additional services. the group agreed, and the discussion was tabled.

### Economic Summit discussion:

The Economic Summit will be held Jan 31<sup>st</sup> from 12:00-4:30pm at 111 E. Commercial Street in Willits.

Lunch will be included.

Heather is working on more detailed agenda, it will be a working meeting with people at the table who are already working to support economic development in this area, to identify gaps and creating a vision and path for the future. SWAT work at a deeper level. She is trying to get several inspirational speakers for 15 minute sessions before breakout working sessions. Keith Taylor from UCCE and UC Davis. Topics for breakout sessions might include:

- Entrepreneurship and access to capital
- Education workforce development and employment
- Infrastructure broadband
- Agriculture, natural resources and cannabis
- Tourism and arts
- Workforce housing
- Poverty alleviation

Heather asked for support from the group on three things: help facilitating the breakout sessions (or identifying people who might be good facilitators) 2)recruiting for the event and 3) recommendations for caterers.

There was discussion about sending out a survey before the summit to collect some information about needs and the work people are doing to incorporate into the breakout sessions. Julie B offered to create the survey and have it linked to the registration. After some discussion and reflection, Heather decided she would rather wait and do a survey when it was really needed and she had more time to plan exactly what information she needs and a clear intention for the survey.

Julie B said she would give the name of the SEIU representative to help with recruiting for the event.

Heather also reported on the Sonoma County Economic Summit. She said it was more of an informational sharing meeting not a conference where you go to get tools. Her perspective was that it was a pretty superficial overview and those who are already working in the field were familiar with the information. However, there were opportunities for networking.

#### Community Marketplace discussion:

Brenda Moreno Sanchez gave a report on the progress of the marketplace. The December 10<sup>th</sup> meeting of UVA (a community gathering) will have two main agenda items: a CERT certified training, so that the certified members can then become trainers and train more community members, and talk about and promote the community marketplace. Maria has made fliers which will be available, and she will be sending out a press release soon. Brenda said families are already expressing interest.

Brenda was also excited to report that the new priest at St. Marys church is very excited about the marketplace and wants to support community empowerment and integration. He offered to give information to the congregation about the marketplace at the English and Spanish masses. He also offered to let UVA have a table with information and applications outside of mass.

Angelica mentioned that the permitting process for the marketplace has not been addressed and asked who the applicant would be (Healthy Mendocino? ARC FRC? First 5?). Brenda said she would confirm and get back to her.

#### Action Items:

Brenda will send a copy of the marketplace flier to the group.

Angelica said she would follow up to make sure the permit application was submitted.

The next meeting will be Thursday, January 24, 2019. 11:00am at the Shasta Conference Rm. 737 S. State st.

**\*DON'T FORGET TO PUT THE ECONOMIC SUMMIT ON YOUR CALENDAR. January 31, 2019 12:00 - 4:30Pm\***