



**Mountain Desert Economic Partnership**  
Regional Education and Economic Development

**Team 1 Meeting Minutes**

April 21, 2020

12:00 p.m. - 1:30 p.m..

Zoom

**In Attendance:**

Matt Wells, MDCP JPA

Kendle Crowell, MDCP JPA

Andy Page, MDCP JPA

Sheila Thornton, OneFuture Coachella Valley

Kim McNulty, OneFuture Coachella Valley

Tom Hoegerman, Former Superintendent, Apple Valley USD

Thomas Hallin, ITM Mobile

Christina Behringer, Snowline JUSD

Lisa K. Kennedy, Victor Valley College

Crystal Naucio, Barstow Community College

Veronica Hill, Supervisor Robert Lovingood's Office

Lisa Holmes, Barstow Community College

Elena Rivera, Barstow Community College

Laurie Marsden, Supervisor Robert Lovingood's Office

Stacy Jones, Victor Valley College

Jessica Bails, PG&E

Eva Bagg, Barstow Community College

**1. *Welcome and Introductions***

**2. *What is MDEP's role during this crisis? How does MDEP stay relevant and emerge from the crisis poised to lead/drive economic development?***

- Beacon of hope
- Help economic development and recovery through innovative ideas
- Sense of community - use existing and build new relationships and networks through this group to achieve results
- If people didn't know what MDEP was before COVID, they should coming out of it.
- Team-specific work:
  - Team 2: What strengths does the drafted value proposition to 4-year universities have in the distance learning environment? Students need skills aligned to industries with

jobs. Public retirement is currently down \$1T (21%) - a squeeze in expansion may be coming. How do we pivot to move forward?

- Team 3: Mechatronics - Can we use platforms like Nepris in two ways: (1) To engage students in conversations about jobs that are currently in demand? (2) Bring real, meaty conversations about real problems to students? (e.g. A real chat of depth with someone or a panel of business leaders discussing trying to weather layoffs, lack of demand, new sanitation demands, etc.)
- Team 4: Essential skills - Is there a subset of essential skills that can be deployed as key in the current economic environment? For instance, can MDEP deploy a Top Ten Essential Skills for Remote Hiring/Job seeking in this environment, etc. that would lift up students to be an asset as HD weathers and emerges from this situation? Students exiting HS right now aren't going to be able to drop off a resume like before or conduct an interview like before. How can we support their transition to the workforce or later ed?

### **3. Team 1 Update and Projects Underway:**

- Lisa K. Kennedy gave an update on a project underway to provide face Shields for local hospitals in need. Barstow College has been assisting with this, among other community college in the Inland Empire:
  - 3D printers at the CCs have been used to create face shields and other PPE that local hospitals need.
  - 15,000 orders for face shields currently, with 1,300 delivered so far.
  - Cost is about \$1 per mask
  - PG&E has provided a funding stream to Barstow College to assist.
  - VVC Foundation has provided some funding, as well.
  - General Atomics, Exquadrum and some other local businesses are printing on their sites to assist.
  - Finding additional funding sources has been a hurdle. Strong Workforce funds currently cannot be used.
  - They currently only have four 3D printers at Barstow, which produce 150 face shields a week. They are looking for donations of printers from other districts wherever possible.
  - Larry McLaughlin, regional director, made arrangements with OnTrac to do pick up and delivery of the masks at no cost.
  - Needs for local hospitals across each region were shared.
  - Thomas Hallin shared that he has some partners locally that can produce or have shipped in one million NK95 masks. He will check with them to see if they have access to other materials that they can send to Barstow for the face shield effort, as well.
  - High schools are happy to help, but have to work around state and federal regulations with what they can do with their equipment and supplies that have been purchased using grant funds. Feds have agreed that items purchased with Perkins funds *can* be donated, but Strong Workforce purchased items are still off the table.
  - What is the call to action from this team? Is this a project that MDEP should adopt?
    - There is currently enough leadership on the face shields project already, so we don't need to adopt as a team. The team can share information as needed.

- We do need to somehow showcase the quick response and resiliency that exists in our partnerships between community colleges and local industry.

**4. Discussion: What is the mission for this team and the short term strategies that we are pivoting to get there?**

- Eva Bagg commented that loss of jobs and unemployment are urgent matters that need to be addressed by the team. We should be trying to assist those in need since that will be a long term challenge. The team agreed.
  - What can we do to save a business? What are the practical, remedial steps that we can use as a foundation for the innovation center later on? Other, innovative ways they can generate revenue?
  - We need to frame the challenge and meet the current needs
  - What resources can we provide, as an innovation hub, showing how businesses can pivot during this time and redirect them to a site (like the MDEP website) to view videos and other resources that can help them understand next steps to take.
  - Can we start in a small way with a handful of businesses and develop strategies to help them as a base infrastructure to what will become the Incubation and Innovation Center?
- Elena Rivera added that there is a coalition of the High Desert Chambers that could help build workshops and develop resources to give to the community. They have a list of all businesses in every city up here and their contacts, which could be helpful.
- We need to identify who the subject matter experts are.
- How do we build those supports?
  - Using existing resources and pivoting the scope and reach to assist others in the community who are struggling.
  - Determining what local small businesses have done successfully to pivot their focus to keep them above water (like restaurants providing meals for homeless students, restaurants offering make-your-own margarita boxes, etc.)
  - Continue building infrastructure and supporters of our work
  - GIA grant application in the works for Barstow College, which will assist in these efforts
  - Thomas suggested adding the following add-ons to the MDEP website as a landing page:
    - Ideas / Best Practices
    - Available Resources for Small Businesses
    - Identify SUBJECT MATTER EXPERTS
    - Quick Polls
    - Webinar Schedule
- How do we find out about small businesses in the region that need help?
  - Need to centralize resources as a first step
  - Identify small businesses or companies who are at risk, but have the potential to be leaders in the innovation and incubation space once our center is up and running.
  - Get Chambers of Commerce involved
  - Develop or tap into relationships with the City and Economic Development agencies
  - Conversation about developing a survey to determine challenges local businesses are facing:

- We are not prepared to respond to the needs of such a survey, which would lose MDEP's credibility.
  - It would be better to develop something centralized that houses resources that we can share

We need to have a network of folks/experts to help with the requests - it goes beyond a list of resources.
- Can we build a Digital Innovation Center with digital advisors, open forums, pitches from local companies?
  - The focus could be where is innovation emerging? Those ideas could be duplicatable for others in the same boat.
  - Map (GIS?) the areas where innovation is taking place, and connect those businesses with others who could duplicate those efforts to save their own businesses
  - How can we plan and be ready for innovative businesses that will surely be emerging through this?
- Subcommittees for each of these projects were established:
  - Innovation After Work - Thomas and whoever else is interested
    - April 29th at 12pm
  - Capturing models for local businesses who have pivoted successfully during this time - Crystal, Elena, Eva
    - April 29th at 3pm

**5. MDEP Conclave Save the Date - August 19, 2020**

- The hope is to hold this event in person, but we will plan accordingly as the time comes.