



Mountain Desert Economic Partnership
Regional Education and Economic Development

Team 1 Meeting Minutes
May 19, 2020
12:00 p.m. - 1:30 p.m.

In Attendance:	
Matt Wells, MDCP JPA	Denise Pasley, Barstow Community College
Kendle Crowell, MDCP JPA	Laurie Marsden, Supervisor Lovingood's Office
Andy Page, MDCP JPA	Larry McLaughlin, IEDRC
Sheila Thornton, One Future Coachella Valley	Elena Rivera, Barstow Community College
Kim McNulty, One Future Coachella Valley	Crystal Nasio, Barstow Community College
Carrie O'Neal, Barstow USD	Jessica Bails, PG&E
Lisa Kiplinger-Kennedy, Victor Valley College	Lilia Aguirre, Victor Valley College
Thomas Hallin, ITM Mobile - Co-Chair	Israel Riley, Goodwill Southern CA
Eva Bagg, Barstow Community College - Co-Chair	Christina Behringer, Snowline JUSD
Tom Hoegerman, Grey Sage Custom Leather	Stacy Jones, Victor Valley College
Veronica Hill, Supervisor Lovingood's Office	Kellie Williams, Snowline JUSD

Next Steps/Tasks:	
1) Final Revisions to Kickoff presentation a) Submit questions for post-event survey	Eva, Thomas, Elena, Lisa, Denise
2) Planning for June 10th Event a) Sponsorship packages - how will monetary contributions be accepted? Look into High Desert Community Foundation	Eva, Thomas, Elena, Lisa, Denise Matt and Kendle

1. Welcome and Introductions

2. MDEP Current Culture - Subcommittees Galore

Since the April meeting, there have been 5-7 subcommittees a week. Matt Wells gave a brief update of what each team has been working on.

Team 1 update:

- Organizing an Innovation Kickoff event on May 27th to develop the ecosystem for the virtual startup lab and development of the actual Innovation Incubation Center.

Team 2 update:

- The presentation has been refined and is almost ready to be put into a presentation form that a team could take to a four year university to show what we can offer them and how they can fill the education gap for us.

Team 3 update:

- Developing Mechatronics curriculum and alignment between what is being taught currently in HS and CC and what skills industry needs that can be added to existing curriculum.
- Developing a webinar series for Mechatronics that will feature industry partners from our region who work in this space. The series will be developed over the summer for deployment to students in the Fall. This will help to show students what Mechatronics careers look like. We can incorporate a tour of the HD Training Center at SCLA as a part of the series.

Team 4 update:

- Essential Skills buckets and descriptors were refined.
- A booklet was created and will be deployed based on the recommendations of the team today.
 - The initial target audience for the booklet are the graduating seniors.
 - Many companies endorsed the booklet and are excited to learn how to incorporate the MDEP skills in the workplace.

3. ***Innovation Kickoff Event***

a. Review Highlights of the Event Presentation

- Purpose of the event is to:
 - Identify and connect with innovators, entrepreneurs, coaches, investors, etc. - build out the ecosystem
 - Share the vision of what the team is working on long term (Innovation, Incubation Center, educating local entrepreneurs to launch and expand their businesses, expanding innovation in HD's major industry sectors like Medical, Manufacturing, Aerospace, etc., getting the new generation excited about the opportunities)
 - Gain commitment for those interested in participating regularly and moving the plans forward for a virtual startup lab and the
- Interactive presentations and presenters will be taking turns addressing the topics.
- Q&A during session and responses at the end of the event
- Inclusive community - we want people to know that innovation is for everyone
- Thomas reviewed some slides from the presentation and what the event will look like
- Highlight the importance of innovation as part of growing our economy and recovering from the COVID pandemic
- We need true experts in the different areas to meet expectations and grow this in the right way. Opportunities for new jobs.
- Audience will have a better understanding of terms
- Matt shared a post event survey and another survey with questions that will be asked during the event. It is a shared document, so we need the team members to submit questions.
- June 10th is a follow up event to this kickoff event. At this event, they will cover:
 - Deep brainstorming session for people who want to come back
 - Define the components of a virtual startup lab
 - Create/Discuss sponsorship packages

Feedback on presentation:

- Sheila stated that there are lots of components being presented, so we don't want to overpromise. Maybe show it in tiers - the first step is gathering intellectual capital (building ecosystem) and finding x number of partners for seed funding. The big buildout costs a lot of time and money and since there is no portion of the project already funded, we may want to gain success with one component so we can show others that it will be worth their time and investment going forward for the other components.

- Clarify what we are trying to get to in 6 months is the launch of a virtual startup lab, a budget, work plan and business plan will be established and built out for the next phase of development past the startup lab.
- Businesses need to know where their existing resources can align with the work being done.
- What change will people see if they participate in this? We want to see changes in the economy here and we believe this is the way it will look “ work, live, stay, play”, etc. (long term outcomes). This is part of building a stronger economy, designed thinking, tiered economic opportunity, and the overall goals of MDEP as a whole. How does a virtual startup lab tie into the long term vision? Everything we do in this innovation center should feed into those long term outcomes.
- Insert slide or update existing slide with a more clear visual of the tiers of this work.
- It isn't clear of what the governance structure of this center will look like. A university provides cover so folks can attach this to an entity that oversees something like this. What do we have as the umbrella?? We don't have anyone who “owns” this yet, aside from Barstow CC offering to house the brick and mortar center when we build that.

b. Review Registered Attendee List - Who's Missing?

- 59 people registered so far - event can only hold 100 participants, so members of the team who want to participate need to register as well.
- VVC Chamber is excited to be a part of the event and will be sharing with their membership.
- Need more Economic Development representation
- Need more city managers

c. Ideas for Sponsorship & Funding

- We have VVC, BCC, MDCP, and SBCSS as major contributors to this MDEP work so far, but someone needs to be a lead agency. Tom suggested housing this under the **High Desert Community Foundation** through the community colleges. They would take a percentage of \$, but they handle the money, file taxes, etc. so it would be pretty painless, at least to start off. Eva agreed that would be a good avenue to explore.
- If someone wants to pitch a bunch of money to this, where does the money go?
- We need to create sponsorship packages
- Barstow has been leading this effort, but it was not part of the College Board's strategic goals. The project has evolved and they have been supportive of the efforts of looking at physical locations, possibly housing the College's CTE programs and utilizing equipment purchased through Strong Workforce in a more intentional way to support both initiatives. With the current crisis and budget cuts, it is very hard for the College to commit to funding moving forward - they are trying to leverage the County, the Chancellor's Office, Corporate colleagues, etc. Through BCC, there is currently no infrastructure, or budget item under which this project exists.

4. **MDEP Conclave**

We need to meet in person for this event to be the most impactful. If we can't meet in person by the August 19th date, we will postpone.

5. **Decision: MDEP Meeting Through Summer**

6. **Next Meeting: June 16, 2020**