



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

**Team 2 Meeting Minutes**  
**November 17, 2020**  
**10:00 a.m. - 11:30 a.m.**

<b>In Attendance:</b>	
Matt Wells, MDCP JPA	McKenzie Tarango, Hesperia USD
Kendle Crowell, MDCP JPA	Lori Mente, Hesperia USD
Andy Page, MDCP JPA	Shannon Shannon, Saddlerock Reverse Mortgage
Dave Olney, Co-Chair, Hesperia USD	Lorraine Collins, Victor Valley UHSD
Ron Williams, Co-Chair, Victor Valley UHSD	Carrie O’Neal, MDCP JPA
Jessica Swift, MDCP JPA	Jennifer Neri, Global IPS

<b>Next Steps/Tasks:</b>	
1. Send names/addresses to Matt & Dave for Value Proposition mailing	Team Members
2. Work w/ Culture Plug to update Value Prop front cover and railway content	Matt/Carmina
3. Check in with Dr. Walden about where VVC is with students returning, enrollment, new post secondary models, and if they’ve continued their talks with Cal Poly about that partnership.	Dave/Matt
4. Create a shared doc for the team to actively add contacts who need to be part of the marketing efforts and who will reach out to them and invite them to the February meeting.	Kendle/Team
5. Think about ways to leverage AXA as they have strong partnerships with associations related to postsecondary. Ron will talk with their legislative staff to determine ways to get them involved.	Ron

1. **Welcome and Introductions**

The meeting was called to order at 10:03 a.m.

2. **Review All Team's Progress and Identify Interconnections**

Team 1: Innovation, Incubation, and Training

- Received GIA Award entrepreneurship grant
- Next virtual innovation dialogue this Thursday
- Barstow CC still working on building a space for the innovation center on their campus

Team 3: Tiered Economic Opportunity

- Local mechatronics video has been created
- What is the next industry sector to plug and play the Mechatronics model?
- Brainstorming how to get more industry involvement

Team 4: Essential Skills

- Cross sector foundational skills mapping and what kinds of skills lists are needed

3. **Team 2: 4 Year Degree Access Update**

- a. Who else do we send the Value Proposition to? Who are some of the contacts we haven't thought of?
  - Team members encouraged to send names and addresses to Dave and Matt so they can send out hard copies to those in need
- b. Establish Next Steps for Value Proposition
  - Update the front cover to look more exciting/enticing
  - Virgin is no longer leading the charge in the new rail project - it has changed to Brightline. We may need to change that wording in the document
  - Need to find the final draft that Jay Obernolte sent to the Chancellor's Office.
- c. Outreach/Marketing Efforts
  - Since Smitty is our new Assemblyman, we should invite him to our meetings and get him involved with this work to be an advocate. **Dave will work with him to get representation at our meetings.**
  - Introduce Paul Cook to the work we are doing, since he is the new County Supervisor. **Shannon will work with his office to get representation at our meetings.**
  - Dave's efforts to get a meeting with GIA have been fruitless, so we need to take another approach to getting them at the table. **Matt will work with Anne Marie, Sorrel, or Sheila to get representation at our meetings.**
  - **Matt will work with Anita Tuckerman to get her/her staff at our meetings.**
  - **Other New elected officials once votes are completely counted**
  - **Mark Creffield from Chamber of Commerce**
  - After the 1st of the year, we should put together a couple meetings with the folks mentioned above to share information and get a commitment for new members. January or February timeline for politicians since they need time to get settled in to their new seats.
  - Marketing campaign is the next step of the tactical plan.
    - What is a comprehensive marketing plan? **(Add to next meetings agenda)**
    - Identify who we need to reach out to. Put together a strategy of who is reaching out to who. **Kendle will create a shared doc and link to monday.com so folks can actively add who they will reach out to and will invite to the February meeting.**
    - What is the status of Tapestry and how can we incorporate them

d. How can the efforts of this team support MDEP outreach as a whole?

**a) Next Steps**

- 1) Dave suggested taking a cross team approach with Team 1 to go to Cal Poly Pomona campus and look at their innovation center. If we are looking for a partnership with them, it may open avenues for a conversation. Timeline for scheduling this will depend on COVID and school openings.
- 2) Check in with Dr. Walden about where VVC is with students returning, enrollment, new post secondary models, and if they've continued their talks with Cal Poly about that partnership.
- 3) Kendle will create a shared doc and link to monday.com so folks can actively add who they will reach out to and will invite to the February meeting (part of marketing plan above).
- 4) January meeting will be focused around developing marketing strategies and identifying contacts. February meeting will be the date we invite new contacts to.
- 5) Dave and Ron will think about ways to leverage AXA as they have strong partnerships with associations related to postsecondary. Ron will talk with their legislative staff to determine ways to get them involved.
- 6) Ron will work with the Rotary Club to get a meeting scheduled for Matt to present information about MDEP

**4. *monday.com***

- a. Completed/Outstanding Tasks
- b. Assign New Tasks
- c. Set Timelines

**5. *Next Meeting: December 15, 2020***

***The team decided not to hold a meeting will be held in December***